PROGRAMME SPECIFICATION

<table>
<tr><td colspan="2">Section 1
General information</td></tr>
<tr><td colspan="2">Programme Title: MA Music Business</td></tr>
<tr><td colspan="2">Duration: 2022-2028</td></tr>
<tr><td colspan="2">Intermediate Awards Available:</td></tr>
<tr><td colspan="2">Location of Delivery: ICMP</td></tr>
<tr><td colspan="2">UCAS Code: NA</td></tr>
<tr><td colspan="2">Relevant QAA Benchmark Statements:
Master's Degrees in Business and Management (2015)
QAA FHEQ (2014)</td></tr>
<tr><td colspan="2">Professional, Statutory and Regulatory Bodies Accreditation:</td></tr>
<tr><td colspan="2">Additional Versions of this Course:</td></tr>
<tr><td colspan="2">Programme Lead: TBC</td></tr>
<tr><td colspan="2">Updated: 15.06.22</td></tr>
<tr><td colspan="2">HECoS Code: forthcoming (not yet available)</td></tr>
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<tr><td colspan="2">Section 2
Programme Aims and Learning Outcomes</td></tr>
<tr><td>Programme Aims</td><td>This programme is designed to:

Develop a systematic understanding of the global music ecosystem to analyse and critique practices, models and perspectives around current debates.

Examine the evolving complexity in the exploitation of intellectual property to critically evaluate the opportunities and threats posed by innovation, to gain insight into the future.

Design, plan and implement complex projects at a professional level, embracing data driven decision making, strategic problem solving, creativity and autonomy.

Nurture a comprehensive awareness of the importance of the societal, cultural and environmental impact of the business of music, and articulate solutions to tackle the challenges of sustainability, and other societal, ethical and governance issues.</td></tr>
<tr><td>Learning Outcomes</td><td>Knowledge</td></tr>
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What will you learn?	• Develop an expert subject knowledge of the legal, economic, technological, societal, environmental and cultural frameworks of the music ecosystem.

• Develop an expert subject knowledge of the legal, economic, technological, societal, environmental and cultural frameworks of the music ecosystem.

• Demonstrate a comprehensive knowledge of the complexity of Intellectual Property exploitation and the relevant moral, social, economic and political implications.

• Develop a systematic understanding of entrepreneurship and innovation theory and the various research methods commonly used to assess the attractiveness of business opportunities.

Cognitive

• Critically evaluate the opportunities and threats posed by innovation and critique theories, practices, models and perspectives around current debates to gain insight into the future of the business of music.

• Appraise and apply a range of decision-making tools, techniques, research methodologies and data analytics models, to support strategic decisions.

• Critically assess the key challenges and processes necessary to bring products and services to market, with a focus on emerging technologies and new business models.

Specialist Practical skills

• Synthesise and apply models, tactics and tools of the music and entertainment industries, to manage complex projects at a professional level.

• The ability to make an effective contribution to the design, development, and implementation of strategic plans to recommend solutions to current or upcoming music industry issues.

• Develop advanced ICT skills to research, plan, and develop a new venture and communicate clearly with specialist and non-specialist audiences to receive support.

General skills

• Demonstrate the agility and responsiveness to make sound judgements to tackle the challenges of environmental, societal, governance and other ethical issues.

• The ability to work effectively independently and as a member of a team, embracing diversity and engendering creativity, autonomy and personal responsibility.

- Develop career-readiness competencies to establish a competitive advantage in the global music and entertainment industries and increase the chances of success in own career pathway, further study and lifelong learning.

Section 3
Learning and Teaching Activities

ICMP's mission is to "inspire, encourage and equip our students to succeed by delivering a relevant and innovative educational experience of the highest quality".

The LTA Strategy defines ICMP's approach in relation to classroom activity and the student experience, setting out our aspirations and priorities for 2019- 22, and ensuring we meet ICMP's institutional strategic objective to achieve the highest quality of teaching and learning and deliver outstanding student and graduate outputs.

The aim of the Strategy is to articulate and implement a strategic approach to learning, teaching and assessment that:

- Delivers an education experience of the highest quality;

- Values students as active partners in learning;

- Supports student success;

- Develops academic excellence in teaching and learning.

