

EDUCATION

Putnam's EMBA



these markets,"

market look like? Who are the players, or is it going to be classic situations? The small start-up versus the market makers are too slow to be a threat rather than a competitor, which is classically the case.

As of this year, but it's not the sort of thing that's expected of people of your generation when the

return for Intel. In the early part of my career, I was across a start-up with a likeable team who would execute. I became too close to it to see the red flags to the deal. The experience taught me that it made me a disciplined venture

best piece of advice by a teacher? I would lead, especially

sound on a video clip from his teaching material fails. He also rails against the jargon used in conversations about digital delivery of business education.

"I have a problem with [the word] online, because somehow it conjures images of the way the Open University was delivered five years ago through video lectures," he says.

"My teaching is absolutely interactive. I can see the students all the time. They are in studios. In two cases they are actually in quite large auditoria.

"I have got my computer, I have created my two-hour seminar with all the slides and clips and everything else I need, I know what's coming up next, so I talk, illustrate, talk, question, Q&A, illustrate, talk, question. For two hours."

I ask Lord Putnam whether he thinks that being a film-maker helps him in the classroom and whether his peers could teach anything to business school professors trying to teach virtually.

"My belief is that every single school teacher ought to see themselves as content creators, but that sometimes means using other people's material," he says, admitting that he plays other people's films in his lectures.

"Whatever tool you can lay your hands on that makes you a better teacher, and makes a subject more vivid and memorable, you have an obligation, I think, to use it. That's enough to get some copyright owners have smoke coming out of their ears, but I really passionately believe that."

Lord Putnam speaks to Jonathan Moules: www.ft.com/b-school-video

as a woman. It came from my international economics teacher at Harvard. She encouraged me to get the career I wanted.

What is your biggest lesson learnt?
How to build a great team. Being a leader is not simply about giving instructions but getting the best out of people. That means building a diverse team with a wide range of backgrounds and skills.

Read the full version of this article at ft.com/ten-questions

Lights, camera, courses

Programmes on the film industry



New York University: Stern
Joint MBA/MFA degree

Aimed at budding film producers and entertainment industry executives, this degree covers financing and filmmaking. The course is a partnership between NYU Stern School of Business and Kanbar Institute of Film & Television at the Tisch School of the Arts. Students get a chance to attend the Cannes Film Festival.



FutureLearn: The Open University
The Business of Film

A free, six week and part-time online course, the Business of Film has been created in association with Pinewood Studios, London. This is where *Star Wars: Episode VII - the Force Awakens* and the James Bond film *Spectre* were filmed. Learn why films get public funding and the link between marketing and film success.



University of Southern California
Graduate certificate in the business of entertainment

The programme is run by the USC School of Cinematic Arts in association with the Marshall School of Business. The courses include the world of the producer; feature film financing and the studio system, and entertainment marketing in today's environment.



UCLA: Anderson
MBA specialisation in entertainment and media management

This programme offers courses such as film and television finance taught by a former executive vice-president of MGM studios. Other courses include one entitled making creativity profitable in entertainment and technology.