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| Programme 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 | N/A |
| UEL Academic School | Arts & Digital Industries |
| UCAS Code | Tbc |
| Professional Body Accreditation | N/A |
| Relevant QAA Benchmark Statements | * FHEQ (2008) * Business Management (2015) * Music (2016) * Finance (2016) * QAA Enterprise and Entrepreneurship Education Guidance (2018) |
| Additional Versions of this Programme | CertHE Music Business and Entrepreneurship |
| Date Specification Last Updated | May 2018 |

Programme Aims and Learning Outcomes

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| 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**   * Developed 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

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| 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

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| 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 |

Work or Study Placements

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| None |

Programme Structure

All programmes 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:

3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme.

4 Equivalent in standard to the first year of a full-time undergraduate degree programme.

5 Equivalent in standard to the second year of a full-time undergraduate degree programme.

6 Equivalent in standard to the third year of a full-time undergraduate degree programme.

7 Equivalent in standard to a Masters degree.

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

The module structure of this programme:

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| **Level** | **Module**  **Code** | **Module Title** | **Credit Weighting** | **Core/Option** | **Available by Distance Learning?** |
| 4 |  | Principles of Entrepreneurship and Marketing | 30 | Core | N |
| 4 |  | Music Industry Structure | 15 | Core | N |
| 4 |  | Introduction to the Live Industry | 15 | Core | N |
| 4 |  | The Music Business: a concise history | 15 | Core | N |
| 4 |  | The Evolving Music Landscape | 15 | Core | N |
| 4 |  | Promotional Strategies | 15 | Core | N |
| 4 |  | Managing Creativity | 15 | Core | N |
| 5 |  | Business & Finance Essentials | 15 | Core | N |
| 5 |  | Music Publishing & Synchronisation | 15 | Core | N |
| 5 |  | Entrepreneurship and Innovation | 30 | Core | N |
| 5 |  | Digital Strategies in the Creative Industries | 30 | Core | N |
| 5 |  | Live Event Management | 30 | Core | N |

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| 6 |  | Critical Issues in Management | 15 | Core | N |
| 6 |  | Strategic Management | 15 | Core | N |
| 6 |  | Business Enterprise Project | 30 | Core | N |
| 6 |  | Music & Entertainment Law | 30 | Core | N |
| 6 |  | Content Marketing | 30 | Option | N |
| 6 |  | Industry Experience | 30 | Option | N |
| *Please note: Optional modules might not run every year, the programme 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.* | | | | | |

The overall credit-rating of this programme 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

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| None |

Typical Duration

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| The expected duration of this programme is 3 years full-time  A student cannot normally continue study on a programme after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. |

Further Information

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| More information about this programme is available from:  • ICMP web site ([www.icmp.ac.uk](http://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 programmes are subject to thorough programme approval procedures before we allow them to commence. We also constantly monitor, review and enhance our programmes 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

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| N/A |

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| Programme Aim and Title | Certificate of Higher Education in Music Business and Entrepreneurship |
| Intermediate Awards Available | N/A |
| Teaching Institution(s) | Institute of Contemporary Music Performance (ICMP) |
| Alternative Teaching Institutions | N/A |
| UEL Academic School | Arts & Digital Industries |
| UCAS Code | Tbc |
| Professional Body Accreditation | N/A |
| Relevant QAA Benchmark Statements | * FHEQ (2008) * Business Management (2015) * Music (2016) * Finance (2016) * QAA Enterprise and Entrepreneurship Education Guidance (2018) |
| Additional Versions of this Programme | BA (Hons) Music Business and Entrepreneurship |
| Date Specification Last Updated | May 2018 |

Programme Aims and Learning Outcomes

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| 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**   * Developed 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

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| Knowledge is developed through:   * Lectures and seminars * Case studies * Tutorials * Guided reading * Simulations and experiential learning * Guided learning on Canvas (VLE) * 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 * Tech sessions (Advanced ICT skills workshops) * External visits * Simulations * ICT activities with feedback * Research skills-based activities through subscriptions to professional publications   Skills for life and work (general skills) are developed through:   * Planning activities * Project work * Group activities and teamwork |

Assessment

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| --- |
| Knowledge is assessed by   * Coursework * Presentations * Portfolios * Essays/reports * Diagrams * Examinations * Case studies   Thinking skills are assessed by   * Coursework * Essays/reports * Case studies * Portfolios * Examinations * Presentations   Practical skills are assessed by   * 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 |

Work or Study Placements

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| None |

Programme Structure

All programmes 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:

3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme.

4 Equivalent in standard to the first year of a full-time undergraduate degree programme.

5 Equivalent in standard to the second year of a full-time undergraduate degree programme.

6 Equivalent in standard to the third year of a full-time undergraduate degree programme.

7 Equivalent in standard to a Masters degree.

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

The module structure of this programme:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Level** | **Module**  **Code** | **Module Title** | **Credit Weighting** | **Core/Option** | **Available by Distance Learning?**  **Y/N** |
| 4 |  | Principles of Entrepreneurship and Marketing | 30 | Core | N |
| 4 |  | Music Industry Structure | 15 | Core | N |
| 4 |  | Introduction to the Live Industry | 15 | Core | N |
| 4 |  | The Music Business: a concise history | 15 | Core | N |
| 4 |  | The Evolving Music Landscape | 15 | Core | N |
| 4 |  | Promotional Strategies | 15 | Core | N |
| 4 |  | Managing Creativity | 15 | Core | N |
| *Please note: Optional modules might not run every year, the programme 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.* | | | | | |

The overall credit-rating of this programme is 120 credits.

Programme Specific Regulations

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| None |

Typical Duration

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| The expected duration of this programme is 1 year full-time  A student cannot normally continue study on a programme after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. |

Further Information

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| More information about this programme is available from:  • ICMP web site ([www.icmp.ac.uk](http://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 programmes are subject to thorough programme approval procedures before we allow them to commence. We also constantly monitor, review and enhance our programmes 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

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| N/A |