

## PROGRAMME SPECIFICATION

The Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes.

### SECTION A: DETAILS OF THE PROGRAMME AND AWARD

<b>Programme Title</b>	<b>BA (Hons) Music Business BA (Hons) Music Business with Foundation Year</b>
<b>Awarding Body</b>	<b>Buckinghamshire New University</b>
<b>Teaching Institution / Programme Location</b>	<b>Buckinghamshire New University / High Wycombe, UCAV &amp; Uxbridge</b>
<b>Name of Final Award</b>	<b>Bachelor of Arts with Honours, BA (Hons)</b>
<b>NQF/FHEQ Level of Qualification</b>	<b>Level 6: Bachelor's degree with honours</b>
<b>QAA Subject Benchmark Statement(s)</b>	<b>Hospitality, Leisure, Sport, and Tourism (2008)</b>
<b>UCAS Code</b>	<b>N290</b>
<b>Course Code(s)</b>	<b>BM1MIM1 BM1MIM4 (with Foundation Year)</b>
<b>Mode of Delivery</b>	<b>Full Time Attendance</b>
<b>Length of Study</b>	<b>Three Years Four years (with Foundation Year)</b>
<b>Number of Intakes</b>	<b>Two: September and January</b>
<b>Regime of Delivery</b>	<b>Campus Based</b>
<b>Language of Study</b>	<b>English</b>
<b>Programme Accreditation</b>	<b>N/A</b>
<b>Month and Year valid from</b>	<b>September 2017</b>
<b>Publication &amp; Revision Dates</b>	<b>July 2017 Foundation Year added Nov 2017, revised January 2018, April 2018, July 2018, September 2018, October 2018, June 2019, August 2019, April 2020, Sept 2020, Nov 2020, July 2021</b>

### Programme Introduction

The BA (Hons) in Music Business offers an exciting and distinctive degree course designed to prepare students for careers in the music industry, now the largest single sector of the music industry as a whole. Whether students are interested in managing artists, working for record labels, or the business of songs, students will graduate understanding the roles and responsibilities associated with every aspect of the industry and with the economics, logistics and information flow that sustain it.

In the first year, students will learn about the basic structures of the music industry as whole, how music is made and sold, and about the cultures that foster it. Students will also learn about core management

skills, both of themselves in ways that will develop sustainable careers and of artists, of venues, and of companies.

In the second year, the 'doing' year, students will be engaged on a real-life, real-time production of a large-scale business project and, with support from staff and from teaching across all modules, will learn the skills necessary to translate business ideas into practice. This year will foster and develop communication and interpersonal skills, problem-solving in real time, pressurised situations, and skills relating to the evaluation of and reflection upon performance.

The final year will focus on an individual project where analytical, synthetic, and research skills will be developed. Individual and independent learning will be the key learning styles this year, supported by modules that look at the strategic and long-term thinking that informs the industry.

### **Distinguishing Features of the Programme**

This is a very practical course with a strong focus on employability, working within the music business. It provides specific focus on the music business with industry and employability focus, is forward facing looking towards the music industry of the future

### **Admission Requirements**

The student profile at entry for these programmes is as follows:-

- School/College leavers who wish to acquire a degree and continue to pursue a career in the music industry
- Articulation from arts, music performance and music technology FE programmes, such as those delivered by Oxford and Cherwell College of FE to university qualifications
- Mature students who have demonstrated an interest and involvement in the music industry but who lack the necessary formal qualifications.

Beyond the above articulated routes of entry, a proportion of the students for these programmes will already have engaged in some form of activity within the music sector; playing in or promoting bands, putting on shows or club nights etc.

#### **The minimum entry requirements for the programme are as follows:**

##### **For BA (Hons) Music Business (3 years)**

Applicants will normally have achieved one of the following:

- Two A-levels at Grade C achieving a UCAS tariff of 80-96.
- A National Diploma or Certificate in an appropriate subject at Merit level.
- An art or design foundation course or Level Zero course.
- A Merit level Advanced GNVQ in an appropriate subject;
- An equivalent qualification

Students will also be offered entry by portfolio submission against criteria devised by the lecturing team.

