

## Appendix 1: Programme Specification

### MA Classical Music Business

#### Programme Specification



<b>1. Programme title</b>	MA Classical Music Business
<b>2. Awarding institution</b>	Middlesex University
<b>3. Teaching institution</b>	Middlesex University
<b>4. Details of accreditation by professional/statutory/regulatory body</b>	n/a
<b>5. Final qualification</b>	MA Classical Music Business
<b>6. Year of validation</b> <b>Year of amendment</b>	2017/18
<b>7. Language of study</b>	English
<b>8. Mode of study</b>	Full time and Part-time

#### **9. Criteria for admission to the programme**

Applicants will normally have an upper second honours degree or above in an appropriate subject, typically music, business or another humanities subject. However, exemption can be made for those with significant relevant experience. The programme places substantive demands on students speaking, listening, reading and writing in English. Overseas applicants whose first language is not English should provide overall IELTS results of 6.5 or higher. If applicants have attained less than 6.0 in any component part of the test, they are strongly recommended to attend one of the university's pre-sessional English courses.

If you have relevant qualifications or work experience, academic credit may be awarded towards your programme under exceptional circumstances. For further information please visit Middlesex University's webpage on [Accreditation of Prior Learning](#).

## 10. Aims of the programme

The programme aims to develop an advanced understanding of classical music business contexts – cultural, industrial, political, scholarly, and practical – and instils in the postgraduate student related autonomous research skills and professional practices.

## 11. Programme outcomes

### A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of :

A1 Critical professional and academic approaches to research and practice in classical music business

A2 The complex global regulatory, legal and market environments in which classical music business operates

A3 The political, social, economic and other external contexts of classical music business practices

A4 Contemporary classical music business studies and practices, relating to companies with a broad range of forms and creative outputs

### Teaching/learning methods

Students gain knowledge and understanding through a blended approach to teaching and learning. Interactive lectures on issues relating to entrepreneurship and the creative economy sit alongside workshops and seminars in which students can present ideas and engage in debate, and tutorials in which students are given feedback on individual research strategies and projects. Advanced self-directed study is of critical importance.

### Assessment methods

Students' knowledge and understanding is assessed by submission of essays, reports, presentations, and an analytical and evaluative journal.

### B. Cognitive (thinking) skills

On completion of this programme the successful student will be able to:

B1 Synthesise and apply theoretical knowledge to inform and appraise professional and practical work

B2 Use and critique specialised terminology and sophisticated theoretical concepts

B3 Reach and articulate sound judgements and defensible conclusions

### Teaching/learning methods

Students learn cognitive skills through a combination of lectures, workshops and tutorials, seminars, directed reading, case studies, facilitated discussion, guest speakers and individual research. Analysis and critical thinking are strengthened through seminar participation and independent study. In particular, creative thinking is developed in seminar discussion and debate, as well as through independent study.

	<p><b>Assessment methods</b></p> <p>Students' cognitive skills are assessed by the processes and products of applied and theoretical projects, e.g. submission comprehensive critical and contextual written work, reflections and seminar presentations.</p>
<p><b>C. Practical skills</b></p> <p>On completion of the programme the successful student will be able to:</p> <p>C1 Organise learning and research through self-management and related to chosen subject specialism(s)</p> <p>C2 Communicate sophisticated ideas and arguments effectively</p> <p>C3 Prepare research and complex project-based proposals, plans, bids or applications for a range of classical music business activities</p> <p>C4 Plan and analyse with critical commercial, financial and/or legislative awareness</p>	<p><b>Teaching/learning methods</b></p> <p>Students learn practical skills through participation in workshops, seminars, guided discussions, individual and group coursework, independent study and research methods training. Formative feedback on concept-based and practical projects is important, as is engaging in professional practice activities, such as working effectively in teams, meeting deadlines, and delivering presentations.</p> <p><b>Assessment methods</b></p> <p>Students' postgraduate skills are assessed by submission of written reports, reflective and self-reflective presentations, presentations, seminars and discussion groups, and project work.</p>
<p><b>D. Graduate skills</b></p> <p>On completion of this programme the successful student will be able to:</p> <p>D1 Evaluate and manage personal and career development</p> <p>D2 Communicate effectively, in written, oral and visual forms</p> <p>D3 Learn effectively, achieving sophisticated outcomes</p>	<p><b>Teaching/learning methods</b></p> <p>Students acquire postgraduate skills through lectures, seminars, workshops, exercises, tutorials and presentations on work-in-progress to peers; students also acquire such transferrable skills through project work and self-directed study.</p> <p><b>Assessment methods</b></p> <p>Students' postgraduate skills are assessed by submission of written reports, reflective and self-reflective presentations, presentations, seminars and discussion groups, and project work.</p>

