

# 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 Performance Management BA (Hons) Music Performance Management 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>Faculty</b>	<b>Design, Media &amp; Management</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 &amp; Sport (2008) Music (2007)</b>
<b>UCAS Code</b>	
<b>Course Code(s)</b>	<b>BM1MPM1 BM1MPM4</b>
<b>Mode of Delivery</b>	<b>Full Time</b>
<b>Length of Study</b>	<b>3 Years 4 years/ full-time delivery</b>
<b>Number of Intakes</b>	<b>2: September &amp; February</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>21 July 2017</b>
<b>Publication &amp; Revision Dates</b>	<b>01 July 2022 Foundation Year added Nov 2017, revised January 2018, September 2018, August 2019, June 2021, July 2021, August 2021, Sept 2022</b>

### Programme Introduction

This music management course is specifically for music performers, including singers, musicians, rappers, producers and Disc Jockeys. Created for today's new artist led music industry environment, this innovative degree programme has been uniquely designed for music performers of the 21<sup>st</sup> century. It recognises the most important aspects required for individuals to manage and translate their own music brand in today's ever-evolving industry.

The Music Performance Management programme is the only programme of its kind in the United Kingdom, Europe and the world. It is a unique flexible applied management degree directly catering for music performers seeking to understand how to develop, manage and translate their music performance skills to the marketplace.

This music performance management course is specifically orientated toward music performers. It will be expected that prospective students will possess ability with regards to music performance in one or more of the following categories: singers, musicians, rappers, producers, writers and DJs. Given the diverse nature of candidates they will all be asked to submit evidence of their performance skills as well as sit an interview and if need be audition.

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

This is a very practical course with a strong focus on self-management and entrepreneurship in readiness for employability. The Music Performance Management programme is the only programme of its kind. It is a unique flexible, applied management degree directly catering for music performers seeking to understand how to develop, manage and translate their music performance skills to the marketplace.

### **Admission Requirements**

This music performance management course is specifically orientated toward music performers. It will be expected that prospective students will possess ability with regards to music performance in one or more of the following categories: singers, musicians, rappers, producers, writers and DJs. Given the diverse nature of candidates they will all be asked to submit evidence of their performance skills as well as sit an interview and if need be audition

#### **For BA (Hons) Music Performance Management (3 years)**

The applicant will normally be expected to have a minimum of two A-levels at Grade C.

Applicants will normally have achieved one of the following:

- Two A levels 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. 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 Performance Management with Foundation Year (4 years)**

Applicants who do not meet the minimum requirements for the 3-year programme, or those who do not feel fully prepared for a Level 4 course, will be considered for the 4-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

Previous music management students have found employment in such diverse areas as commercial and public radio, record labels, management companies, law, TV, PR, venue management, festivals & events, statutory industry bodies and gaming. This new programme, would offer the same prospects, but with its additional emphasis upon the engagement of professional music performance experience, the programme could propagate opportunities in many professional music performance areas related to being a singer, musician, rapper, producer &/or DJ. It is hoped that the programme will equip music performers with the critical applied management skills necessary to sustain a viable career over the longer term.

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

### Programme Aims

The core educational aim of the programme is to enable music performers to manage their own music careers. Therefore students will be required to continually engage, log and reflect upon their own music industry engagement and experience via professional performance modules at all levels of the course. This forms the central pillar of the programme, and as such it will run throughout the duration of the programme. To fully support and complement the student's professional performance practice the course will also have music production modules throughout the programme. Additionally, the course will integrate a range of relevant marketing and brand management principles, which will enable students to critically analyse and reflect upon managing the development and delivery of their personal music brand. Finally the programme provides an interrelated series of business management modules related to industry structure, culture, entrepreneurship, negotiation and independent research management. As a result the programme will offer students a unique opportunity to understand, develop and manage their own professional music careers.

### Programme Learning Outcomes

#### A. *Knowledge and Understanding*

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

- A1. Formulate a critical knowledge and understanding of music performance value.
- A2. Locate the role and dynamics of an ever evolving music and entertainment environment in a management context
- A3. Identify and define the key principles of contract and copyright law in the context of understanding the various music publishing rights and means of exploiting creative product
- A4. Translate accounts of reflective professional music performance.

#### B. *Intellectual/Cognitive Skills*

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

- B1. Analyse popular music concepts and recognise their distinguishing features
- B2. Analyse the marketing and promotional practises in the music and entertainment industries;
- B3. Appraise the perspectives of music marketing communications and Public Relations;
- B4. Synthesise critically A&R Delivering Content for the Music Industry and brand management principles and practice;
- B5. Appraise their music performance in a reflexive manner within a professional context.

#### C. *Practical Skills*

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

- C1. Employ music production technology to formulate and record music material;

C2. Practise entrepreneurship skills to develop music performance business opportunities.