Mature applicants without the above qualifications are also welcome to apply and entry is subject to a review of qualifications and relevant experiential learning. International applicants for whom English is a second language should have achieved IELTS 6.0 (with 5.5 the lower limit in any of the elements of Listening, Reading, Writing and Speaking) or equivalent for entry into Level 4.

Students are normally expected to enter at Level 4, but can be admitted to any level of the course which is considered suitable, after a review of previous academic credits or consideration of other learning or experience relevant to the subject matter of this course, in accordance with the University APL policy.

## Recognition of Prior Learning

Students may be considered for entry into later years of the course on production of evidence of accredited prior learning (APL) in accordance with the University APL policy.

### For BA (Hons) Music Business with Foundation Year (four years)

Applicants who do not meet the minimum requirements for the three-year programme, or those who do not feel fully prepared for a Level 4 course, will be considered for the four-year programme including a Foundation Year.

Please see the University's [General Entry Requirement](#) webpages for requirements for entry at this level.

## Employability Statement / Career Prospects

Students graduating from this programme are highly employable in the music and entertainment industries as well as being equipped to develop their own businesses. Employment opportunities are broadening all the time but include: record labels both with the majors and the independents, artist management, music distribution, music publishing, royalty collection societies, music branding and PR companies, music marketing, music content specialists for mobile phone companies, sponsoring companies music and entertainment law. Students may decide to carry on with their academic studies by undertaking a Master's degree.

## Professional Statutory and Regulatory Body Accreditation

N/A

## SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING, TEACHING AND ASSESSMENT METHODS

### Programme Aims

The main educational aims of the programme are to:

- Provide students with a comprehensive grounding in the operational and management knowledge and skills required by employers in the music and entertainment industry
- Provide an inclusive, current and versatile curriculum of study which reflects the needs of music and entertainment industry and the challenges presented by an industry undergoing considerable change.
- Prepare students for employment, self-employment or for postgraduate study by fostering an environment in which students are encouraged to: develop academic skills; challenge knowledge; apply theory to practise; develop critical awareness, analysis and reasoning; solve problems; synthesis and evaluate information and engage in research.
- Enable graduates to meet the changing demands of employment through acquisition and development of a wide range of personal and transferrable skills required by employers in the music and entertainment industry; self-reliance; reflection; adaptability; creativity; flexibility; interpersonal communication; teamwork and leadership qualities.
- Develop enterprise and entrepreneurial skills which enable students to deal with complexity and uncertainty.
- Develop the confidence and academic skills of students enabling them to become active and autonomous learners and critical thinkers
- Encourage students to reflect upon their studies and take responsibility for their own learning and continued professional development
- Enhance the student experience and employment opportunities through engagement with music and entertainment industry partners.

## Programme Learning Outcomes

### A. *Knowledge and Understanding*

On successful completion of the programme a graduate will be able to:

- A1. Demonstrate a systematic understanding of the principles and practice of the production and consumption of music
- A2. Demonstrate coherent and detailed knowledge of the concepts and characteristics of music and entertainment business and management as an area of academic and applied study
- A3. Demonstrate a broad contextual knowledge including the relationship to wider historical, philosophical, cultural and social practices, issues and phenomena.
- A4. Demonstrate an understanding of the dynamic nature of the music and entertainment industries.

### B. *Intellectual/Cognitive Skills*

On successful completion of the programme a graduate will be able to:

- B1. Challenge theories and concepts that are used to understand music and entertainment industry practises
- B2. Critically evaluate the challenges confronting the music and entertainment industries in a global context.
- B3. Critically evaluate the approaches to managing the development of the music and entertainment industry
- B4. Analyse and reflect on the different cultural and business concepts, intercultural and international dimensions of music and entertainment.

