

2020

The Business of Media (CM2033)

TIMETABLE

Practical information

Course ID

CM2033

Credits

5 EC

Instruction language

English

Themes

- Bachelor 2 - International Bachelor Communication and Media
- Bachelor 3 - International Bachelor Communication and Media

Registration procedure

IBCoM students, **Elective** and **Exchange** students via OSIRIS Case ("IBCoM Studyplan Term X").

Secretariat

Education Office ESHCC, M7-31, 010-4082482, educationoffice@eshcc.eur.nl

Course description

Content

The media sector is an important economic industry that is increasingly expanding into other sectors such as healthcare or connected vehicles. During this course we focus on the media firm as our unit of analysis and we will use the business model canvas as our main analytical model. During the classes we will discuss how media firms design value propositions, engage with customers, produce content and services (value chains), manage their organizations and generate revenues. We will address the impact of new (digital) media technologies on the business models of media firms. Furthermore, we will also look at specific business related issues that media firms face in specific sectors, such as TV, gaming and digital video. We will also address how government policy impacts business models of media firms, for instance around copyrights, privacy and competition law.

An important part of this course consists of guest lectures by people that work in media companies. These guest lecturers will familiarize students with real life experiences around the topics that will be discussed.

Note: The course will be cancelled if there are less than 10 students. The maximum number of participants is 60. IBCoM students take priority over other students.

Learning goals

Students have knowledge and understanding of:

- Theoretical approaches, key concepts and current developments in the field of media business and media management;
- The operations of contemporary media organizations from a management and business perspective;
- Business model innovation literature

Students have developed the skills to:

- Read, critique, and apply relevant theoretical concepts to specific business related issues faced by media firms
- Analyze and critically reflect upon the use of business models by media firms

Study materials

Required material

- Book
Readings via Canvas and online resources

Instructional modes



Instructional modes

- Seminar

Period



Enrolment periods

- **Block TERM 1**
Start courses 7 September 2020

Lecturers



Contactperson for the course

- **PM Leendertse, MA**

Assessment



Toetsvorm

assignments and final paper

Extra information

Disclaimer: this information is subject to alteration. Always check the course manual for the up to date details.

Assessments (result in OSIRIS)

- **Attendance**
Test weight 0
- **Group paper**
Test weight 20
- **Group presentation**
Test weight 20
- **Individual final paper**
Test weight 60