

Programme Specification

A Programme Specification provides a concise summary of the main features of a programme and its intended learning outcomes. It is intended to be used by prospective students, current students, academic staff and potential employers.

Programme Title:	
MA Music Business	
Programme (AOS) Code(s):	Full Time: MM1MIM1 Part time: MM1MIM2
UCAS Code:	N/A
Name of Final Award:	Master of Arts, MA
Level of Qualification:	Level 7
Regime of Delivery:	Attendance
Mode(s) of Delivery:	Full Time & Part Time
Typical Length of Study (Years):	1 year Full Time 2 years Part Time
Professional Body Recognition / Accreditation (including specific requirements where applicable):	N/A

Brief Description of the Programme

The music business is a global and growing business, ranging from recorded music, music publishing, artist management, live performance and exploitation of intellectual property across multiple mediums. This programme will provide students with an understanding of this diverse industry, the changing legal and economic frameworks within which it operates, marketing, entrepreneurship and talent management. This programme is aimed at students seeking a future career in the music business in a wide variety of contexts.

Programme Aims

1	Develop detailed understanding of the professional environment of the music and media sectors and the entrepreneurial skills necessary to exploit current opportunities as well as instigate new lines of professional activity.
2	Engender creativity and originality in the application of knowledge and skills, together with a practical understanding of how established techniques of research and enquiry are applied within the music industry.
3	Develop conceptual understanding that enables the student to evaluate critically current practice in the field of music.
4	Develop conceptual understanding that enables the student to evaluate methodologies employed within music and related industries and to develop critiques of them.

Programme Learning Outcomes

The Bucks Graduate Attributes focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens. The attributes are developed through the programme.

ID	Learning Outcome
On successful completion of the programme a graduate will be able to:	
Graduate Attribute: Knowledge and its application (K)	
K1	Demonstrate a deep and systematic knowledge of the key concepts and language of the music industries.
K2	Demonstrate a deep and systematic understanding of the key challenges facing music exploitation and music consumption.
K3	Demonstrate knowledge of the international dimensions of IP and copyright as it relates to the global music industry.
K4	Demonstrate sophisticated understanding of the potential for collaborative business approaches across the creative industries.
K5	Critically examine current academic discourse as it applies to the music industries.
Graduate Attribute: Creativity (C)	
C1	Apply their knowledge of business and management to the development of enhancements to practice in music industry settings, including where appropriate, providing solutions to problems.
C2	Respond with originality to contemporary issues, including the use of technology, facing practitioners within music industry settings.
C3	Design appropriate research strategies to develop improvement and/or solutions to contemporary music industry issues.
Graduate Attribute: Social and ethical awareness and responsibility (S)	
S1	Demonstrate deep and systematic understanding of key concepts of sustainability as they apply to the music industries.
S2	Critically evaluate the needs of a diverse range of stakeholders in music industry contexts.
S3	Demonstrate a critical understanding of the ethical issues of engaging in research in music industry settings.
Graduate Attribute: Leadership and self-development (L)	
L1	The ability to demonstrate self-direction and originality in tackling and solving music industry problems, and be able to act autonomously in planning and implementing tasks at a professional level.
L2	Demonstrate sophisticated understanding of the potential for collaborative business approaches across the music industry.
L3	The ability to demonstrate the exercise of initiative and personal responsibility.

Programme Structure

Programmes are structured in stages. The number of stages will vary depending on the mode (e.g. full-time, part-time), duration and location of study which will be detailed in the Programme Handbook.

Modules are set at a specific academic level (Level 7) and listed as either core (compulsory) or optional. Passing modules will reward you with academic credit. The amount of credits will depend on the complexity of the module and the level of effort required, which is measured in 'notional learning hours'.

Our [Academic Advice webpages](#) provide more information on the structure of taught awards offered by the University.

Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to sector developments.