### C. *Practical Skills*

On successful completion of the programme a graduate will have:

- C1. Gained the techniques, knowledge, and understanding to engage with entrepreneurial approaches to the music industry
- C2. Analysed, evaluated, and reflected on social and cultural theory in relation to the practices of management of the music business
- C3. Reflection upon, and gained a sophisticated understanding of, the music business

### D. *Key/Transferable Skills*

On successful completion of the programme a graduate will be able to:

- D1. Critically evaluate arguments, assumptions, abstract concepts and data to make judgements and to frame appropriate questions and propose solutions to problems
- D2. Apply creative and innovative approaches that are evidenced through multiple solutions and reflective processes
- D3. Apply entrepreneurial solutions to music business issues and problems
- D4. Evaluate issues and make decisions in situations of ambiguity, uncertainty and risk

**Table 1: Programme Learning Outcomes and Mapping to Modules**

**On successful completion of BA(Hons) degree in Music Business a graduate will be able to:**

<b>Programme Learning Outcomes</b>				
<b>K</b>	<b>Knowledge and Understanding</b>	<b>Core Modules (Code) Level 4</b>	<b>Core Modules (Code) Level 5</b>	<b>Core Modules (Code) Level 6</b>
<b>K1</b>	Demonstrate a systematic understanding of the principles and practice of the production and consumption of music	MC459 MC456 MC460 MC419 AP416 AP417 AP420 AP421	MC515 MC538 MC543	MC614 MC649 MC659 MC690
<b>K2</b>	Demonstrate coherent and detailed knowledge of the concepts and characteristics of music and entertainment business and management as an area of academic and applied study	MC456 MC460 MC419 AP420 AP421	MC515 MC538 MC524	MC649 MC614 MC659 MC690
<b>K3</b>	Demonstrate a broad contextual knowledge including the relationship to wider historical, philosophical, cultural and social practices, issues and phenomena.	AP420 AP421		MC614
<b>K4</b>	Demonstrate an understanding of the dynamic nature of the music and entertainment industries.	MC459 MC460 MC419 AP416 AP417 AP420 AP421	MC543	MC652
<b>C</b>	<b>Intellectual/Cognitive Skills</b>			
<b>C1</b>	Challenge theories and concepts that are used to understand music and entertainment industry practises	AP416 AP417 AP420 AP421	MC515 MC538	MC649 MC659 MC690 MC614
<b>C2</b>	Critically evaluate the challenges confronting the music and entertainment industries in a global context.		MC543	MC648 MC649 MC659 MC690
<b>C3</b>	Critically evaluate the approaches to managing the development of the music and entertainment industry	MC460 MC419 AP416 AP417	MC515 MC538	MC648 MC649 MC652
<b>C4</b>	Analyse and reflect on the different cultural and business concepts, intercultural and international dimensions of music and entertainment.	AP420 AP421	MC515 MC538	MC649 MC659 MC690
<b>P</b>	<b>Practical Skills</b>			

<b>P1</b>	Develop the techniques, knowledge and understanding to engage with entrepreneurial approaches to the music industry	<b>MC456 MC460 MC419 AP416 AP417 AP420 AP421</b>	<b>MC540 MC560</b>	
<b>P2</b>	Analyse, evaluate and reflect on social and cultural theory in relation to the practices of management of the music business	<b>MC459 MC456 AP416 AP417 AP420</b>		<b>MC649 MC659 MC690</b>
<b>P3</b>	Develop techniques, and understanding, of leadership, and reflection as applicable to the music business	<b>MC459 MC456 AP416 AP417</b>	<b>MC540 MC560</b>	<b>MC648 MC649 MC659 MC690</b>
<b>T</b>	<b>Key/Transferable Skills</b>			
<b>T1</b>	Critically evaluate arguments, assumptions, abstract concepts and data to make judgements and to frame appropriate questions and propose solutions to problems	<b>MC459 MC456 MC460 MC419 AP416 AP417 AP420 AP421</b>	<b>MC515 MC538 MC524</b>	<b>MC659 MC690</b>
<b>T2</b>	Apply creative and innovative approaches that are evidenced through multiple solutions and reflective processes	<b>MC456 MC460 MC419 AP416 AP417</b>	<b>MC560</b>	<b>MC659 MC690</b>
<b>T3</b>	Apply entrepreneurial solutions to music business issues and problems	<b>AP416 AP417</b>	<b>MC540 MC560</b>	
<b>T4</b>	Evaluate issues and make decisions in situations of ambiguity, uncertainty and risk		<b>MC524</b>	<b>MC659 MC690</b>

