

Faculty: Science, Technology and Creative Arts
School of Creative Arts

Title of Programme: Music and Entertainment Industry Management

Programme Code: CCMEIM

Programme Specification

Start Date: September 2011

Date of Approval: 7 July 2011

Associate Dean (Academic Quality): PETROS KHOUDIAN

A handwritten signature in black ink, appearing to read 'Petros Khoudian', with a stylized flourish at the end.

Signature

Programme Specification

Music and Entertainment Industry Management

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	College Lane/De-Havilland/St Albans
Programme accredited by	Not applicable
Final Award	BA (Hons)
All Final Award titles	Music and Entertainment Industry Management
FHEQ level of award	Honours (6)
UCAS code(s)	W300

A. Programme Rationale

This programme investigates the multi faceted nature of the music and entertainment industry, drawing together in an innovative environment the disciplines of Music, Law and Business Studies.

Music and Entertainment explores core music management theory and practices; and uses popular and commercial music case studies to illustrate and analyse management theory.

The student as creative entrepreneur is placed at the centre of these investigations, empowered to explore and engage in a wide spectrum of current music and entertainment industry issues and practices in the 21st century.

The nurturing of informed entrepreneurship is central to the philosophy of the programme, whereby intuitive abilities are extended by a range of knowledge, analytical skills and self-appraisal. The creative entrepreneur is at one moment exploring marketing and public relations, at the next digital music technologies; at one moment legal issues in the digital age and at the next contemporary business management and consultancy. The innovative harnessing of the School of Film, Music and Media together with the Business School and the Law School is seen as central in facilitating the necessary breadth of these studies and investigations.

Curriculum design stresses wherever possible the interconnectivity of these pursuits and disciplines, so that knowledge, understanding and skills are developed and progressed within a holistic, interactive and stimulating environment.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's general educational aims of programmes of study as set out in UPR TL01.

Additionally this programme aims to:

- provide the student with a high quality education in contemporary music and entertainment related business practice;

- place the student in an informed position that enhances his/her prospects of professional employment;
- enable the student to acquire specialist and sought knowledge, understanding, skills and the confidence to be able to communicate effectively and to progress within a broad range of modern industry areas;
- develop the students' transferable, interpersonal and entrepreneurial skills;
- present the student a stimulating and empowering learning platform through consolidation of multiple disciplines.

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Music [M]; Communication, Media, Film and Cultural Studies [CMFCS]; Law [L] and General Business and Management [GBM] and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2003 have been used as a guiding framework for curriculum design.

Knowledge and Understanding of:	Teaching/learning methods & strategies	Assessment
<p>A1. the ways in which music and audio media and their associated technologies make possible a range of aesthetic effects and forms; [CMFCS]</p> <p>A2. how technologies or organisations associated with music (both its creation and its delivery) relate in wider historic, current and future contexts; [M]</p> <p>A3. the implications for music and entertainment with respect to the innovative and multi-disciplinary nature of their creation and delivery formats; [M]</p> <p>A4. relevant organisations and structures within the music and entertainment industry, the environment in which they operate (internal and external) and how they are managed, including consideration to potential future direction; [GBM]</p>	<p>Acquisition of [A1] is through a combination of lectures, tutorials, coursework, practical demonstrations of equipment and studio sessions. Additional support in this area is provided by technicians and a formal student-proctor system.</p> <p>Acquisition of [A2, A3, A4 and A5] is through a combination of lectures, tutorials, coursework and assessments at levels 4 and 5 and additionally through case studies and guest speakers at levels 5 and 6. [A4 and A5] are also acquired in depth at level 6 through industrial work placements.</p> <p>Acquisition of [A6] is through a combination of lectures, discussions, coursework and through case studies highlighting relevant and contemporary issues throughout the programme.</p>	<p>Testing of knowledge and understanding is through a combination of assessed in-course assignments.</p> <p>Assessment of intended knowledge and understanding outcomes will be in the form of evaluative reports, projects, essay assignments, in-class tests and student presentations. Additionally, assessment of [A1 and A2] will involve the evaluation of creative and technical artefacts realised by the student.</p>