Level Seven

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
MC714	Artist & Repertoire Development	15	C	Yes
MC713	Music Business Entrepreneurship	15	C	Yes
MC710	Intellectual Property for Music Professionals	15	C	Yes
AP734	Research Methods	15	C	Yes
MC711	Social Media Marketing	15	C	Yes
MC716	Contemporary Industry Issues	15	C	Yes
MC715	The Live Music Industry	15	C	Yes
MC712	Managing Talent	15	C	Yes
AP737	Research Project	60	C	No

Learning and Teaching Activities

Please see the [Academic Advice pages](#) for a description of learning and teaching activities that are recognised by the University. Detailed information on this specific programme is outlined below:

The learning and teaching strategy enables students to accommodate their academic journey within their personal and professional lives. The University's VLE is central to the learning and teaching strategy, and all modules make use of this environment. This will provide students with a means of accessing a range of resources and other learning activities. Both the face-to-face workshops and the University VLE will be actively employed as a forum for students to develop working relationships with colleagues while considering critical issues relevant to learning, teaching and assessment and research in music

Some modules require face-to-face workshops facilitated by members of the course team. Sessions will include contributions from relevant practitioners from within the University and external experts where appropriate. Student will furthermore be encouraged to engage with appropriate opportunities in their professional environment (where appropriate) as a means to better understand contextual issues within their setting and sector of interest.

Additional Course Costs

There are costs associated with all studies, additional to the tuition fee, which require consideration, when planning and budgeting for expenditure. Costs are indicative and for the total length of the course shown unless otherwise stated and will increase with inflation; depending on the programme they may include equipment, printing, project materials, study trips, placement activities, DBS and/or other security checks.

There will be the requirement of travel to the High Wycombe Campus for at least two days per week of each academic year for full-time students and at least one day per week of each academic year for part time students. Travel to the university and accommodation (unless otherwise specified) will be the responsibility of the students.

Contact Hours

1 unit of credit is the equivalent of 10 notional learning hours. Full time undergraduate students study 120 credits (1200 hours) and full-time postgraduate students study 180 credits (1800 hours) per year or 'stage' of the course.

Course Stage	Scheduled Activities (Hours)	Guided Independent Study (Hours)	Placement / Study Abroad / Work Based Learning (Hours)
Year one (FT)	370	1430	N/A
Year one (PT)	180	420	N/A
Year two (PT)	190	1010	N/A

Assessment Methods

The [Assessment and Examination webpages](#) provide further information on how assignments are marked and moderated, including a description of assessment activities. These also include further information about how feedback on assessed work is provided to students, including our commitment to ensure this is provided to students within 15 working days (the 'three-week turnaround').

Summative and formative assessments are used in all modules. Formative assessments are seen as a fundamental vehicle through which to offer students feedback and coaching in their exploration and application of different theoretical paradigms and research principles. Summative assessments will focus on a student's ability to identify, summarise and evaluate key aspects of theory and research and to relate this meaningfully and creatively to the practice setting and/or area of interest.

The following types of assessment activity may be used on this programme (subject to the student's chosen pathway). These include:

- Presentation
- Report
- Essay
- Portfolio
- Reflective commentary
- Research proposal

- Dissertation
- Practical project

Classification

Calculation of final award: L7 = 100%

For full details of assessment regulations for all taught programmes please refer to our [Results webpages](#). These include the criteria for degree classification.

Admissions Requirements

Please see the [Application webpages](#) for more information on how to apply, including a statement on how we support students from a variety of backgrounds. Please also see our [general entry requirements](#) for taught programmes. Applicants who do not meet our published entry requirements are encouraged to contact our admissions team for further advice and guidance.

Typical applicant profile and any programme-specific entry requirements

Individuals with an undergraduate degree, typically 2.2 or higher, with an interest in pursuing a career in music

Do applicants required a Disclosure and Barring Service (DBS) Check? No

Opportunities for students on successful completion of the programme

Graduates from this course will pursue careers in numerous areas of the music business. The course will cater to the following career pathways:

Artist management, music publishing executive, record company executive, live music industry, music entrepreneur, music business educator, further postgraduate study or research.