On successful completion of a **Bachelor of Arts (Ordinary degree)**, a graduate will be able to:

- Demonstrate a systematic understanding of the concepts and characteristics of music and entertainment business and management as an area of academic and applied study
- Critically evaluate and analyse the approaches to managing the development of the music and entertainment industry.
- Demonstrate advanced techniques, and critical understanding, of leadership and reflection as applicable to the music business

The above learning outcomes will be demonstrated by the achievement of a combined total of 300 credits comprising 120 credits at Level 4, 120 credits at Level 5 and 60 credits at Level 6 from the following modules (excluding the dissertation or equivalent):

- MC649
- MC648
- MC641
- MC652

On successful completion of a **Diploma of Higher Education (DipHE)**, a graduate will be able to:

- Apply existing knowledge of the dynamic nature of the music and entertainment industries.
- Effectively analyse and reflect on the different cultural and business concepts of music and entertainment.
- Demonstrate creative and innovative approaches that are evidenced through multiple solutions and reflective processes
- Analyse, evaluate and reflect on social and cultural theory in relation to the practices of management of the music business

The above learning outcomes will be demonstrated by the achievement of a combined total of 240 credits comprising 120 credits at Level 4 and 120 credits at level 5 for this programme.

On successful completion of a **Certificate of Higher Education (CertHE)**, a graduate will be able to:

- Demonstrate a knowledge of the underlying concepts and principles associated with the music and entertainment industries.
- Demonstrate the basic knowledge and understanding to engage with entrepreneurial approaches to the music industry
- Evaluate the appropriateness of different approaches to solving problems related to the music and entertainment industries

The above learning outcomes will be demonstrated by the achievement of 120 credits listed at Level 4 for this programme.

## **Learning, Teaching and Assessment Methods to achieve the Programme Learning Outcomes**

### **How will students learn:**

At **Level 4**, the modules are designed to provide students with a solid understanding of the music business in all its aspects and to develop the study and interpersonal skills to carry them successfully to completion of an honours degree. Modules are delivered through a blend of lectures and seminars, the latter combining workshops, small group activities and debates. Classroom based learning will be supplemented with site visits and practical event management tasks, supported, at this stage by staff.

**Level 5** is the 'doing' year, the keystone of which is a large scale, project which the students design and deliver as a group. Teaching this year is built on participatory and collaborative learning, with the students actively guiding the direction of their projects. In support of this, modules intellectual property law and e-commerce will broaden and deepen the understanding of the industry established at level 4.

**Level 6** is the year in which we prepare students for exit by strengthening and supporting their capacity for individual, research led learning. The centrepiece is the dissertation—supported by the research methods module at Level 5—which aims to prepare students for independently conducted, business specific research in the workplace and for further study. At this stage in their development, students' understanding of their area moves from the operational to the strategic, and the focus is on the ability to analyse, synthesise and develop a vision of the future of both the industry and their roles within it.

Teaching at all levels is delivered by a core course team with guest speakers as required; content is made available through the Virtual Learning Environment. Personal tutoring is available at all levels and students are encouraged to maintain an ongoing dialogue with the course team throughout.

