Programme Specification

Overview

Programme Code	36827
Programme Title	MA Music Industry Management
Programme Type	Masters
Language of Programme	All LIPA programmes are delivered and assessed in English
Programme Leader	Eva Peterson

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Master of Arts – MA	See Learning Outcomes below
Alternative Exit	Postgraduate Diploma - PGDip	1. Undertake complex exploration and evaluation of professional music industry working contexts and personal practice in the light of critical frameworks and peer professional practice. 2. Negotiate and exercise sophisticated judgement in complex and unpredictable professional music industry projects and appraise leadership in professional contexts. 3. Formulate and apply sophisticated management strategies in the music industry projects and contexts. 4. Review and interpret evidence and communicate conclusions. 5. Critically evaluate and reflect upon personal practice and create advanced career plans. 6. Appraise options for and design practice as research strategies in the field of music industry management and personal practice.

Alternative Exit	Postgraduate Certificate - PGCert	1. Undertake complex exploration and evaluation of professional music industry working contexts and practice in the light of critical frameworks.
		2. Negotiate and exercise sophisticated judgement in complex and unpredictable professional music industry projects.
		3. Formulate and apply sophisticated management strategies in the music industry projects and contexts.
		4. Review and interpret evidence and communicate conclusions.
		5. Critically evaluate and reflect upon personal management practice.
		6. Critically appraise a wide range of research strategies in the field of music industry management.

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Programme Length
Full-Time, Face to Face	September	1 Year

Learning Outcomes

Code	Description
PLO1	Critically evaluate complex perspectives around current critical debates and concepts regarding applied professional practices within a range of music industry environments and economies.
PLO2	Evaluate a wide range of advanced professional techniques and engage in sophisticated judgement regarding their use.
PLO3	Comprehensively debate the condition of the student's chosen economic and creative sector within the Music Industry, its networks, platforms, and partnerships.
PLO4	Critically question applied work and professional skills as research.
PLO5	Critically compare and evaluate relevant theoretical knowledge and its impact upon work and creativity across the broad music industry.
PLO6	Critically evaluate and reflect upon their own and others' relevant professional managerial practices and roles.
PLO7	Systematically gather evidence and evaluate its significance and propose conclusions.

PLO8	Analyse and evaluate a range of professional music industry roles and careers.
PLO9	Utilise and develop specialist skills and understanding in the field of the music industry.
PLO10	Develop and apply documentation to disseminate your work and professional practices.
PLO11	Design and conduct research and present findings.
PLO12	Explain and communicate sound financial objectives in a complex, professional and creative music business working/project environment.
PLO13	Demonstrate deep and systematic understanding of key concepts of sustainability as they apply to the music industries.
PLO14	Engage, using sophisticated strategies, in the creative and managerial processes of the contemporary music and creative industries economies recognizing a wide range of approaches.
PLO15	Negotiate the challenges of working in complex and unpredictable situations e.g., making decisions independently or in dialogue with peers and/or external bodies.
PLO16	Engage with relevant industries and develop as a collaborator, working skilfully and professionally with others and contributing to effective project management.
PLO17	Reflect upon personal development and engage in professional career planning.

Aims and Outcomes

Educational Aims of the Programme

The course has been designed to match LIPA's purpose, to provide exemplary and distinctive vocational creative and performing arts training and education. Preparing students for professional life and meeting the Institute's Learning Principles developing research and enterprise skills for employability.

Specifically, it will advance, renew and develop existing music industry focused skills and knowledge and critically evaluate its efficacy and future direction in the context of music industry conditions. Develop a professional career and/or research plan and initiate opportunities informed by knowledge at the forefront of academic and professional discipline. Develop strategies for investigation in the music industry and the wider creative arts economies through the drafting and refining of questions and premises, the analysis of applied professional work and the ability to reason based on evidence. Provide an opportunity to study music industry and management at an advanced level, critically examining music industries and creative enterprise, identifying, and analysing professional opportunities including contemporary music industry practices, products, and technological advancements.

Programme Structure

Programme Structure Description

There are 5 core taught modules with an option of either a 60-credit Dissertation or a 60-credit practical project dissertation. The Academic Skills and Research Project modules must be passed before either Dissertation module.

As outlined below, there are three strands of study organised to cover three domains of learning: theoretical research that informs practice, skills and knowledge, practical and collaborative industry focused projects.

Students will consider a research theme at the start of their studies, evidenced through the subject and/or sector consistently considered in their 'Practical Project' and Research Project modules.

1. Academic Skills & Professional Practice
Term 1, Academic Skills, and term 2, Research Project modules form the research skills, investigation, and professional development strand. Focussing on practice as research, critical and contextual theoretical approaches. The opportunity for these modules to be jointly taught with the other Masters provision opens new cross disciplinary insights.

2. Music Industry
Term 1 The Music Industry and Term 2 Music Management modules represent strand two, developing a broad understanding of industry practice, music industry knowledge, management theory, technological innovations, and technique development.

3. Practical Project
Music Management Project is taught across terms 1 and 2 and is a 30-credit module, focusing on professional development, test marketing and creative practice. Presenting students with the opportunity to research and develop career led industry-based projects, through a process of idea validation, developing relevant practical experience to inform practice. There are two elements, feasibility and planning term 1, process and execution term 2, promoting real world industry engagement.