Recognition of Prior Learning

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules. Please refer to our [Credit Accumulation webpages](#) for further guidance.

Student Support

During the course of their studies, students will be supported in the following ways:

- At the start of their studies all students will receive a full **induction** to the programme which will include introduction to the staff responsible for delivering the course, and access to library and IT facilities
- The **Programme Handbook** will outline the exact nature of the course and how it is structured, including the availability of option modules
- Each student will be allocated a **Personal Tutor** who will support their academic development, be able to advise and guide them with their studies and, where necessary, give advice on study options

- Students will be able to access our full range of **support services**, including the Student Learning and Achievement Unit for skills and study support, the Library and Learning Resources, the Student Opportunities and Career Success Team, Student Finance Team, Accommodation and Counselling Services

Appendices

Quality Assurance

Awarding Body:	Bucks New University
Language of Study:	English
QAA Subject Benchmark Statement(s):	QAA FHEQ Level 7 descriptors QAA Subject benchmark statement for Master's degree in Business & Management
Assessment Regulations:	<i>Academic Assessment Regulations</i> , accessible via the Academic Advice webpages (https://bucks.ac.uk/students/academicadvice)
Does the Fitness to Practise procedure apply to this programme?	No
Ethics Sub-committee	Music
Date Published / Updated:	September 2021

Other awards available on programme (Exit Qualifications)

Please refer to the *Academic Qualifications Framework* for Exit Qualifications recognised by the University and credit and module requirements.

Name of Exit Qualification:	Postgraduate Diploma (PGDip)
Full name of Qualification and Award Title:	Postgraduate Diploma in Music Business
Credits requirements:	120 Credits
Module requirements:	120 Credits excluding the dissertation (AP737)
Learning Outcome	
Apply their knowledge of business and management to the development of enhancements to practice in music industry settings, including where appropriate, providing solutions to problems	
Respond with originality to contemporary issues, including the use of technology, facing practitioners within music industry settings	
Critically evaluate the needs of a diverse range of stakeholders in music industry contexts	
The ability to demonstrate self-direction and originality in tackling and solving music industry problems, and be able to act autonomously in planning and implementing tasks at a professional level	
Demonstrate a deep and systematic knowledge of the key concepts and language of the music industries.	
Demonstrate a deep and systematic understanding of the key challenges facing music exploitation and music consumption.	
Demonstrate knowledge of the international dimensions of IP and copyright as it relates to the global music industry.	
Demonstrate sophisticated understanding of the potential for collaborative business approaches across the creative industries.	

Demonstrate deep and systematic understanding of key concepts of sustainability as they apply to the music industries.

Critically evaluate the needs of a diverse range of stakeholders in music industry contexts

Demonstrate sophisticated understanding of the potential for collaborative business approaches across the music industry.

The ability to demonstrate the exercise of initiative and personal responsibility.

Name of Exit Qualification:	Postgraduate Certificate (PGCert)
Full name of Qualification and Award Title:	Postgraduate Certificate in Music Business
Credits requirements:	60 Credits
Module requirements:	60 Credits, excluding the dissertation (AP737)

Learning Outcome

Apply their knowledge of business and management to the development of enhancements to practice in music industry settings, including where appropriate, providing solutions to problems

Respond with originality to contemporary issues, including the use of technology, facing practitioners within music industry settings

Critically evaluate the needs of a diverse range of stakeholders in music industry contexts

The ability to demonstrate self-direction and originality in tackling and solving music industry problems, and be able to act autonomously in planning and implementing tasks at a professional level

Demonstrate a deep and systematic knowledge of the key concepts and language of the music industries.

Demonstrate a deep and systematic understanding of the key challenges facing music exploitation and music consumption.