



MODULE SPECIFICATION

Part 1: Information			
Module Title	Music Enterprise and Management		
Module Code	UASAU5-15-3	Level	3
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	ACE	Field	Music
Department	Film and Journalism		
Contributes towards	BA (Hons) Music (optional)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>Combining theory with practice, the aim of this module is to deepen understanding of the recording and live music industries, whilst building core transferable skills in leadership and management. Students learn basic principles in music management, artist management, business strategy, copyright, fundraising, approaches to finance and entrepreneurship. Student will apply principles to practice by participating in relevant work-based learning activities as negotiated with their tutor.</p> <p>Indicative syllabus:</p> <ul style="list-style-type: none"> • Principles and practice of entrepreneurship • Turning bold creative ideas into USPs • Building an audience • Marketing • Communication and people skills and managing diversity • Facilitating teamwork • Managing inter-disciplinary collaborations • Time management within the organization of live events • Creative problem solving • Presenting, pitching and public speaking skills • Financial management of live and commercial arts events, including fundraising from varied sources • Operating within the laws governing the industry <p>A series of lectures, interactive seminars, professional guest lectures and visits to our industry partner organizations will enable students to explore the skills required to undertake practice. Students will be encouraged to collaborate with other disciplines within the university. Some teaching sessions may fall outside core university working hours.</p>

Part 3: Assessment			
Assessment Strategy The Portfolio assessment enables the student to demonstrate achievement across all the learning outcomes of the module. This assessment type has been chosen to enable students to combine a range of outputs supported by the teaching and learning and to facilitate the development of reflective learning in relation to professional practice. Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements and to support the monitoring of progress by tutors and students. Full details of the assessment criteria will be made available in the Module Handbook and assignment brief.			
Formative assessment Formative assessment activities may involve students participating in the evaluation of presented work (their own and others') in group tutorials, participation in a range of 'live briefs' and through in-class discussions. All students will be expected to contribute to the critical evaluation of fellow students' work. Feedback at regular points throughout the module will provide students with a clear understanding of their progress and advice about how they will be able to meet the learning outcomes of the module.			
Summative assessment Component A1: Portfolio (100%) Full guidance for the Portfolio requirements will be available in the Module Handbook. Indicative contents are: <ul style="list-style-type: none">A range of professional documentation, such as: The Tender or Pitch, Audience Development Plan, Marketing Plan, Budget, Funding Application and covering letter plus list of appropriate funding bodies, Compliance Document detailing approaches to copyrighted material, or registration of original work with the relevant bodies, Contracts and Agreements with performing artists and venues. It may also contain a short report (approx. 1,500 words), critically reflecting on the processes applied in any relevant work-based learning undertaken.			
Identify final timetabled piece of assessment (component and element)		Component A1	
% weighting between components A and B (Standard modules only)		A:	B:
		100%	
First Sit			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)	
1. Portfolio		100%	
Resit (further attendance at taught classes is not required)			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)	
1. Individually Negotiated Portfolio		100%	
Part 4: Teaching and Learning Methods			
Learning Outcomes	On successful completion of this module students will be able to: <ul style="list-style-type: none">Design and implement an event related to a creative concept;Pitch an event to potential partners;Devise appropriate market research, marketing and business plans;Effectively manage the business elements related to a live event, including payments and professional agreements;Demonstrate effective problem solving in a 'live' complex professional context;		

6. Demonstrate leadership and collaborative skills as part of a creative team;
7. Utilize advanced research to build contextual understanding of professional working practices and skills required to work in music management;
8. Present an organised selection of materials, communicating outputs clearly both verbally and in writing.

All assessed through Component A1.

Key Information Sets Information (KIS)

Contact Hours

Key Information Set - Module data				
Number of credits for this module				
				15
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
150	36	114	0	150

Total Assessment

The table below indicates as a percentage the total assessment of the module which constitutes a;

Written Exam: Unseen or open book written exam

Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test

Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Reading List

All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online. Under the university's Copyright Licensing Agency (CLA) permit, reading packs with relevant chapters or excerpts from books will be given to students where applicable, supplied at the beginning of the module. Text excerpts from books published in the UK may also be available via UWE Online Digital Collections, where permissible, during the module period. Any core reading is available in the Frenchay Library and will be indicated clearly in the module brief.

The following list is indicative and will up-dated for publication as a reading list on <http://readinglists.uwe.ac.uk>, in the Module Handbook and as an on-line list on Blackboard.

Core Reading

Further Reading: Books

Allen, P. (2015) *Artist Management for the Music Business* (3rd Ed.) Oxford: Focal Press.
 Harrison, A. (2014) *Music: The Business* (6th Edition). New York: Random House.
 Riches, N. (Ed.) (2012) *The Music Management Bible*. London: SMT.

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First CAP Approval Date	21 March 2017			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>		Version	1	Link to MIA 10595