



UNIwersYTET
Andrzeja Frycza Modrzewskiego
w Krakowie

SUBJECT CARD

1. Basic information

Subject	The Economics of Film Production
Faculty	Faculty of Management, Media and Technology
Field of study	Film production
Specialisation	-----
PQF level	6 PRK
Education level	first-cycle studies
Form of studies	full-time study
Group of activities	-----
Number of ECTS credits	6
Subject type	Tutorial
Total number of hours	20
Didactic cycle	2025/2026
Academic semester	winter
Academic year	
Education profile	General academic
Year of implementation	2025/2026
Language of instruction	English

Person responsible for the subject	Lech Mikulski, MA (e-mail: lmikulski@uafm.edu.pl)
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Semestrer, number of ECTS credits, class type, number of hours

Semester	Lecture	ECTS
winter	20	6

2. Subject objectives

C1	Familiarizing students with the organization and economics of film production, in particular with the financial aspects of film production and distribution, including possible income and the risk of financial losses.
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3. Prerequisites

The student should be familiar with the tendencies of contemporary cinema. Should show interest in the financial and organizational aspects of film production.

4. Learning content

W1	Knowledge: The student knows the basics of organization and economics of film production. The student knows how the film industry and the film market work.	
U1	Skills: Student potrafi wstępnie obliczyć koszt produkcji filmu oraz zdecydować o opłacalności produkcji danego filmu.	
K1	Social competence: The student is able to present his/her work to the public and express his / her opinion. Can collaborate with others on film project.	

5. Program content

Tutorial (20 hours)

Code	Topic blocks (semester: winter)
1	<p>BLOCK 1</p> <ul style="list-style-type: none"> - Introduction to the course. Introduction to the economics of film production. - Audience market potential in Poland and in a selected European country. - Box office in Poland. - Box office in the USA.
2	<p>BLOCK 2</p> <ul style="list-style-type: none"> - Financial successes and failures in contemporary film production — case studies. - Financing structure and priority of payments (recoupment waterfall).

3	<p>BLOCK 3</p> <ul style="list-style-type: none"> - Film production cost and its determinants — calculations and case studies. - Potential revenues generated during distribution — calculations and case studies. - Theatrical release management and film lifecycle: adjusting copy/screen counts and showtimes in response to audience trends; weekend spikes vs. weekday drops; expansion and tapering strategies. - Bankability — exercise: de-risking and maximizing a film's potential profit.
4	<p>BLOCK 4</p> <ul style="list-style-type: none"> - Feature film budget in the USA. - Documentary film budget in the USA and Canada. - Film budget in Poland and cost estimate — according to the Polish Film Institute (PISF) template. - Film budget and cost estimate in a selected European country.
5	<p>BLOCK 5</p> <ul style="list-style-type: none"> - Cash flow during film production, with particular focus on the principal photography period. Fundamentals of ongoing cost control and final cost reconciliation. - Final presentations — Spectacular financial success or unexpected failure? Presentations and discussion of case studies of selected films from cinema history, based on the American Film Institute (AFI) list of 100 films. - Course wrap-up and concluding remarks.

6. Teaching methods

Lecture	
	Lecture, tutorial, workshop, Project-based learning, case studies.

7. Student workload

Form of student activity	Student workload
Lecture	20 h
Including the e-learning method::	0 h
Total workload	
Preparation for classes, familiarization with materials. Preparation of the final project.	130 h
Total number of hours for the course	150 h
Total number of ECTS credits	6 ECTS

8. Evaluation criteria

Course completion criteria: Activity during classes is expected - participation in discussions, independent and group work. In addition to this, the final grade is also influenced by the manner and quality of the final presentation. An additional advantage may be the completion of additional tasks.

Lectures (Final exam/Final pass)	
Grade 6.0	The student was present at most of the classes (over 90%), showing very high activity and commitment, and the final presentation of the project was excellent. During the classes, the student completed at least two additional tasks.
Grade 5.0	The student was present at most of the classes (over 80%), showing great activity, and the final presentation of the project was excellent. During the classes, the student completed at least one additional task.
Grade 4.5	The student was present at most of the classes (over 70%), showing considerable activity, and the final presentation of the project was very well prepared and presented.
Grade 4.0	The student was present at most of the classes (over 60%), being moderately active, and the final presentation of the project was well prepared and presented.
Grade 3.5	The student was present at some classes (60% or less) being active from time to time and/or the final presentation of the project was not fully well prepared and presented.
Grade 3.0	The student was present at some classes (less than 50%) but not very active and/or the final presentation of the project was not sufficiently well prepared and presented.

9. Reading materials

Basic reading list

1. Goodell Gregory — Independent Feature Film Production: A Complete Guide from Concept Through Distribution, New York, 1998, St. Martin's Griffin

Additional reading list

1. Jones Chris, Jolliffe Genevieve — The Guerilla Film Makers Handbook, New York, 2006, Continuum International Publishing Group Ltd.

Publications of the lecturer

1. Course Script: Magdalena Oleszkowicz-Gałka & Lech Mikulski — Introduction to the Language and Economics of Film and Television Production, Kraków, 2020, Krakowska Akademia im. Andrzeja Frycza Modrzewskiego
<https://repozytorium.uafm.edu.pl/items/aa9c92c3-6ee7-4e7e-b58e-88304356173c> [Access: 16.06.2026].

Additional course reading materials

AFI'S 100 YEARS...100 MOVIES — 10TH ANNIVERSARY EDITION
<https://www.afi.com/afis-100-years-100-movies-10th-anniversary-edition/> [Access: 16.06.2026].

Box Office Mojo - <https://www.boxofficemojo.com/> [Access: 16.06.2026].

The numbers - <https://www.the-numbers.com/> [Access: 16.06.2026].

Polish Film Institute - <https://pisf.pl/> [Access: 16.06.2026].

Polish Box Office on the website of the Polish Filmmakers Association - https://www.sfp.org.pl/box_office [Access: 16.06.2026].

10. Additional information for students

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11. Information about academic teachers

Lecturer(s)

Lech Mikulski, MA (e-mail: lmikulski@uafm.edu.pl)