D4 Use ICT and numeracy appropriate to complex academic and professional requirements

## 12. Programme structure (levels, modules, credits and progression requirements)

### 12.1 Overall structure of the programme

#### Full-time Study

Term 1 & 2	Term 3
<p><b>Core modules</b></p> <ul style="list-style-type: none"> <li>• <b>MUS4074</b> Classical Music Business in Practice – 30 credits</li> <li>• <b>MUS4058</b> Arts and Music Marketing and Finance – 30 credits</li> </ul> <p><b>Optional modules</b> (to choose 2 from 3 options, adding up to 60 credits)</p> <ul style="list-style-type: none"> <li>• <b>MUS4028</b> Classical Music Leadership and Artistic Planning – 30 credits</li> <li>• <b>MUS4054</b> Cultural Events Management (Music Pathway) – 30 credits</li> <li>• <b>ACI4100</b> New Ventures in the Creative Economy – 30 credits</li> </ul>	
	<p>Term 2 &amp; 3</p> <p><b>Core module</b></p> <p><b>MUS4048</b> Professional Practice in the Classical Music Industry – 60 credits</p>

#### Part-time Study

Year 1, Term 1 & 2	Year 1, Term 3
<ul style="list-style-type: none"> <li>• <b>MUS4074</b> Classical Music Business in Practice – 30 credits</li> <li>• <b>MUS4058</b> Arts and Music Marketing and Finance – 30 credits</li> </ul>	n/a
<p><b>Year 2, Term 1 &amp; 2</b></p> <p>Two options from below:</p> <ul style="list-style-type: none"> <li>• <b>MUS4028</b> Classical Music Leadership and Artistic Planning – 30 credits</li> <li>• <b>MUS4054</b> Cultural Events Management (Music Pathway) – 30 credits</li> <li>• <b>ACI4100</b> New Ventures in the Creative Economy – 30 credits</li> </ul>	

	<b>Year 2, Term 2 &amp; 3</b>
	<b>Core module</b>  <b>MUS4048</b> Professional Practice in the Classical Music Industry – 60 credits

<b>12.2 Levels and modules</b>		
Level 7		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take MUS4074, MUS4058, and MUS4048.	Students must also choose two of the following: MUS4028, MUS4054, and ACI4100.	N/A

<b>12.3 Non-compensatable modules</b> (note statement in 12.2 regarding FHEQ levels)	
Module level	Module code
Level 7	No modules on the programme are compensatable

<b>13. Curriculum map</b>
See attached.

<b>14. Information about assessment regulations</b>
The work is marked using the University's standard 20-point scale. For specific issues, please see Middlesex University Regulations. Self-deferral is not permitted on any modules within the programme. Students wishing to defer must consult Unihelp or Student Progression and Support Advisor.

<b>15. Placement opportunities, requirements and support (if applicable)</b>
MUS4048 is a 60 credit placement module. This is typically 600 hours of negotiated work inside a classical music company that allows students to explore in depth an area of professional practice, with assessment based on learning, reflection and high level synthesis of theory and practice. Work placements are supported across the University by the Employability and Careers Centre, MDX Works.

