Subject card

Subject name and code	The art of cash-flow and revenue simulations, PG_00166938						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		1.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Audiovisual Production -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Grzegorz Fortuna-Skowron					
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours	Self-study		SUM
	Number of study hours	15		1.0	9.0		25
Subject objectives	Students gain practical skills in creating basic revenue and expense simulations. They become familiar with cash flow and recoupment models.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[PFAL3_W11] He/she knows the basics of economics necessary to run an audiovisual production business.	Knows the basics of economics necessary to run an audiovisual production business.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[PFAL3_U07] Can run a company on the audiovisual market.	Can run a company in the audiovisual market and knows the rules regarding cash flow.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU6] demonstration of practical skills
[PFAL3_U05] He/she has the ability to assess the value of an audiovisual project from a commercial point of view.	Has the ability to assess the value of an audiovisual project from a commercial point of view and evaluate its profitability.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[PFAL3_K02] He/she is prepared to take an active part in the activities of institutions, organizations and social groups involved in audiovisual production.	Is prepared to take an active part in the activities of institutions, organizations and social groups involved in audiovisual production, especially from an economic perspective.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report

Subject contents	Revenues and costs in audiovisual production; recoupment - a plan for dividing the income generated by a film; what is cash flow; methods of preparing cash flow; horizontal and vertical analysis; cash flow models in film production.
Prerequisites and co-requisites	

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>active participation in classes</td><td>80.0%</td><td>30.0%</td></tr><tr><td>summative assessment - performing a cash flow simulation tailored to the specifics of the audiovisual project</td><td>51.0%</td><td>70.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>Cash Flow: Practical Aspects of Preparing a Cash Flow Statement, Wydawnictwo Wiedza i Praktyka 2017.</td></tr>
<tr><td>Supplementary literature</td><td>At the beginning of the semester, the instructor may establish a set of additional readings required to pass the course.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">Discussion of cash flow methods.
Discussion of the principles of running a business in the audiovisual market.
Discussion of project accounting principles.</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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