**Programme Specification and Curriculum Map:**

**BA Music Business and**

**Arts Management**

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| **1. Programme title** | Music Business and Arts Management |
| **2. Awarding institution**  | Middlesex University |
| **3. Teaching institution**  | Middlesex University |
| **4. Programme accredited by**  | n/a |
| **5. Final qualification**  | BA Honours |
| **6. Academic year** | 2014/15 |
| **7. Language of study** | English |
| **8. Mode of study** | Full-time or part-time |

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

UCAS Tariff: approx. 300 points or equivalent qualification (in which music and/or business studies plays a substantial part) or appropriate music foundation course (e.g. SUM0046 Music Industry Management at Middlesex University Summer School). Mature applicants (over 21) without formal qualifications but with appropriate musical skills, knowledge and understanding will also be considered for admission.

**10. Aims of the programme**

The programme aims to: develop knowledge and skills in music business and arts management; develop a deep understanding of musical context, e.g. cultural, commercial, sociological and aesthetic; develop skills of autonomous learning and professional practice; and enable students to enhance the cultural experience of society.

**11. Programme outcomes**

**A. Knowledge and understanding**

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

A1: Music and arts management practices

A2: Musical cultures and histories
A3: Music business and cultural industries

A4: Musical styles and aesthetics

A5: Approaches to research and planning

**Teaching/learning methods**

Students will develop an understanding of the context in which music develops. They will acquire an understanding of the economic and political environment of the cultural industries as well as reflect on theoretical and aesthetic issues relating to music.

Outcomes are achieved through: interactive lectures on the commercial, historic and stylistic contexts of music, the arts, the cultural industries and the creative economy; workshops, seminars and tutorials related to such learning; supplementary field trips; work-based scenarios and client-based work.

**Assessment Methods**

Assessment is by submission of critically reflective essays, evaluative reports and presentations that demonstrate understanding.

**B. Cognitive (thinking) skills**

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

B1: Inform music and arts management work through theoretical knowledge
B2: Employ reflective and critical thinking

B3: Construct written and oral arguments

***Teaching/learning methods***

Students will use the knowledge they have acquired through the written and oral assignments to inform their final practical exercise. In delivering a cultural programme they will be asked to discuss the critical context of their ideas. Outcomes are achieved through: formative feedback on student project work designed to test the implementation of conveyed 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.

**Assessment Method**

Assessment is by presentation and viva voce, submission of evaluative reports, discursive and analytical essays, and creative music- and arts-based portfolios.

**C. Practical skills**

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

C1: Design and manage music and arts projects
C2: Demonstrate understanding of musical culture, commerce, history and style
C3: Plan, organise and manage study and research

***Teaching/learning methods***

Students will design a cultural programme and employ their skills in planning and managing a budget; they will also use develop their understanding of the cultural, stylistic, and commercial aspects and implications of their programming choices. Outcomes are achieved through: interactive lectures, including sessions given by guests form industry; tutor-peer discussion in seminars and workshops on specific practical projects both within and beyond campus, e.g. concert management, consultancy; visits, field trips, work-based scenarios and client-based work; autonomous learning.

***Assessment Method***

Assessment is by evaluation of events designed, planned and managed; submission of critical and analytical essays and reports.

**D. Graduate Skills**

On completion of this programme the successful student will be able to:
D1: Manage personal and career development
D2: Learn effectively
D3: Communicate effectively
D4: Work collaboratively
D5: Use ICT and numeracy appropriately

***Teaching/learning methods***

Students are encouraged to communicate and work collaboratively through their group assignments and in class exercises and discussions.

Outcomes are achieved through: interactive lectures and seminars on case study-based exercises; formative assessment in such areas, e.g. mini-assignments; tutorials; group projects on marketing, promotion and management; CV workshops.

***Assessment method***

Assessment is by presentation and submission of reports—individually and group-written—and reflective essays and portfolios such issues as project management and promotion.

