

PROGRAMME SPECIFICATION

Course Aim and Title	BA (Hons) Music Business and Entrepreneurship
Intermediate Awards Available	BA, DipHE, CertHE Music Business and Entrepreneurship
Teaching Institution(s)	Institute of Contemporary Music Performance (ICMP)
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	Arts & Digital Industries
UCAS Code	TBC
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	<ul style="list-style-type: none"> • FHEQ (2008) • Business Management (2015) • Music (2016) • Finance (2016) • QAA Enterprise and Entrepreneurship Education Guidance (2018)
Additional Versions of this Course	CertHE Music Business and Entrepreneurship
Date Specification Last Updated	Jan 2021

Course Aims and Learning Outcomes

This programme is designed to give you the opportunity to:

- 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.

What you will learn:

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.

Thinking 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 focussed organisation.
- Critically assess new business opportunities and practises.

Subject-Based 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.

Skills for life and work (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

Thinking skills are developed through:

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

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

Skills for life and work (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

Thinking skills are assessed by

- Coursework
- Essays/reports
- Case studies

- Viva voce
- Portfolios
- Examinations
- Presentations

Practical skills are assessed by

- Business Plans
- Marketing Plans
- Practical reports and plans
- Portfolio of digital assets
- Observed practical tasks

Skills for life and work (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 Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

None

Programme Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

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| 3 | Equivalent in standard to GCE 'A' level and is 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. |

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

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	PA4043	Principles of Entrepreneurship and Marketing	20	Core	N
4	PA4044	Music Industry Structure	20	Core	N
4	PA4045	Introduction to the Live Industry	20	Core	N
4	PA4046	The Evolving Music Landscape	20	Core	N
4	PA4047	Promotional Strategies	20	Core	N
4	PA4048	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

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

Additional detail about the course module structure:

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.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Programme Specific Regulations

None

Typical Duration

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

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted.

Further Information

More information about this course is available from:

- ICMP web site (www.icmp.ac.uk)
- The UEL web site (www.uel.ac.uk)
- The programme handbook
- Module study guides

- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

There are no additional costs.

Alternative Locations of Delivery

N/A