<p>A5. the inter-relationships among and integration of, various areas and issues within the music and entertainment industry with both a national and an international focus; [GBM] [L]</p> <p>A6. a broad range of contemporary and pervasive issues relating to areas which will be highly relevant to the student's career, including for example general business practice and management, legal practice and creativity and enterprise. [GBM] [L]</p>	<p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learned and to broaden their individual knowledge and understanding of the subject.</p>	
<p>Intellectual skills - able to:</p>	<p>Teaching/learning methods & strategies</p>	<p>Assessment</p>
<p>B1. demonstrate a general knowledge of music and media technologies and familiarity with associated technical concepts and other issues; [M] [CMFCS]</p> <p>B2. make a judicious evaluation of their own work in a reflexive manner with reference to aesthetic, technical and professional issues and conventions; [CMFCS]</p> <p>B3. draw together ideas from a variety of sources of knowledge and from different disciplines; [CMFCS] [GBM]</p> <p>B4. demonstrate an ability to conduct research into business and management issues, either individually or as part of a team and apply knowledge to a range of situations at both national and international level; [GBM]</p>	<p>Intellectual skills are developed throughout the programme by the methods and strategies outlined in section A, above.</p> <p>Analytical, problem solving and decision making skills [B2, B3, B4 and B5] are further developed through tutorial sessions with staff from a wide range of subject areas and through group work and in-course exercises.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study.</p>	<p>Intellectual skills are assessed through unseen examination papers or in class tests, analytical reports and coursework related to in-course exercises and lecture topics.</p>

<p>B5. exercise problem solving and decision making through appropriate quantitative and qualitative skills, including the ability to create, evaluate and assess a range of options together; [GBM]</p> <p>B6. demonstrate their skills and understanding of public relations and other selected areas of business and law relevant to the music and entertainment industry [GBM] [L]</p>		
<p>Practical skills - able to:</p>	<p>Teaching/learning methods & strategies</p>	<p>Assessment</p>
<p>C1. produce work demonstrating the effective manipulation of sound in various contexts; [CMFCS]</p> <p>C2. demonstrate personal expression through creative music/audio technologies; [M]</p> <p>C3. demonstrate effective self management in terms of time, planning and behaviour, motivation, individual initiative and enterprise; [GBM]</p> <p>C4. understand, interpret and react to relevant sources of information, for example technical, research, market, legal, accountancy or financial data; [GBM] [M]</p> <p>C5. make a personal and reasoned judgment based upon an informed understanding of typical or topical issues relating to the fields of finance, business, law, or music and entertainment (for example, creation and ownership or delivery and legal rights); [L]</p>	<p>Skills [C1 and C2] are developed through a combination of tutorial work, coursework and predominately practical hands-on studio sessions.</p> <p>Skills [C3 and C6] are key to the philosophy of the programme and are developed throughout the programme and further emphasised in lectures and tutorials provided by teachers and guest speakers. Particular focus will be placed upon monitoring the students' ability and attitude towards coursework timeframes, submissions and deadlines presented to them. These skills will also be developed through learning in work placements in level 6.</p> <p>Skills [C4 and C5] are developed through lectures and case studies.</p> <p>Throughout, the learner is expected to consolidate their development of practical computing skills by use of personal computers and typical IT skills and software employed throughout business and academic environments.</p>	<p>Practical skills are assessed through reports and essays (project and case study), presentations, and the submission or presentation of artefacts to illustrate particular issues or demonstrate particular skills.</p>

<p>C6. identify, seize and create opportunities to demonstrate their initiative, competence and entrepreneurial skills [GBM]</p>		
<p>Transferable skills - able to:</p>	<p>Teaching/learning methods & strategies</p>	<p>Assessment</p>
<p>D1. produce work to a given brief including length, format and deadline with appropriate referencing of sources and ideas; [CMFCS]</p> <p>D2. produce self-directed work of quality from an informed perspective demonstrating imagination and critical self-awareness; [M]</p> <p>D3. demonstrate intellectual and technical curiosity and creativity; [M]</p> <p>D4. work effectively in a team, employing for example - negotiation, effective listening, leadership, influencing or decision-making skills; [M] [GBM]</p> <p>D5. manage time and resources efficiently within supervised or self-directed projects through cogent planning and organisation; [CMFCS]</p> <p>D6. research, consider and express ideas and information effectively in written, oral or in other forms, using a range of media which are widely used in business and academic environments. [CMFCS] [GBM] [L]</p>	<p>Transferable skills are developed throughout the programme by regular feedback, which includes evaluation of students' powers of expression, communication and presentation (style, structure, mechanics etc.).</p> <p>Skills [D1 and D2] are given more prominence at level 6 where more independent work takes place.</p> <p>Skills [D3, D4, D5, and D6] are developed throughout the programme in lectures, tutorials and peer group work tasks. These skills will also be particularly enhanced and assessed at level 6 within Major Project modules.</p> <p>IT based transferable skills mentioned in [D6] will also be developed though lectures at all levels and will be embedded as a core elements in topics where student presentations are required.</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p>	<p>All transferable skills are assessed both implicitly and explicitly through generic feedback proformas, forming an integral part of the assessment process.</p> <p>Skills [D3, D4, D5, and D6] are also assessed by means of individual project work and the students' performance in their major project (Consultancy Project) at level 6.</p>

D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full time (3 years), part time (typically 5 years) and sandwich (4 years) modes and leads to the award(s) of BA Degree with Honours in Music and Entertainment Industry Management / BA Degree with Honours in Music and Entertainment Industry Management (Sandwich).