#### 16. Future careers (if applicable)

The career paths of graduates of the MA Classical Music Business are likely to point to employment and/or freelancing in the classical music industry. London is a centre for classical music opportunities and this programme has been designed to combine these with an academic framework that places students in an excellent position for future employment and freelance work. In addition to the work placement that is integral to the programme, regular opportunities to engage with industry professionals will be facilitated through industry visits, field trips, networking events and colloquia series. Support for employability in taught module assessment includes work on live case studies and practical assignments involving developing funding and marketing plans, funding applications, events and business plans. Students benefit from embedded support from MDX Works and initiatives such as the Employability Toolkit.

#### 17. Particular support for learning (if applicable)

Support for learning is rich and varied: students who are returning to HE after some years and students whose first language is not English are especially encouraged to use the Learning Support Facilities provided by LET; the Welfare Office offers on-site counselling, careers advice and disability support services; visiting speakers from the classical music industry feature; specialist teaching staff, whose academic research is recognised domestically and abroad and have strong industry links, are available, as is all that London offers as a cultural centre.

#### 18. JACS code (or other relevant coding system)

W300

#### 19. Relevant QAA subject benchmark group(s)

Music 2016 UG SBS  
Masters characteristics

#### 20. Reference points

Middlesex University Regulations <http://www.mdx.ac.uk/regulations/>; Middlesex University Learning and Teaching Policy and Strategy; QAA Subject Benchmark Statements for Undergraduate Study in: Business and Management (2015), Events, Hospitality, Leisure, Sport and Tourism (2016), Music (2016). QAA Subject Benchmark Statements for Postgraduate Study in: Business and Management (2015) (NB: benchmark statements for postgraduate study of Events and Music are not yet published); QAA Framework for HE Qualifications (National Qualifications Framework). International Artist Managers' Association (IAMA) Code of Practice; Music Publishers Association (MPA) Code of Fair Practice; Musicians Union (MU) Code of Practice

## **21. Other information**

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if they take full advantage of the learning opportunities provided. More detailed information about the programme can be found herein and in the University Regulations.

## Appendix 2: Curriculum Map

### Curriculum map for *MA Classical Music Business*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

#### Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	Professional and academic approaches to research and practice in classical music business	C1	Organise learning and research through self-management and related to chosen subject specialism(s)
A2	The global regulatory, legal and market environments in which classical music business operates	C2	Communicate sophisticated ideas and arguments effectively
A3	The political, social, economic and other external contexts of classical music business practices	C3	Prepare research and project-based proposals, plans, bids or applications for a range of classical music business activities
A4	Contemporary classical music business studies and practices, relating to companies with a broad range of forms and creative outputs	C4	Plan and analyse with commercial, financial and/or legislative awareness
Cognitive skills		Graduate Skills	
B1	Apply theoretical knowledge to inform and appraise professional and practical work	D1	Manage personal and career development



B2	Use and critique specialised terminology and theoretical concepts	D2	Communicate effectively
B3	Reach and articulate sound judgements and defensible conclusions	D3	Learn effectively
		D4	Use ICT and numeracy appropriately

Programme outcomes															
A1	A2	A3	A4	B1	B2	B3	C1	C2	C3	C4	D1	D2	D3	D4	
Highest level achieved by all graduates															
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	

Module Title	Module Code by Level	Programme outcomes															
		A1	A2	A3	A4	B1	B2	B3	C1	C2	C3	C4	D1	D2	D3	D4	
Classical Music Business in Practice	MUS4074	X	X	X	X		X	X	X		X			X		X	
Arts and Music Marketing and Finance	MUS4058	X	X	X				X	X	X		X	X	X		X	
Professional Practice in the Classical Music Industry	MUS4048	X		X		X			X		X		X	X	X		
Classical Music Leadership and Artistic Planning	MUS4028			X	X			X		X		X	X	X	X		
Cultural Events Management	MUS4054	X			X	X	X		X		X	X			X	X	
New Ventures in the Creative Economy	ACI4100		X			X		X	X	X			X			X	