*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 Performance Management, 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>	Formulate a critical knowledge and understanding of music performance value.	AP424 AP425 AP421	MC535 MC536 MC563	MC657 MC658
<b>K2</b>	Locate the role and dynamics of an ever evolving music and entertainment environment in a management context	AP417 AP416 AP421	MC563	MC652
<b>K3</b>	Identify and define the key principles of contract and copyright law in the context of understanding the various music publishing rights and means of exploiting creative product		MC548	
<b>K4</b>	Translate accounts of reflective professional music performance.	AP424 AP425	MC535 MC536	MC657 MC658
<b>C</b>	<b>Intellectual/Cognitive Skills</b>			
<b>C1</b>	Analyse popular music cultures and recognise their distinguishing features;	AP433		MC659 MC690
<b>C2</b>	Analyse the marketing and promotional practises in the music and entertainment industries;	AP421 AP416		TV614
<b>C3</b>	Appraise the perspectives of music marketing communications and Public Relations;	AP421 AP416		TV614
<b>C4</b>	Synthesise critically A&R Delivering Content for the Music Industry and brand management principles and practice;			MC652
<b>C5</b>	Appraise their music performance in a reflexive manner within a professional context.	AP424 AP425	MC535 MC536	MC657 MC658
<b>P</b>	<b>Practical Skills</b>			

<b>P1</b>	Employ music production technology to formulate and record music material;	<b>AP414 AP415</b>	<b>AP517 AP520</b>	<b>AP611</b>
<b>P2</b>	Practise entrepreneurship skills to develop music performance business opportunities.		<b>MC563</b>	<b>AP611</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>MC563 MC535 MC536</b>	<b>MC659 MC690</b>
<b>T2</b>	Apply creative and innovative approaches that are evidenced through multiple solutions and reflective processes		<b>MC563 MC535 MC536</b>	<b>MC659 MC690</b>
<b>T3</b>	Apply entrepreneurial solutions to music business issues and problems		<b>MC563</b>	<b>MC614</b>
<b>T4</b>	Evaluate issues and make decisions in situations of ambiguity, uncertainty and risk			<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.

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):

- AP611
- MC614
- TV614
- MC652
- MC657
- MC658

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
- Appraise their music performance in a reflexive manner within a professional context.

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**

This is essentially a project based and applied course. Some modules require independent research, evaluation and individual development of skills; others require the ability to work with focus, commitment, energy and control under the supervision of a lecturer. Students learn through a combination of lectures, seminars, tutorials, workshops and with the mentor support of tutors' self-directed industry experience and study.

Learning outcomes for specific modules play a key part in identifying the subject specific skills and vocational competencies the students will gain on successful completion of the module, whilst individual practical skills will be developed through workshop based learning.

The course team provide clear guidance on the programme delivery, modes of study and how students are supported. Students are also encouraged to take responsibility for their own learning. There are regular opportunities for students to undertake self-directed work, with advice and written feedback given to students on their progress and learning needs throughout the programme. Each part of the syllabus is supported by introductory sessions where appropriate. Throughout the course, teaching concentrates on the development of the individual, identifying and working to strengths whilst supporting any identified weaknesses. This is achieved through regular dialogue between the assigned tutor and student about all aspects of a student's work through seminars, small group and/or one-to-one tutorials.

Group tutorials and seminars address topics pertinent to particular music performance project work or more general aspects of professional industry practice. The students are encouraged to fully participate in the exchange of views and to formulate and express opinions in the evaluation of their own work and that of others. Importantly, the teaching strategy adopted involves the student in all aspects of their learning and will encourage them to take charge of their own learning experience.

The Blackboard Virtual Learning Environment (VLE) will also form an important aspect of the learning experience. The VLE (which can be remotely accessed from both within and outside the campus) will be employed to give students access to a range of supplementary research material related to specific modules, as well as providing an opportunity for students to contribute to online discussion forums on

topics of specific relevance to module content. Blackboard will increasingly represent the single, main point of contact for relaying all course and module related information to students (assessment outlines, module programmes, handbooks, reading lists etc.), as well as acting as a valuable supplement to the classroom based teaching experience on the course.

### How will students be assessed

The course uses a variety of assessment methods, including practical plans, studio tests, music recordings, essays, reports, TCA's, and journals.

As the course progresses, negotiation of individual student-led projects, along with small group production briefs will enable the student to identify and explore aspects of their programme which are of particular personal interest. This culminates in the completion of Level 6 dissertation.

Negotiated briefs and the completion of the projects will require the submission of written proposals, with well-planned research and stated aims and objectives. Strict deadlines apply to all briefs to reflect the professional ethic pervading the student experience. Dependant on the module in question, assessment can include peer and self- assessment.

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.

