



IIMA PRESS RELEASE 2009-10

Electives course Contemporary Film Industry (CFI)

IIMA, February 11, 2010: “Contemporary Film Industry (CFI) – a business perspective” is offered as an elective course to the second year students of the Post Graduate Programme in Management, (PGP) at IIMA. The CFI course was offered for the first time in 2008 -09 and had a registration of 75 students. This year the number of students who have registered for this course has increased to 148.

The course aims at giving a general background of the film and entertainment industry in India and abroad. It introduces the students to various kinds of film and entertainment businesses like feature films, ad films, documentary filmmaking, animation films and a glimpse of the global film industry. It covers the various dynamics of this rapidly growing industry from a business perspective. The focus of the course is on the business side of the film industry yet at the same time, it gives a basic introduction to the creative aspects of filmmaking such as direction, cinematography, production, screenplay, and post production. Mr Kandaswamy Bharathan an alumnus of IIMA (1978) and the executive producer of Kavithalayaa Production is the course co-ordinator. The course has classroom sessions by the teaching faculty and includes guest lectures by leading media industry professionals and production houses. Some of the guest speakers this year include Ms Shreya Saran, the noted south Indian actress and Mr Prahlad Kakkar, acclaimed ad-film producer.

Invitation to interact with Mr Prahlad Kakkar:

Interested media persons could interact with Prahlad Kakkar about the course on **February 15, 2010 (Monday) between 4.45 pm and 5.15 pm** at the KLMDC reception lounge, IIMA Main Campus.