

Module Specification

Module Title: Specialist Study Music Business 1 (Structure & Functions)

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|----------------------|----------------------------|---------------------------|---------|
| Module code: | HBAMBU001 | NQF level: | Level 4 |
| Credit value: | 30 credits | Semester of study: | 1 and 2 |
| Module type: | Compulsory | Pre-requisites: | None |
| Available to: | BA (Hons) Music (Business) | | |

Module overview

Students will identify and explore various organisations that are key to the music business and acquire knowledge and understanding of the roles, working practices and functions that companies and organisations undertake in order to mediate musical and visual texts between the industry and targeted demographics/audience. Students will also be introduced to the key functions and structures of business organisations. This module has a research focus for the essentials that are needed to understand and work within the music business.

Aims

This module is designed to support students as part of the specialist study strand. Through one-to-one teaching opportunities, and the development of a research routine, students will have opportunities to understand the complexities of the creative industries and then focus on particular areas of interest.

The module aims to:

1. Explore and evaluate the business organisations identified as being part of the music industry.
2. To be a guide to the functions and processes within commercial music industries based in the UK in the pursuit of a research portfolio that will inform an emerging business specialism.
3. Enable students to acquire essential knowledge for working within the music business as well as an understanding of core business functions, e.g. business planning, financial analysis (profit and loss statements, budgeting, balance sheets) and applying these functions to the contemporary music industry.

Learning outcomes

On successful completion of this module, students will be able to:

1. Identify and evaluate the key features and workings of a major record company including its legal affairs, financial affairs and contemporary approaches to Artists & repertoire.
2. Research, evaluate and understand the key business functions and the working practices of companies within the music industry.
3. Identify and evaluate the importance of agencies who support the artist/composer/company – e.g. collection agencies, publishers, lawyers.
4. Undertake a robust case study, employing primary and secondary sources, and using appropriate research methodology.

Learning and teaching methods

Delivery is **individual tuition** and a '**business in context**' workshop. This allows students to have an individual experience where they can tailor their case studies to specific areas of interest. This model allows for weekly formative feedback that focuses on their progress by offering guidance related to their on-going research activities. The workshop allows peer interaction and the sharing of ideas.

Contact hours and directed study (over semesters 1 and 2)

| Delivery type | Student hours |
|---|---------------|
| Indicative hours for learning and teaching activities | 96 hours |
| Indicative hours of directed study | 204 hours |
| Total hours (100hrs per 10 credits) | 300 hours |

Opportunities for formative feedback

Students have on going formative assessment through their weekly one-to-one meetings with their supervisor.

Assessment Method

| Description of assessment | Length/Duration | Weighting | Module LOs addressed |
|---------------------------|-----------------|-----------|----------------------|
| Research portfolio | 3000 words | 50% | 1, 2, 3 |
| Extended case study | 3000 words | 50% | 4 |

Re-Assessment Method

| Description of assessment | Length/Duration | Weighting | Module LOs addressed |
|---------------------------|-----------------|-----------|----------------------|
| Research portfolio | 3000 words | 50% | 1, 2, 3 |
| Extended case study | 3000 words | 50% | 4 |

Indicative Reading List

Essential:

- Cornish, G.P. (2002) Copyright in a week. London: Hodder & Stoughton.
- Frith, S (ed) and Lee Marshall (ed) (2004) Music and Copyright. Edinburgh: Edinburgh University Press.
- Harris, K. (2010) Inside music 2010. London: Ebury Press.
- Harris, K. and Colegrave, S. (2005) Inside music 2005: an insider's guide to the industry. London: Ebury Press.
- Hesmondhalgh, D. (2007) The cultural industries. London: SAGE.
- Soocher, S (1998) They Fought the Law: Rock Music Goes to Court. New York: Shirmer.
- Vogel, H. L. (2011) Entertainment industry economics: a guide for financial analysis / 8th ed. Cambridge University Press.
- Wikström, P. (2009) The music industry: music in the cloud (DMS - Digital Media and Society). Cambridge: Polity Press.

Indicative reading per specialism will also be provided by appropriate tutor.