

## Module Specification

### Summary Information

<b>Module Code</b>	7604MIM
<b>Formal Module Title</b>	Music Management
<b>Career</b>	Postgraduate Taught
<b>Credits</b>	30
<b>Academic level</b>	FHEQ Level 7
<b>Module Pass Mark</b>	50

### Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	20
Tutorial	20

### Module Offering(s)

Start Month	Duration
January	12 Weeks

### Aims and Outcomes

<b>Aims</b>	The aim of this module is to allow the student to further engage in critical investigation, research and analysis of music industry focussed strategic management, creative and technical issues and developments. This module will give scope to a range of topics particularly relevant to the student's chosen specialisms and sector interests. The focus may be on a specified case study or a more general investigation of their particular area of interest and professional development.
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### Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Interrogate and evaluate the dynamic between business management priorities and creative output.

MLO2	Collate and analyse relevant objective information in order to evaluate it and form authoritative conclusions.
MLO3	Critically examine, understand, and evaluate the key principles that underpin successful music management approaches.
MLO4	Present complex arguments evaluating and considering theoretical knowledge and management applied practise in a specific sector of the music industry.
MLO5	Recognise, and explain the importance of innovation and music entrepreneurship, the characteristics of risk taking.

## Module Content

### Outline Syllabus

Building on the The Music Industry module, this module will consider music management issues, exploring what it takes to succeed in music management and focus upon, management theory, techniques, technological innovations and global developments that impact on the music industry and therefore management practice. Examining how different approaches, and transformations in the music industry impact on their own sector and area of interest.

### Module Overview

In this module, students examine the history and development of management techniques as well as the latest and emergent approaches in the context of a changing and dynamic industry. Combined with a deeper study of strategies for effective management, students evaluate the latest industry practices and ideas, while developing research skills through independent research into their chosen area of the music business. They develop a comprehensive understanding of artist management, the skills and traits required to manage bands and small medium music enterprise, while developing a knowledge of strategic marketing techniques and research music manager career profiles. As part of this module students produce a bi-weekly podcast "Music Business Insider", interviewing music managers working in various areas of the music industry, providing invaluable insights into their career journeys and practice.

### Additional Information

Through weekly lectures and seminars, students explore management theory, practice and innovations in the context of developing creative businesses. Analysing organisational structures and behaviour, artist management, culture and leadership, managerial traits, considering what qualities and/or qualifications are required to manage in the creative industries. Through cases studies, students investigate entrepreneurship for the creative industries, marketing, and explore the concepts of developing creative business and artist development.

## Assessments

<b>Assignment Category</b>	<b>Assessment Name</b>	<b>Weight</b>	<b>Exam/Test Length (hours)</b>	<b>Learning Outcome Mapping</b>
Presentation	Presentation	100	30 minute presentation (5000 word equivalent) and 10 mins for feedback	MLO1, MLO2, MLO3, MLO4, MLO5