The normal full-time rate of study at each level (4, 5 and 6) is 120 Credits. In line with other music programme provision and to allow for flexible, personal and tailored structures to be put into place, there is no pre-defined part-time modular structure. However a consultation session with the Programme Leader must be offered to a student opting for part-time study before agreeing part-time study and structure. Requests from students wishing to switch between modes of study prior to commencing the subsequent academic year must be made in writing and are permitted following consultation.

Entry is normally at level 4 (with suitable A-level or equivalent qualifications or experience) but is possible at level 5 (with suitable qualifications such as a relevant HND or equivalent qualifications or experience) and level 6 (for example where a student is transferring from a relevant honours degree course at another university). Intake is normally Semester A (September).

Work-Based Learning, including Sandwich Programmes

A designated sandwich programme leads to a University award in the sandwich mode, and the word "sandwich" appears on the award certificate. In order for the BA to lead to an award in the sandwich mode, the student must undertake a period of approved work experience of not less than 48 weeks with no possibility of exemption, normally between the end of Year 2 and the beginning of Year 4. This will normally be completed within the United Kingdom but with approval may be completed within other countries. Progress of the students' training and development is monitored by visits from University academic staff. Students will be required to document this period of work in accordance with the guidelines produced by the Faculty/School. Students on the sandwich programme will be registered on the Sandwich Year Module (6CTA1008).

Students who have not achieved the minimum progression requirements at the end of level 5 may be prevented from undertaking a sandwich placement. The policy relating to progression onto the placement year from level 5 is given in the Faculty Guidelines on Placements. Additionally, students who are on the sandwich programme, but who have any level 4 or 5 modules to repeat, will not normally be allowed to re-enrol on these modules until they return from placement. This is to avoid a conflict between UH attendance requirements and the student's commitment to their employer.

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 (in section 2) identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

Mode of study Full time

Entry point Semester A

Level 4

Compulsory Modules Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Technologies for the Music and Entertainment Industries 1	4MMF0004	30	0	100	AB
Music & Entertainment Industry Framework 1	4MMF0005	30	0	100	AB
Principles of Marketing	4BUS1010	15	40	60	A
Introduction to Marketing Communications	4BUS1011	15	0	100	B
Accounting for Business	4BUS1043	15	0	100	A
Contract Law (Negotiation and Communication)	4LAW0041	15	0	100	B

Level 5

Compulsory Modules Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Music & Entertainment Company Management 2	5MMF0021	30	0	100	AB
Digital Distribution and Mass Media 2	5MMF0022	30	0	100	AB
Music Marketing	5BUS0201	15	60	40	A
Managing Small Business in the Music Industry	5BUS0200	15	0	100	B
Contemporary Business Management (CCI)	5BUS0226	15	0	100	B
Entertainment Law 2	5LAW0066	15	0	100	A

Sandwich Year – Year 3 – OPTIONAL

Modules Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Sandwich Year (Creative Arts)	6CTA1008	0	0	100	ABC

In order to achieve the Sandwich Award students must complete module 6CTA1008 between levels 5 and 6 of their study.

Level 6 (Year 3 FT, Year 4 Sandwich)

Compulsory Modules Module Title	Module Code	Credit Points	% examination	% coursework	Semester
International Music & Entertainment Management 3	6MMF0019	30	0	100	AB
Strategic Music and Entertainment Company Management and Consultancy Project	6MMF0017	45	0	100	AB
Entrepreneurship in the Music Industries	6BUS0267	15	0	100	A
Global Marketing, Ethics and Culture	6BUS0297	15	0	100	A
Media Law for the Digital Age 3	6LAW0104	15	0	100	B

Progression to level 6 requires a minimum of 210 credits (including 90 at Level 4) and passes in all compulsory modules.

The award of an honours degree requires 360 credit points passed with a minimum of at least 120 at level 6 including the Consultancy Project.

