

The Business of Cinema

The fifth edition of the Management Development Programme was held at CMS Business School on October 11, 2014. The focus of the programme was on the 'Business of Cinema'

The session attempted to demystify the film industry by peeling the layers and presenting it in a structured manner with all the components therein like any other industry. The programme was a huge success as students actively took part in it.

Facilitated by Mr. Ganesh Iyer, an industry veteran of 17 years, the programme explored the role of money in cinema.