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

**Table 1: Programme Structure Table**

<b>Programme Title</b>		BA (Hons) Music Performance Management							
<b>Course Code</b>		BM1MPM1							
<b>Mode of Study</b>		Full Time							
<b>Credit Value</b>		UK	360		ECTS		180		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ([C]ore / [O]ptional)	Credit Value	Assessment Regime			
						Written Exam %	Coursework %	Practical %	
<b>Level 4</b>									
AP417	Entertainment Industry Framework	4	1	C	15		100		
AP415	Introduction to Recording	4	1	C	15			100	
AP433	Fan Cultures	4	1	C	15		100		
AP425	Professional Performance Reflection	4	1	C	15		100		
AP416	The DIY Musician	4	1	C	15		100		
AP421	Principles of Marketing	4	1	C	15		100		



AP414	Introduction to Pro tools	4	1	C	15			100	
AP424	Professional Performance Context	4	1	C	15		100		
<b>Level 5</b>									
MC563	The Music and Event Entrepreneur	5	2	C	30		100		
AP517	Recording and mixing techniques	5	2	C	15		100		
AP520	Creative Audio Production OPTION	5	2	O	15		100		
AP512	Professional Performance & Musicianship OPTION	5	2	O	15		100		
MC548	IP and the Music Industry	5	2	C	15		100		
MC535	Professional Performance Practice	5	2	C	15		100		
MC536	Professional Performance Application	5	2	C	15		100		
MC524	Research Methods	5	2	C	15		100		
<b>Level 6</b>									
AP611	Professional Production Project	6	3	C	15		100		
MC660	Industry Issues	6	3	C	15		100		
MC652	A&R	6	3	C	15		100		
MC657	Professional Performance Strategy	6	3	C	15		100		
MC658	Professional Performance Entrepreneurship	6	3	C	15		100		
MC659	Placement Plus	6	3	O	30		100		
MC690	Dissertation	6	3	O	30		100		
TV614	Social Media Marketing	6	3	C	15		100		

<b>Programme Title</b>		BA (Hons) Music Performance Management with Foundation Year							
<b>Course Code</b>		BM1MPM4							
<b>Mode of Study</b>		Full Time							
<b>Credit Value</b>		UK	360			ECTS	180		
<b>Module Code</b>	<b>Module Title</b>	<b>QCF/FHEQ Level</b>	<b>Course Stage / Year</b>	<b>Status in Award ([C]ore / [O]ptional)</b>	<b>Credit Value</b>	<b>Assessment Regime</b>			
						<b>Written Exam %</b>	<b>Coursework %</b>	<b>Practical %</b>	
<b>Level 0</b>									

FY026	Preparing for Success Knowledge and Creativity	0	1	C	n/a		100%		
FY027	Preparing for Success Self-development and Responsibility	0	1	C	n/a		60%	40%	
FY028	Inquiry and Research Skills	0	1	C	n/a		100%		
FY014	Introduction to Music Management, Production and Performance	0	1	C	n/a		100%		
<b>Level 4</b>									
AP415	Introduction to recording	4	2	C	15			100	
AP417	Entertainment Industry Framework	4	2	C	15		100		
AP433	Fan Cultures	4	2	C	15		100		
AP425	Professional Performance Reflection	4	2	C	15		100		
AP421	Principles of Marketing	4	2	C	15		100		
AP416	The DIY Musician	4	2	C	15		100		
AP414	Introduction to Pro tools	4	2	C	15			100	
AP424	Professional Performance Context	4	2	C	15		100		
<b>Level 5</b>									
MC563	The Music and Event Entrepreneur	5	3	C	30		100		
AP517	Recording and mixing techniques	5	3	C	15		100		
AP520	Creative Audio Production Option	5	3	C	15		100		
AP512	Professional Performance & Musicianship Option	5	3	C	15		100		
MC548	IP and the Music Industry	5	3	C	15		100		
MC535	Professional Performance Practice	5	3	C	15		100		
MC536	Professional Performance Application	5	3	C	15		100		
MC524	Research Methods	5	3	C	15		100		
<b>Level 6</b>									
AP611	Professional Production Project	6	4	C	15		100		
MC660	Industry Issues	6	4	C	15		100		
MC652	A&R	6	4	C	15		100		
MC657	Professional Performance Strategy	6	4	c	15		100		
MC658	Professional Performance Entrepreneurship	6	4	c	15		100		
MC659	Placement Plus	6	3	O	30		100		
MC690	Dissertation	6	4	O	30		100		
TV614	Social Media Marketing	6	4	C	15		100		

### 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:

- MC659 Placement Plus
- 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 Music Performance Management	120 Credits
Diploma of Higher Education	Diploma in Higher Education Music Performance Management	240 Credits
Ordinary Degree	BA Music Performance Management	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 Ethics 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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