### **How will students be assessed?**

During the Foundation Year, students will be exposed to a variety of summative and formative assessments whilst developing the academic skills to be a successful student at university; course



content and Learning Outcomes strongly relate to students developing their knowledge and understanding of the subjects being studied and assessed.

At **Level 4**, assessments will be designed to build skills and confidence with regard to academic writing, presentation and independent research. At the end of the year, students will know how to structure and write a properly referenced academic essay and how to deliver a presentation on an independently researched topic to their peers.

At **Level 5**, The centrepiece will be a business project that brings together the management basics covered at Level 4 with the entrepreneurship skills and practice developed this year to develop and deliver a business project to be workshopped in class and delivered as a group.

At **Level 6**, students will, as part of the Research Methods module, deliver a focussed and workshopped proposal to be carried out at the dissertation stage. Assessments on other modules will aim to develop sophisticated and thoughtful standard of analytical and interpretative skills that would be expected from an honours level graduate.

At all levels, feedback will be positive, timely (delivered within three working weeks, with the exception of the dissertation) and staff will always offer students the opportunity to discuss assignment outcomes in person, one-to-one.

## Work-Based / Placement Learning

N/A

## SECTION C: PROGRAMME STRUCTURE(S) AND HOURS

Table 1: Programme Structure Table

Programme Title		Music Business							
Course Code		BM1MIM1							
Mode of Study		Full Time							
Credit Value		UK	360		ECTS		180		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ([C]lose / [O]ptional)	Credit Value	Assessment Regime			Semester Taught *
						Written Exam %	Coursework %	Practical %	
<b>Level 4</b>									
AP416	The DIY Musician	4	1	C	15		100		S2
AP417	Entertainment Industry Framework	4	1	C	15		100		S1
AP420	Music Cultures	4	1	C	15		100		S1
AP421	Principles of Marketing	4	1	C	15		100		S2
MC419	Introduction to Artist Development	4	1	C	15		100		S1

MC456	License to Thrill	4	1	C	15		100		S2
MC459	It's Not Only Rock 'n' Roll	4	1	C	15		100		S1
MC460	Managing Your Brand	4	1	C	15		100		S2
<b>Level 5</b>									
MC515	Music Publishing	5	2	O	15		100		S1
MC524	Research Methods	5	2	C	15		100		S2
MC538	Music Publishing (Placement)	5	2	O	15		100		S1
MC540	The Music Entrepreneur	5	2	C	30		100		S1
MC543	e-Commerce for the Music Industry	5	2	C	15		100		S1
MC548	IP in the Music Industry	5	2	C	15		100		S2
MC560	Music Business Project	5	2	C	30		100		S2
<b>Level 6</b>									
MC614	Music Industry Issues	6	3	C	15		100		S2
MC641	Music Industry Contracts	6	3	C	15		100		S1
TV614	Social Media Marketing	6	3	C	15		100		S1
MC648	Creative Strategies	6	3	C	15		100		S2
MC649	Mosh Pit Politics	6	3	C	15		100		S2
MC652	A&R	6	3	C	15		100		S1
MC690	Dissertation	6	3	O	30		100		SB
MC659	Placement Plus	6	3	O	30		100		SB

