

# Overview Seminar 3

Media Operations and Control / Budgeting and Finance

Media Management Distance Learning Programme

(Seminar Date: 14 to 18 November 2009)

	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY			
0800 - 0845		<b>Financing Your Content and Ideas</b> Presale Financing Options for Media Products: From Cinema to Global Distribution <b>Björn Jensen</b> Managing Director Ginger Foot Films	<b>SAP Solutions in the Media Industry</b> Supporting Finance and Accounting Processes with Enterprise Resource Planning Systems (ERP/SAP) <b>Dr. Frank von Appen</b> Solution Management (SAP AG)	<b>Auditing &amp; Financial Reporting</b> Reporting Standards and Practice in European and International Economy <b>Wolfgang Boehm</b> IDW - Institut der Wirtschaftsprüfer in Deutschland e.V.	<b>Financial Management</b> Financial Processes and their Coordination in Corporate Frameworks/ Implications for the Media Industry <b>Christian V. Bergmann</b> Partner and Founding Member Alegro Capital, London			
0845 - 0930								
1000 - 1045	<b>ACADEMIC PROVIDER</b> "MEDIA OPERATIONS & CONTROL"					<b>ACADEMIC PROVIDER</b> "BUDGETING & FINANCE"	<b>Budgeting Systems in Broadcasting and Media</b> Budgeting in the Corporate Framework of Media Companies <b>Gorka Hermann</b> Director Finance, Paramount Pictures Germany GmbH	<b>Stockmarket Foundations</b> Initial Public Offerings Corporate Aims & Preconditions and Stockmarket Development <b>Christian V. Bergmann</b> Partner and Founding Member Alegro Capital, London
1045 - 1130								
BREAK								
1300 - 1345	<b>Welcome/Introduction and Review of Unit 2</b> Director & Programme Team	<b>ACADEMIC PROVIDER</b> "MEDIA OPERATIONS & CONTROL"	<b>ACADEMIC PROVIDER</b> "BUDGETING & FINANCE"	<b>Credit Financing I</b> Prerequisites and Obligations for Credit Financing of Media Projects Introduction "Banks & other Credit Institutions" <b>Bernhard Stampfer</b> Deutsche Bank AG Expert Team Telecommunication, Media & Technology	<b>Afternoon Lounge (Optional)</b> - wrap up - networking - Q&A			
1345 - 1430	<b>Foundations of Accounting</b> Management Accounting and Financial Accounting in the light of contemporary Management Practice/ IFRS Financial Statements <b>Prof. Dr. Thorsten Sellhorn MBA</b> Otto Beisheim School of Management	<ul style="list-style-type: none"> <li>• IMPORTANCE OF MANAGEMENT ACCOUNTING AND CONTROL FOR MEDIA MANAGEMENT AND CORPORATE GOVERNANCE</li> </ul>	<ul style="list-style-type: none"> <li>• FINANCE MANAGEMENT CONCEPTS</li> <li>• PROJECT AND FIRM VALUATION</li> <li>• RISK AND RETURN</li> <li>• FINANCING POLICY</li> <li>• BUSINESS CASE STUDY</li> </ul>	<b>Credit Financing II</b> Prerequisites and Obligations for Credit Financing of Media Projects Negotiation/Promotion/ Businessplan/ Reporting Production/Controlling <b>Bernhard Stampfer</b> Deutsche Bank AG Expert Team Telecommunication, Media & Technology				
1445 - 1530	<b>Operative &amp; Strategic Controlling</b> The Practice of Controlling Business Performance on different Levels of Corporate Responsibility/ Balance Sheet Analysis <b>Prof. Dr. Thorsten Sellhorn MBA</b> Otto Beisheim School of Management	<ul style="list-style-type: none"> <li>• CONTROLLING BUSINESS OPERATIONS: TRADITIONAL TOOLS AND MODELS</li> <li>• CRITIQUE OF TRADITIONAL MODELS AND ALTERNATIVE IDEAS</li> <li>• BUSINESS CASE STUDIES</li> </ul>						
1530 - 1615		<ul style="list-style-type: none"> <li>• TRANSITION TO DISTANCE LEARNING</li> </ul>	<ul style="list-style-type: none"> <li>• TRANSITION TO DISTANCE LEARNING</li> </ul>					
1630 - 1715	<b>Slot at Disposal of Programme Team</b>	<b>Dr. Emilia Florin-Samuelsson</b> Jönköping International Business School	<b>Dr. Robert Piret</b> ESCP Europe, Paris School of Management for Europe					
1715 - 1800					<small>*Please note that some topics enlisted in this overview may become subject to change</small>			
BREAK								
1900 - 1945	<b>Management Accounting in Media Companies</b> Management Framework within a Broadcaster: Accounting, Finance and Controlling <b>Christoph Wunsch</b> Former Director "Controlling" Commercial Broadcaster RTL2	<b>Film Finance &amp; Distribution</b> Finance Management & Media Projects in the Light of Venture Capital and Private Equity Investors <b>Patrick Martin</b> Managing Partner European Media Finance and Senior Advisor, Alegro Capital						
1945 - 2030								
ADDITIONAL EVENTS	<b>GET TOGETHER</b>			In collaboration with 				