

## PROGRAMME SPECIFICATION

<b>Programme Title</b>	BA (Hons) Music Business and Entrepreneurship
<b>Intermediate Awards Available</b>	BA, DipHE, CertHE Music Business and Entrepreneurship
<b>UCAS Code</b>	N/A
<b>Professional Body Accreditation</b>	N/A
<b>Relevant <a href="#">QAA Benchmark Statements</a></b>	<ul style="list-style-type: none"> <li>• FHEQ (2008)</li> <li>• Business Management (2015)</li> <li>• Music (2016)</li> <li>• Finance (2016)</li> <li>• QAA Enterprise and Entrepreneurship Education Guidance (2018)</li> </ul>
<b>Specification Last Updated</b>	Date: July 2023
	Name: Ken Foreman

### Programme Aims

- To develop a systematic understanding of the key concepts surrounding current music industry management practice.
- To foster a critical awareness and understanding of contemporary issues in the music and creative industries, including the application of new business models and new marketing techniques.
- To foster and engender entrepreneurship, creative thinking and problem-solving within complex and constantly evolving environments.
- To equip students with relevant transferable and practical skills required to secure employment in a music, creative or copyright focussed organisation.

### Programme Learning Outcomes

#### Knowledge

- Develop an extensive subject knowledge, including a critical understanding of legal and management concepts.
- Exhibit a broad and thorough understanding of the core structures, functions and practices of the modern music industry.

- Demonstrate a systematic understanding of concepts, principles, theories, and challenges of entrepreneurship.

#### Cognitive skills

- Analyse, evaluate and apply the relevant management concepts, theories and models to issues related to the music and creative industries.
- Critically evaluate challenges and opportunities to develop and manage a music, creative or copyright focused organisation.
- Critically assess new business opportunities and practises.

#### Specialist practical skills

- Develop ICT skills to a high level, for enhancing learning and for application in the wider business environment.
- The ability to undertake and manage a project related to own goals in the music and creative industries.
- The ability to communicate effectively orally and in writing, present and pitch new business ideas and advocate own views.

#### General skills

- An advanced level of communication and creative thinking.
- The ability to work independently or collaborate as a member of a team to organise work effectively, identify problems, exercise initiative, select and implement effective solutions and meet strict deadlines and targets.
- The ability to manage own learning and identify needs to undertake further study.

### **Learning and Teaching**

Knowledge is developed through:

- Lectures and seminars
- Case studies
- Tutorials
- Guided reading
- Simulations and experiential learning
- Guided learning on Canvas (VLE)
- Mentorship
- Online discussions and activities

Cognitive skills are developed through:

- Seminars

- Small group and individual tutorials
- Reflective activities with feedback
- Online discussions and activities
- Project work

Specialist practical skills are developed through:

- Practical workshops
- Planning and delivering live events
- Tech sessions (Advanced ICT skills workshops)
- External visits
- Simulations
- ICT activities with feedback
- Structured advocacy activities
- Research skills-based activities through subscriptions to professional publications

General skills are developed through:

- Mentorship
- Planning activities
- Project work
- Group activities and teamwork

## **Assessment**

Knowledge is assessed by

- Coursework
- Presentations
- Portfolios
- Viva voce
- Essays/reports
- Diagrams
- Examinations
- Case studies

Cognitive skills are assessed by

- Coursework
- Essays/reports
- Case studies
- Viva voce
- Portfolios
- Examinations
- Presentations

Specialist practical skills are assessed by

- Business Plans
- Marketing Plans
- Practical reports and plans

- Portfolio of digital assets
- Observed practical tasks

General Skills are assessed by

- Project work
- Collaborative presentations
- Reflective reports
- Class tasks
- Group work

Students with disabilities and/or particular learning needs should discuss assessments with the Programme Leader to ensure they are able to fully engage with all assessments within the programme.

### Programme Structure

All programmes are credit-rated to indicate the amount and level of study required. One credit is equal to 10 hours of directed study time, which includes all components of the programme (e.g. lecture, seminar and independent study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Programmes are made up of modules that are each credit-weighted.

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	BAMBE4001	Principles of Entrepreneurship and Marketing	20	Core	N
4	BAMBE4002	Music Industry Essentials	20	Core	N
4	BAMBE4003	Introduction to the Live Industry	20	Core	N

4	BAMBE4004	The Evolving Music Landscape	20	Core	N
4	BAMBE4005	Promotional Strategies	20	Core	N
4	BAMBE4006	The Music Business: a concise history	20	Core	N
5	PA5056	Entrepreneurship and Innovation	40	Core	N
5	PA5057	Music Management	20	Option	N
5	PA5058	Music Publishing & Synchronisation	20	Core	N
5	PA5059	Digital Storytelling	20	Core	N
5	PA5060	Live Event Management	20	Core	N
5	PA5061	Business and Finance Essentials	20	Option	N
6	PA6061	Business Enterprise Project	40	Core	N
6	PA6062	Critical Issues in Management	20	Core	N
6	PA6063	Music & Entertainment Law	20	Core	N
6	PA6064	Strategic Management	20	Core	N
6	PA6065	Advanced Digital Marketing	20	Option	N

6	PA6066	Industry Experience	20	Option	N

#### Typical Duration of Programme

The expected duration of this course is 3 years full-time.

#### Additional Costs

There are no additional costs.

#### Further Information

Please consult:

- [ICMP web site](#)
- Programme Handbook

Module title and code	Contact Hours	Self-directed Study	Total Hours
BAMBE 4001	36	164	200
BAMBE4002	36	164	200
BAMBE4003	36	164	200
BAMBE4004	36	164	200
BAMBE4005	36	164	200
BAMBE4006	36	164	200
PA5056	72	328	400
PA5057	36	164	200
PA5058	36	164	200
PA5059	36	164	200
PA5060	36	164	200
PA5061	36	164	200
PA6061	48	352	400
PA6062	36	164	200
PA6063	36	164	200
PA6064	36	164	200
PA6065	36	164	200
PA6066	12	188	200

