

Appendix 1: Programme Specification

BA Music Business and Arts Management



Programme Specification

1. Programme title	Music Business and Arts Management
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	n/a
5. Final qualification	BA Honours
6. Year of validation Year of amendment	
7. Language of study	English
8. Mode of study	Full-time or part-time

9. Criteria for admission to the programme

UCAS Tariff: approx. 112 points or equivalent qualification in which music and/or economics and/or business studies plays a substantial part, or an appropriate foundation course. Applicants without formal qualifications but with appropriate skills, knowledge and understanding will also be considered for admission.

10. Aims of the programme

Covering areas such as entrepreneurship, event management, music contracts, copyright, live music, musicology, consultancy and arts marketing, this multi-disciplined degree gives you an excellent overview of the music business as well as contemporary issues in arts management. Its content, an attractive blend of compulsory and elective modules, allow students to specialise in distinct areas of expertise as their studies progress. The programme's widest aims, then, are to: develop knowledge and skills in music business and arts management; develop a deep understanding of context, for example cultural, commercial and aesthetic; develop skills of autonomous learning and professional practice; and enable students to enhance the cultural experience of society.

11. Programme Outcomes	
<p>A. Knowledge and understanding On completion of this programme the successful student will have knowledge and understanding of :</p> <p>A1. Specialist music business and arts management practices</p> <p>A2. The interrelation of musical cultures and cultural industries</p> <p>A3. Professional and scholarly approaches to research and planning</p> <p>A4. Management of high-level music and/or arts projects</p>	<p>Teaching/learning methods</p> <p>Students will develop an understanding of various contexts in which music and the arts develop. They will acquire an understanding of the economic and political environments of the music business and arts management as well as reflect on theoretical and aesthetic issues relating to music and the arts. Outcomes are achieved through: interactive lectures on the cultural, commercial and aesthetic contexts of music, the arts, the cultural industries and the creative economy; workshops, seminars and tutorials related to such learning; supplementary field trips; and optional client-based work.</p> <p>Assessment methods</p> <p>Students' knowledge and understanding is assessed by critically reflective essays, evaluative reports, and presentations.</p>
<p>B. Skills On completion of this programme the successful student will be able to:</p> <p>B1. Inform music business and arts management work through theoretical knowledge</p> <p>B2. Employ reflective and critical thinking in professional and academic work</p> <p>B3. Construct and be able to defend written and oral arguments</p> <p>B4. Design, implement and manage high-level music and/or arts projects</p> <p>B5. Demonstrate specialist understanding of artistic cultures and commerce</p> <p>B6. Plan, organise and manage study and research</p> <p>B7. Manage personal and career development</p> <p>B8. Communicate effectively and</p>	<p>Teaching/learning methods</p> <p>Students will be required to discuss the critical contexts of their ideas, arguments and project-based work. Outcomes are achieved through: feedback on project work designed to test the implementation of theory; interactive lectures on feasibility studies, risk analysis and event management; use of Music Centre and LRC resources; tutor-peer discussion within seminars and tutorials; essay- and report-writing workshops.</p> <p>Students will employ commercially sensitive skills in planning and managing projects, and will also use develop their broader understanding of the cultural and aesthetic contexts. Outcomes are achieved through: interactive lectures, including sessions given by guests from industry; tutor-peer discussion in seminars and workshops on specific projects, within and beyond campus, e.g. concert management, consultancy; visits, field trips, and client-</p>

<p>professionally</p> <p>B9. Be successful in an independent or collaborative working environment</p> <p>B10. Use ICT and numeracy appropriately</p> <p>B11. Undertake research and learn autonomously</p>	<p>based work; and autonomous learning.</p> <p>Students are encouraged to communicate and to work both independently and collaboratively through assignments, in-class exercises and discussion. Outcomes are achieved through: interactive lectures and seminars on case study-based exercises; formative assessment in such areas, e.g. mini-assignments, tutorials, projects on marketing, promotion and management, CV workshops.</p> <p>Assessment methods</p> <p>Assessment is by: presentation and/or viva voce; critical and analytical essays; evaluative reports; evaluation of events designed, planned and managed.</p>
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12. Programme structure (levels, modules, credits and progression requirements)							
12. 1 Overall structure of the programme							
Level 4 Year 1 FT	Compulsory						
	MUS1057 Introduction to the Music Industries JH	MUS1054 Managing Arts & Music Projects ZB	MUS1155 Music Contracts & Copyrights BI	MUS1061 Critical Thinking about Music CD			
Level 5 Year 2 FT	Compulsory		Choose two options from three:				
	MUS2066 Live Music Industry JH	MUS2810 Music Entrepreneurship MO'D	MUS2075 Principles of Arts Marketing AM	MUS2057 Music & Culture FP	MUS2058 Music Journalism BI		
Level 6 Year 3 FT	Compulsory	Choose one option from two:		If MUS3993 chosen, choose one option from four: If MUS3055 chosen, choose MUS3996 and one further module:			
	MUS3078 Critical Studies in Music Business & Arts Management ZB	MUS3993 Major Project (60 credits) <i>Entry subject to grades achieved on MUS2066/2810</i> JH	MUS3055 Independent Project FP	MUS3076 Contemporary Music Studies JD	MUS3098 Popular Music Studies RO	MUS3077 Community Arts & Music Education BI	MUS3996 Music Funding & Finance AM

12.2 Levels and modules		
Level 4		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MUS1057 MUS1054 MUS1155 MUS1061		
Level 5		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MUS2066 MUS2810	Students must also choose at least two of the following: MUS2075 MUS2057 MUS2058	
Level 6		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MUS3078	Students must also choose a pathway in which they take either a) MUS3055, MUS3996, and one from MUS3076, MUS3098 or MUS3077 or b) MUS3993 and one of MUS3076, MUS3098, MUS3077 or MUS3996	To study MUS3993 Major Project, students must have achieved a mark of 10 or better when grades for their two core BA Music Business and Arts Management modules at Level 5 - MUS2066 Live Music Industry and MUS2810 Music Entrepreneurship - are averaged. Additionally, no single module grade attained for either of these modules must be lower than 12.