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| **12. Programme structure (levels, modules, credits and progression requirements)** |
| **12. 1 Overall structure of the programme** |
| Please consult the Programme Structure diagram earlier in this handbook |

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| **12.2 Levels and modules**  |
| Level 4 |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:MUS1071, MUS1072,MUS1053,MUS1238 |  |  |
| Level 5 |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:MUS2073, MUS2066 | Students must also choose at least two from the following:MUS2072, MBS2012, MUS2056, MUS2053 |  |
| Level 6 |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:MUS3078, MUS3073 | Students must also choose at least two from the following:MUS3055, MUS3056, MUS3092, MUS3057, MUS3071 |  |

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| **12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)** |
| Module level | Module code |
| 4 | MUS1071 |
| 5 | MUS2073 |
| 6 | MUS3073 |

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| **13. Curriculum map** |
| See Curriculum Map attached.  |

**14. Information about assessment regulations**

Please see the current University Regulations. Students seeking to defer assessment must consult the Student Office.

**15. Placement opportunities, requirements and support**

Optional: see box below.

**16. Future careers**

Students are prepared for their future careers through: advice from Careers Services; careers sessions with visiting managers and professionals; music staff helping students in making career choices; vocational field trips (e.g. MUS1071 Introduction to Arts Administration and Management, MUS2073 Principles of Music Marketing), client-based work (e.g. MBS2012 Consulting to Organisations, MUS3073 Event Management) and opportunities for work experience (MUS3055 Independent Project, an optional Level 6 module).

**17. Particular support for learning**

* Music Handbook
* Specialist Music Librarian
* Learning Resource Centre
* Music Technicians
* Music Research Fellow
* Access to Music Technology Resources
* Induction programme for new students

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

W3N2

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

QAA Subject Benchmark Statement for Music

**20. Reference points**

* QAA Subject Benchmark Statement
* Middlesex University Regulations
* Middlesex Learning and Quality Enhancement (LQE) Handbook

**21. Other information**

Students also benefit through the professional work/links of Music staff.

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 programme handbook and the University Regulations.

**Curriculum map**

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.

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| Programme outcomes – highest level to be achieved by all graduates |
| A1 | A2 | A3 | A4 | A5 | B1 | B2 | B3 | C1 | C2 | C3 | D1 | D2 | D3 | D4 | D5 |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |



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| --- | --- | --- | --- |
|  | Module Title | Code | Programme Outcomes |
| A1 | A2 | A3 | A4 | A5 | B1 | B2 | B3 | C1 | C2 | C3 | D1 | D2 | D3 | D4 | D5 |
| Level 4 | Introduction to Arts Admin and Management | MUS1091 | X |  | X |  | X | X |  | X | X |  | X | X | X |  |  | X |
| Writing about Music and Musicians | MUS1072 | X | X |  | X |  |  | X | X |  |  |  |  |  |  |  | X |
| Perspectives in MusicHistory 1 | MUS1053 |  | X |  | X |  |  | X | X |  | X | X |  | X |  |  |  |
| Music and the Cultural Industries | MUS1238 | X |  | X |  |  | X | X |  | X | X |  |  |  | X | X |  |
| Level 5 | Principles of Music Marketing | MUS2073 | X |  | X |  | X | X | X | X | X |  | X |  |  |  |  | X |
| Live Music Industry | MUS2066 | X | X | X |  | X | X |  | X | X |  | X |  | X | X |  | X |
| Music Entrepreneurship | MUS2072 | X |  | X |  |  | X |  | X |  |  | X |  |  | X |  | X |
| Consulting to Organisations | MBS2012 | X |  |  |  | X |  |  | X | X |  | X | X | X | X | X |  |
| Perspectives in Music History 2 | MUS2053 |  | X |  | X |  |  | X | X |  | X | X |  | X |  |  |  |
| Applied Music Technologies | MUS2056 |  |  |  | X | X |  | X | X | X |  |  |  |  | X | X | X |
| Level 6 | Critical Studies in Music Business and Arts Management | MUS3078 | X | X | X | X | X | X | X | X |  | X | X | X | X | X |  |  |
| Events Management | MUS3073 | X |  | X |  | X | X | X |  | X |  | X | X |  | X | X | X |
| Independent Project | MUS3055 | X |  | X |  | X | X | X | X | X |  | X | X | X | X |  |  |
| Advanced Popular Music Studies | MUS3092 |  | X |  | X | X |  | X | X |  | X | X |  | X |  |  |  |
| Music Post-1950 | MUS3056 |  | X |  | X | X |  | X | X |  | X | X |  | X |  |  |  |
| Music in the 19th Century | MUS3057 |  | X |  | X | X |  | X | X |  | X | X |  | X |  |  |  |
| Music Contracts and Copyrights | MUS3071 | X |  | X |  |  | X |  | X |  |  |  |  | X |  |  | X |