Programme Title		Music Business with Foundation Year							
Course Code		BM1MIM4							
Mode of Study		Full Time							
Credit Value		UK	360		ECTS		180		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ( <i>Core / Optional</i> )	Credit Value	Assessment Regime			Semester Taught *
						Written Exam %	Coursework %	Practical %	
<b>Foundation Year</b>									
FY014	Introduction to Music Management, Production and Performance	0	1	C	n/a		100%		1/2
FY026	Preparing for Success Knowledge and Creativity	0	1	C	n/a		100		1/2
FY027	Preparing for Success Self-development and Responsibility	0	1	C	n/a		60	40	1/2
FY028	Inquiry Based Learning	0	1	C	n/a		100		1/2
<b>Level 4</b>									
AP416	The DIY Musician	4	1	C	15		100		S2
AP417	Entertainment Industry Framework	4	1	C	15		100		S1
AP420	Music Cultures	4	1	C	15		100		S1
AP421	Principles of Marketing	4	1	C	15		100		S2
MC419	Introduction to Artist Development	4	1	C	15		100		S1
MC456	License to Thrill	4	1	C	15		100		S2
MC459	It's Not Only Rock 'n' Roll	4	1	C	15		100		S1
MC460	Managing Your Brand	4	1	C	15		100		S2
<b>Level 5</b>									
MC515	Music Publishing	5	2	C	15		100		S1
MC524	Research Methods	5	2	C	15		100		S2
MC538	Music Publishing (Placement)	5	2	O	15		100		S1
MC540	The Music Entrepreneur	5	2	C	30		100		S1
MC543	e-Commerce for the Music Industry	5	2	C	15		100		S1
MC548	IP in the Music Industry	5	2	C	15		100		S2
MC560	Music Business Project	5	2	C	30		100		S2

Level 6									
MC614	Music Industry Issues	6	3	C	15		100		S2
MC641	Music Industry Contracts	6	3	C	15		100		S1
TV614	Social Media Marketing	6	3	C	15		100		S1
MC648	Creative Strategies	6	3	C	15		100		S2
MC649	Mosh Pit Politics	6	3	C	15		100		S2
MC652	A&R	6	3	C	15		100		S1
MC690	Dissertation	6	3	O	30		100		SB
MC659	Placement Plus	6	3	O	30		100		SB

**Table 3: Breakdown of Contact Hours**

*Note: Hours are worked on the basis of full-time study. 1 Academic Credit is equated to 10 notional learning hours. A full-time undergraduate student will normally study 120 credits in an academic year which is therefore equated to 1200 notional hours. A full time postgraduate student will normally study 180 credits in an academic year which equates to 1800 hours. Module Descriptors provide detailed breakdowns of the categories given below.*

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	360	840		<b>1200</b>
Year Two	360	840		<b>1200</b>
Year Three	324	876		<b>1200</b>
<b>Total</b>	<b>1044</b>	<b>2556</b>		<b>3600</b>

Students who study this programme with a Foundation Year will complete an additional 1200 hours during that year.

## SECTION D: ASSESSMENT REGULATIONS

This programme complies with the approved University regulations *University Academic Framework and Assessment Regulations* and procedures as detailed on the University website.

The following modules will be non-compensable:

- MC690 Dissertation

The calculation of this award will be:

Level 5 33%

Level 6 67%

## Exit Awards Available

Exit Award Type	Award Title	Credits Achieved
Certificate of Higher Education	Certificate of Higher Education in Music Business	120 Credits
Diploma of Higher Education	Diploma of Higher Education in Music Business	240 Credits
Ordinary Degree	BA Music Business	300 Credits

No exit award is available for students who withdraw at the end of the Foundation Year.

## SECTION E: FURTHER INFORMATION

### Reference Points

The following reference points were used when designing the programme:

- University Strategy 2016-2021
- Buckinghamshire New University Approval of Academic Provision policy and procedure
- QAA Subject Benchmark Statement for: Hospitality, Leisure, Sport, and Tourism 2008
- QAA Framework for Higher Education Qualifications (2014)
- Equality & Diversity Teaching & Learning Toolkit
- QAA Education for Sustainable Development
- Work-based and Placement Learning Policy
- University Academic Qualifications Framework
- Recommendation and feedback from external subject academic and industry professional

### Ethics

The following ethics sub-committee will be responsible for ensuring good research practice and student awareness of ethical concerns and risks.

Media and Creative Industries Sub-committee

### Annual Review and Monitoring

This programme will be monitored annually through the University's Annual Monitoring process, which is a continual cycle of review and enhancement. This process is supported by both the periodic review of departments and the periodic re-approval process for individual programmes. All processes are completed in consultation with students via the Students' Union or student representatives.

The re-approval of this programme is scheduled for academic year:  
2022-23

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