

Subject card

Subject name and code	The art of cash-flow and revenue simulations, PG_00167044						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
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	14.0	0.0	0.0	0.0	14
	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	14		1.0		35.0	50
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_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_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_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							

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

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