Dissertation (Options)
The final dissertation-based modules option 1, Dissertation, option 2 Practical Project Dissertation allow the student to engage in developing a critical interrogation and research approach to their own sector of the Music Industry and, if desired, to do it as a continuation of their practical project work or build upon research insights developed through the course. This also complies with our desire to facilitate professional practice within the programme appropriate to the student's specific research interest and/or career development.

A student must complete the following credits to achieve an exit award:

Successful completion of 60 credits, which will include the designated 7601MIM Academic Skills module, will be required to gain a Post Graduate Certificate (PGCert).

Successful completion of 120 credits, which will include the designated 7601MIM Academic Skills and 7605MIM Music Management Project modules, will be required to gain a Post Graduate Diploma (PGDip) award.

Master - 180 credits: all five core modules, plus one 60 credits optional module.

Programme Structure - 180 credit points
Level 7 - 180 credit points
CORE – 120 credit points
[MODULE] 7601MIM Academic Skills - 15 credit points
[MODULE] 7602MIM Research Project - 15 credit points
[MODULE] 7603MIM The Music Industry - 30 credit points
[MODULE] 7604MIM Music Management - 30 credit points
[MODULE] 7605MIM Music Management Project - 30 credit points
OPTIONAL – 60 credit points
MODULE] 7606MIM Dissertation - 60 credit points
[MODULE] 7607MIM Practical Project Dissertation - 60 credit points

Teaching, Learning and Assessment

Students are taught through a combination of lectures, seminars, and tutorials with additional workshops for the Music Management Project. The Dissertation modules will be self-directed with the support and mentoring via lectures, seminars, workshops and tutorials. A range of assessment methodologies are used across the programme from essay, presentation, portfolios, practice, presentation and reports.

Students are introduced to ideas, management theory, policy arguments and critical concepts in the music industry and performing arts and asked to reflect on the presence of these issues in their own work. Students are invited to self-reflect in a critically rigorous manner and apply the conclusions to career planning and development. Through lectures, seminars and group discussions, students develop essential learning, academic and writing skills whilst cultivating critical thinking skills. Students become familiar with appropriate research methodologies and understand the importance and procedures of ethical conduct of research projects in preparation for designing their own research. They are introduced to the principles of documentation and evidence recording in the performing arts so that any insights gained from the embodiment of ideas in practice can be supported or illustrated by data.

The Music Industry strand provides a wide-ranging critical overview of the music industry, studying music business organisation, industry infrastructure and how entrepreneurs grow contemporary music business models. Students learn about record labels, publishing, artist management companies, live music, and events companies. Examining the importance of intellectual property, copyright management, music agreements, income streams and music catalogue exploitation including the role played by new digital technologies. Combined with a deeper study of strategies for effective management, they evaluate the latest industry practices and ideas, while developing independent

research into a chosen area of the music business. Through lectures, seminars, group discussions and tutorials students develop knowledge and explore potential areas of research that inform professional practice and career planning.

Practical project strand promotes real-world industry engagement and research through distinct practical project work that is career led. Contributing to student development and personal career planning. The work is informed by the findings a feasibility study conducted in term one, putting into practice the skills and knowledge learned throughout the course, demonstrating familiarity with music industry management practices.

The course culminates in student led research project options: Either a Dissertation involving a detailed investigation of a particular topic, based on the application of theoretical knowledge to relevant topics and data, or a practice-based research project, Practical Project Dissertation, which involves the asking of contemporary key questions, is career led and answered through project work that is evidenced through observation, project reports, records, and documentation.

Given the emphasis upon experiential evidence and its scrutiny, a key to the success of the learning is the way in which students share as they progress both their interests, practice, and their ideas.

Students work on individual projects but will also participate in group work where collaboration, shared interests and experience will be explicit, and teaching will include group evaluation and debate. Practical work is supported through experienced industry mentors and managers, relevant to students chosen career pathway and/or subject specific research topic. Our plans for digital approaches will maximise sharing and peer learning.

Opportunities for Work Related Learning

The design and delivery of this programme is such that all students will be engaged in professional work through their project work and course industry contacts. Professional practice is an essential and distinctive element within the programme.

The course is designed to promote employability through:

- Career development skills are embedded at a modular level.
- Opportunities for business (SME) and personal career growth exist through work-related learning and project activities.
- Staff maintain excellent links with employers in the music industry, in addition to involving industry in curriculum design and encouraging their participation through master classes and collaborative project opportunities.
- Staff provide up-to-date data on employment, market trends and business development which informs student development.

Entry Requirements

Type	Description
Undergraduate degree	Undergraduate Degree in a cognate area, normally at 2:1 or above or equivalent professional practice. This programme seeks to admit students who have an established level of professional practice either through employment or through recognised or appropriate training at undergraduate level. Entry will be by interview (with portfolio as appropriate). The emphasis on interview and portfolio when appropriate allows for individual assessment. The course places emphasis on individual methodologies for critical analysis and design of research and as such supports a diverse range of applicants.
IELTS	All classes are conducted in English. The level of proficiency in English expected is IELTS 6.5.