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 ability is developed through:	- Seminars - Small group and individual tutorials - Reflective activities with feedback - Online discussions and activities - Project work - Mentorship

Specialist skills are developed through:	- Practical workshops - Planning and executing marketing campaigns - Content creation, video, and image editing - Presentations - Visual storytelling - Blogging and vlogging - Tech sessions (Advanced ICT skills workshops) - External visits - Contract negotiations - Simulations - ICT activities with feedback - Research skills-based activities through subscriptions to professional publications
General skills are developed through:	- Mentorship - Planning activities - Project work - Presentations - Group activities and teamwork - Pitching and public speaking

Section 4
Course Structure (Full-time)

Courses are made up of modules that are each credit weighted.

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

Level	Module Code	Module Title	Semester	Credit Weighting	Core/ Optional	Available via Distanced Learning
7	MAMB 7001	Rights Management & Future Revenue Streams	A	30	Core	
7	MAMB 7002	The Recorded & Live Music Ecosystem	A	30	Core	
7	MAMB 7004	Marketing, Accessing & Distributing Music	B	30	Core	
7	MAMB 7003	Music Business Entrepreneurship & Finance	B	30	Core	

	MAMB 7005	Music Business Final Project	C	60	Core	
7						

Course Structure (Part-time)

Courses are made up of modules that are each credit weighted.

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

Level	Module Code	Module Title	Semester	Credit Weighting	Core/ Optional	Available via Distanced Learning
7	MAMB 7001	Rights Management & Future Revenue Streams	1A	30	Core	
7	MAMB 7004	Marketing, Accessing & Distributing Music	1B	30	Core	
7	MAMB 7002	The Recorded & Live Music Ecosystem	2A	30	Core	
7	MAMB 7003	Music Business Entrepreneurship & Finance	2B	30	Core	
7	MAMB 7005	Music Business Final Project	2C	60	Core	

Section 5
Assessment Overview

Module Code	Module Name	Component of Assessment	Percentage Weighting	Word count / duration / production hours
Level 7				
MAMB 7001	Rights Management & Future Revenue Streams	CW1 Right Management & Revenue Streams Report	100%	5,000 words
MAMB 7002	The Recorded & Live Music Ecosystem	CW1 Critical Issue Presentation	100%	25 mins
MAMB 7003	Music Business Entrepreneurship & Finance	CW1 Media Presentation	70%	150 production hours

		(Reading Pitch Deck)		
		CW2 Business Pitch Presentation	30%	12 mins
MAMB 7004	Marketing, Accessing & Distributing Music	CW1 Release Strategy & Campaign Plan	100%	5,000 words or equivalent
MAMB 7005	Music Business Final Project	CW1 Music Business Final Project Portfolio	100%	12,000 words or equivalent

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

Section 6
Graduate Attributes

The programmes at ICMP are designed to ensure that all ICMP students have the opportunity to develop the following graduate attributes:

- Industry ready and employable
  - Expert and highly skilled in their discipline;
  - Knowledgeable of the complexities and dynamics of the creative industries;
  - Digitally literate and confident in the application of digital technologies required to work successfully in the music and creative industries;
  - Articulate, confident and highly effective communicators;
  - Able to negotiate constructively and influence others positively.
- Innovative and enterprising
  - Resilient to change and capable of innovation when finding solutions to new problems;
  - Inspired by their discipline and willing to embrace new opportunities through interdisciplinary collaboration;
  - Committed to pushing boundaries and remaining at the cutting edge of their discipline.
- Adaptable
  - Flexible as a team player or leader and able adjust their role as appropriate;
  - Adept at team-working and collaboration;
  - Creative in applying solutions to complex problems;
  - Able to work flexibly, effectively and efficiently in both physical and digital workspaces.
- Global citizens
  - Socially responsible practitioners throughout all professional activities;
  - Seek to have a positive impact on industry and collaborative partners;
  - Uphold ethical standard as part of professional practice by being professional, reliable, well prepared and respectful of differences;
  - Community minded and aware of global perspectives.

These attributes are developed in the following modules

Module Code *List modules*	Industry ready and employable [Y/N]	Innovative and enterprising [Y/N]	Adaptable [Y/N]	Global citizens [Y/N]
Rights Management & Future Revenue Streams	Y	Y	Y	Y
The Recorded & Live Music Ecosystem	Y	Y	Y	Y
Marketing, Accessing & Distributing Music	Y	Y	Y	Y
Music Business Entrepreneurship & Finance	Y	Y	Y	Y
Music Business Final Project	Y	Y	Y	Y

Section 7
Additional Information

Additional costs:
NA