

COURSE OUTLINE		
TERM: FALL 2020	COURSE NO: MOPA 335	
INSTRUCTOR:	COURSE TITLE: <u>Business Affairs</u>	
OFFICE: E-MAIL	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT: Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES: 45 credits of 100-level or higher coursework

CALENDAR DESCRIPTION:

Business Affairs for media is a critical administrative role that supports the media content producer. Students will examine and apply the various rules and regulations that inform this unique business environment in order to formulate a comprehensive and practical overview of entertainment business affairs practices in Canada.

REQUIRED TEXTS AND/OR RESOURCES:

Resource material is provided by the instructor or on reserve in the Main Library. Check eLearn for assignments and readings. Research guides supplied by library.

COURSE STUDENT LEARNING OUTCOMES:

Upon successful completion of this course students will be able to:

- Analyse media projects for business affairs applications;
- Differentiate production scenarios that require entertainment legal advice consultation;
- Examine the important business affairs elements, procedures and applications in development, pre-production, production and post, delivery, and distribution;
- Schedule and timeline business affairs elements and applications;
- Determine business affairs allies and support networks.

COURSE CONTENT:**WEEKS 1-15****WEEK 1:**

A Multi-Media Project Assessment

- Our responsibility to production and assessment of the production needs in terms of business set up and business affair application for multi-platform – animation, documentary, low budget and service work
- Working relationship with Lawyer, Production Accountant, Guilds

WEEK 2:

Safety

- Entertainment package and filing claims
- General liability – 2mil or 5mil?
- Multi-Platform Coverage
- Errors and Omissions - E&O Insurance
- Workmen’s Compensation Board (WCB) and filing an accident claim

WEEK 3:

Contracting Cast and Crew

- Union/Non-Union
- Understanding labour laws
- Mixing unions
- Negotiating with unions
- Asking for A LET (special consideration)
- The parameters of the personal release form
- *Assignment #1 In-class Quiz*

WEEK 4:

Optioning

- A script, books, game, multi-platform
- Understanding Chain-Of-Title documentation
- Guild Writers

WEEK 5:

Clearances Elements

- The Script
- Script Breakdown
- The Title Report
- Canada/US or worldwide
- When a rush charge applies
- Personal assignments
- Complex clearances for documentary and bio pics
- Logo and trademark clearances

WEEK 6:

Public Domain

- Working with Public Domain and Creative Commons
- Reading the fine print
- *Assignment #2 In-class Quiz*

WEEK 7:

Product Placement Permissions

- All forms of product placement
- Product placement agreements
- Usage of spoken lines from books
- Usage of on-screen book quotes clearance
- Clearance chart

WEEK 8:

The Finance Agreements

- The broadcaster agreement
- The distributors agreement

WEEK 9:

Business affairs for SOCAN

- AFM
- Key elements with a Composer and Music Supervisor: deals and working relations
- Cue sheets for distribution and SOCAN
- Music clearance for film/TV and multi-platform
- Composer agreement/publishing royalty percentage splits

WEEK 10:

Banking

- Canadian Film Banking Industry
- Working with Auditor to get the Comfort Letter
- Closing the interim bank financing or lending institution
- The bank agreement and Producer hold backs

WEEK 11:

Working with Investors

- The investor pitch deck and business affairs
- Angel Networks, Family Investment – Benefits for the investor

WEEK 12:

Credits and Closing Document

- The importance of credits for financing agreements
 - Credit logos and obligations
 - Business affairs for closing documentation, affidavits, and wrap up for E&O Lawyers
 - ISAN registration
 - Copyright registration
-

- *Assignment #3 In-class Quiz*

WEEK 13:

Delivery Elements

- How to file and binder and report the final documentation

WEEKS 14-15:*Final exam period*

Fourth hour: may include student meetings with instructor, screenings and online contact.