12.3 Non-compensatable modules	
Module level	Module code
4	MUS1054
5	MUS2066
6	MUS3078

13. Curriculum map
See Curriculum Map below

14. Information about assessment regulations
Please see the current University Regulations. Students seeking to defer assessment must consult with UniHelp.

15. Placement opportunities, requirements and support
Opportunities for work placements are optional but encouraged and supported, be it through a formal “sandwich” year (MUS2999) or within MUS3055 Independent Project. Our students have secured, and continue to secure, internships and placements with the likes of the NME, Bath International Music Festival, EMI, the Barbican and The Puppini Sisters, among many others. Field trips and various course modules actively support collaboration between students and industry leaders and organisations.

16. Future careers (if applicable)
Students are prepared for their future careers through: advice through a Professional Development Tutorial scheme and Employability; sessions with visiting professionals; vocational field trips, client-based work, and opportunities for work experience. Students therefore leave fully equipped with the music business and management skills needed to secure employment in these vibrant sectors of the economy. Event management, arts administration, the record industry or artist development are just some of the areas in which students might be expected to gain employment. Opportunities in venue management, music and arts markets, arts outreach and education also exist, as demonstrated by the success of our graduates in recent years. Indeed, graduates of BA Music Business and Arts Management have gone on to gain employment with the likes of MTV, the MBF, Universal, PRS for Music and PPL, among many other prominent organisations.

17. Particular support for learning (if applicable)

- Specialist Librarian
- Learning Resource Centre
- Music Technician
- Music Research Fellow
- Optional “sandwich” year
- Induction programme for new students
- Professional Development Tutorials
- Extracurricular events, e.g. Concerts & Colloquia, a weekly series that has helped bring illustrious guest speakers to the University, e.g. Mark Lawrence (PRS for Music), Geoff Travis (Rough Trade), Tom Robinson (BBC and singer-songwriter), James Threlfall (Champion Records), Dave Tomberlin (Interscope-Geffen-A&M) and Dr Shruti Jauhari (KM Music Conservatory, India)

18. JACS code (or other relevant coding system)

W3N2

19. Relevant QAA subject benchmark group(s)

Music
General business and management

20. Reference points

- QAA Subject Benchmark Statement
- Frameworks for Higher Education Qualifications.
Source:
<http://www.qaa.ac.uk/publications/information-and-guidance/publication/?PubID=2718#.U8UB3c5wZaQ>
- Middlesex University Regulations
- Middlesex Learning and Quality Enhancement (LQE) Handbook

21. Other information

Students also benefit through the professional work and links of staff across Music, Performing Arts, Media and Business.

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 s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Appendix 2: Curriculum Map

Curriculum Map for *BA Music Business and Arts Management*

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		Skills (practical)	
A1	Specialist music business and arts management practices	B4	Design, implement and manage high-level music and/or arts projects
A2	The interrelation of musical cultures and the cultural industries	B5	Demonstrate specialist understanding of artistic cultures and commerce
A3	Professional and scholarly approaches to research and planning	B6	Plan, organise and manage study and research
A4	Management of high-level music and/or arts projects		
Skills (cognitive)		Skills (graduate)	
B1	Inform music business and arts management work through theoretical knowledge	B7	Manage personal and career development
B2	Employ reflective and critical thinking in professional and academic work	B8	Communicate effectively and professionally
B3	Construct and be able to defend written and oral arguments	B9	Be successful in an independent or collaborative working environment
		B10	Use ICT and numeracy appropriately
		B11	Undertake research and learn autonomously

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Programme Outcomes – highest level to be achieved by all graduates														
A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	B11
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6

	Module Title	Code	Programme Outcomes														
			A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	B11
			6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Level 4	Introduction to the Music Industries	MUS 1057	x				x	x			x	x		x			
	Managing Arts & Music Projects	MUS 1054	x		x	x	x	x	x	x		x		x	x	x	
	Music Contracts & Copyrights	MUS 1155	x	x			x	x	x			x		x	x	x	
	Critical Thinking about Music	MUS 1061		x	x			x			x	x	x			x	
Level 5	Live Music Industry	MUS 2066	x	x	x		x	x			x	x	x			x	
	Music Entrepreneurship	MUS 2810	x		x	x		x	x	x	x	x		x	x	x	
	Principles of Arts Marketing	MUS 2075	x				x	x			x	x		x	x	x	
	Music & Culture	MUS 2057		x	x			x			x	x			x		
	Music Journalism	MUS 2058	x	x			x	x			x			x			
Level 6	Critical Studies in Music Business & Arts Management	MUS 3078	x	x	x			x	x		x	x	x	x		x	
	Major Project (Precise LOs will be determined by the student)	MUS 3993	x		x	x	x	x	x	x	x	x	x		x	x	
	Independent Project (Precise LOs will be determined by the student)	MUS 3055	x		x	x	x	x		x		x			x	x	
	Contemporary Music Studies	MUS 3076		x	x			x			x	x		x			
	Popular Music Studies	MUS 3098		x				x			x	x		x			
	Community Arts & Music Education	MUS 3077			x	x		x		x			x	x	x		
	Music Funding & Finance	MUS 3996	x				x	x			x			x		x	