EVALUTION PROFILE	
Assignments*	65%
Final examination	25%
Participation/Attendance**	10%
Total	100%

*ASSIGNMENTS	
Assignment 1 - Production Start Up for Safety - Quiz All-encompassing, production start-up quiz. Students are expected to prepare multi-format production start-up check list to indicate in-depth knowledge of safety systems that are mandatory for insurance, crew and cast.	20%
Assignment 2 - Comparative Format and Genre - Quiz A quiz contrasting and comparing business affairs strategies encompassing all genres and formats. The student will demonstrate clear knowledge base of industry practises	20%
Assignment 3 - Financing Agreement – Quiz Analyze and interpret what each clause in the provided Financing Agreement means to the producer and how it affects the production	25%
Total	65%

****Attendance and Participation:**

Attendance will be taken for each class and will form part of the final grade (See Evaluation Profile). This is a professional program. Accordingly, students are expected to be on time and to attend every class. Arriving more than 20 minutes after the commencement of class, or leaving early, will be considered an absence. Students with three unexcused absences will fail the course. When students are absent from class, they are still responsible for the material covered during their absence, including announcements, assigned readings and hand-outs.

The grade for class participation is based on both the frequency and the quality of students' comments, questions and observations, with the emphasis on quality. The quality is determined by, among other things, the relevance, insight and clarity of remarks.

GRADING PROFILE:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades:

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments:

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.:

Missed exams and quizzes will be assigned a grade of zero. Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Professionalism:

Students are expected to demonstrate a professional attitude and behaviour towards their work, fellow-students, and their instructor. Students should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in this course. Students should have respect for equipment and systems, and a constructive response to criticism.

English Usage:

All written work submitted must use good academic English and follow the guidelines provided in the Capilano University Guide to Writing Assignments (available from the University Bookstore). Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices:

Students may use electronic devices during class for notetaking only. Students are expected to abide by the Statement of Appropriate Use of Information Technology Facilities and Services in any use of computers at the University. This statement can be obtained from your department, the Library, Computer Services or on the University website.

On-line Communication:

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

Computer lab usage:

No food or beverages are allowed in the University's computer labs at any time. Students must not abuse internet privileges by visiting inappropriate or illegal websites. Intentionally opening and/or altering other students' projects will not be tolerated. Respect for other students' work is of utmost importance.

UNIVERSITY OPERATIONAL DETAILS:**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

PROGRAM OPERATIONAL DETAILS:**VISION STATEMENT**

The School of Motion Picture Arts is dedicated to inspiring a new generation of independent Canadian filmmakers through the fostering and mentoring of emerging talent utilizing progressive learning environments and authentic production experiences, such that graduates make valued contributions to the global media culture.

PROGRAM LEARNING OUTCOMES
Program Mission
To provide the encouragement, equipment, training and setting for a vital experience of creation and collaboration. Student filmmakers will expand and refine their practical, professional, artistic and social skills in order to acquire craft excellence and successfully integrate into the increasingly complex and diverse industries of filmed entertainment, digital communications and new media.
Program Goals
<p>Knowledge: To enable students to articulate and apply their knowledge of story and story development to documentary and narrative projects on all platforms; to combine and apply both practical and theoretical knowledge; to investigate and interpret a broad range of theoretical perspectives.</p> <p>Skills: To orchestrate a detailed industrial process; to manage time and budget on large projects over extended periods of time; to use technology as a tool to create innovative and authentic stories; to develop a convergent approach to creative content; to collaborate creatively.</p> <p>Value: To conceptualize, research, develop and produce projects from initial idea through to final product; to market and distribute projects; to develop innovative business models and strategies to build sustainable companies; to understand the role of film and the film industry in Canada's culture and economy; to identify potential areas/sectors of employment; to identify opportunities for further study; to articulate and pursue a unique and personal voice and vision through the artistic and technical means of filmmaking and visual communication, and, in particular, to use the tools and resources at their disposal with clarity, intelligence, resourcefulness and professionalism.</p>

PROGRAM STUDENT LEARNING OUTCOMES
<p>Students successfully completing this program will:</p> <ol style="list-style-type: none"> 1. Analyze historical, technological, philosophical and theoretical trends in the national and global application of current industry practices. 2. Acquire a range of skills and applications of visual communication in order to expand their potential to realize and create meaningful career opportunities; 3. Contribute their technical skills, creative skills, and personal vision to the art of filmmaking; 4. Consult, liaise and negotiate in a professional manner in all aspects of the filmmaking process; 5. Develop industry relationships and create authentic learning environments in order to provide opportunities to expand their potential as independent filmmakers.