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in UPR AS14.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Award	Minimum requirements	Available at end of Level
University Certificate	45 credit points at level 4	4
Certificate of Higher Education	120 credit points at level 4	4, 5
University Diploma	180 credit points including at least 60 at level 5	5, 6
Diploma of Higher Education	240 credit points including at least 120 at level 5	5, 6
BA	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BA (Hons)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6
BA Named Award (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BA (Hons) Named Award (Sandwich)	360 credit points	6

E. Support for students and their learning

Students are supported by:

- An induction week at the start of each level of study
- A student mentor
- An academic level co-ordinator to oversee and advise on programme related issues
- A Programme Leader to help students understand the module structure
- Orientation for overseas students
- Staff surgery hours
- Attractive modern study environments in three extensive Learning Resources Centres, incorporating a library and computer centre
- Access to extensive digital and print collections of information resources
- StudyNet, a versatile online interactive intranet and learning environment, including online discussion forums
- Guided student-centred learning through the use of StudyNet
- An Equal Opportunities Officer
- Tutors to provide academic and pastoral support
- A Faculty based Student Disabilities Co-ordinator
- The Students Union
- Student representatives on Programme Committee
- A designated programme administrator to deal with student enquiries
- A substantial Student Centre, providing advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of Students, incorporating Chaplaincy, Counselling, and Nursery
- Medical Centre
- The Careers service for all current students and graduates

F. Entry requirements

The normal entry requirements for the programme are:

280-320 UCAS tariff points from a minimum of two 6-unit awards or one 12-unit award or equivalent BTEC ND/NC.

plus

GCSE English language and Mathematics at Grade C or above

All key skills and other tariff points will be counted.

The programme is subject to the University's Principles, Policies, Regulations and Procedures for the Admission of Students to Undergraduate and Taught Postgraduate Programmes and will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

Section 2

Programme management

JACS code(s)	W300
Modes of study	F/T, P/T, Sandwich
Intakes	Semester A
Relevant QAA subject benchmarking group	Music
	General Business and Management
	Law
	Communication, Media, Film and Cultural Studies
Date of validation/last periodic review	6 March 2006
Date of production/ last revision of PS	March 2007 (revised June 2009 / July 2011)
Relevant cohorts	Students entering September 2011
Faculty	Science, Technology and Creative Arts
Administrative School(s)/Departments	School of Creative Arts

Course (i.e. pathway) details

Course (i.e. Pathway Point) Titles

Music and Entertainment Industry Management

Course (i.e. Pathway Point) Codes

MEIMF1, MEIMF2, MEIMF3, MEIMF4
MEIMP1, MEIMP2, MEIMP3, MEIMP4, MEIMP5

The programme is managed by:

- Associate Head of School who has overall responsibility for the programme
- Programme Leader who is responsible for the day to day management of the programme
- An Admissions Tutor or nominee, with specific responsibility for evaluation of applicant experience, providing programmes of study, and formulating appropriate offers
- A designated Administrator to deal with day to day administration associated with the programme
- Module Co-ordinators who are responsible for individual modules
- The Programme Committee, with responsibility for programme development, administration and student issues, the membership of which includes student representative, contributing tutors, the programme tutor, technical officers, the programme administrator, and the AHoS

Programme-specific assessment regulations

The programme is compliant with the University's generic assessment regulations (Structure and Assessment Regulations for Academic Programmes, UPR AS14) with the exception of those listed below, which have been specifically approved by the University:

Further points of clarification and interpretation relevant to this specific programme are given below.

- Attendance regulations exist to safeguard the quality of student learning and support. Students failing to meet the specified attendance requirements in any module will receive a reduction of one grade to that module. Full details of attendance regulations are contained in the Student Handbook.
- It is a requirement of the programme that all coursework must be submitted.
- Coursework handed in later than the agreed deadline but within one week of it will be marked and will receive a maximum mark of 40%. Coursework submitted after one week of the deadline will be marked and will receive a mark of 0%.

The Programme Tutor is responsible for ensuring there is remains a consistent approach towards assessment within this jointly delivered programme (including - load, balance and potential overlap). Formal academic representation from each subject area (Music, Business and Law) will be required regularly to convene (c. three occasions per academic year) along with student representatives from

each level of study to monitor all aspects of the Programme management, including parity in assessment.

Programme design and development is informed by an advisory panel which includes executive members of the Music Industry. Publishing, Acoustics, Broadcasting, Arts Council and Film Music industry are represented on the panel and contribute to the development of all music related subjects within the Faculty. The Panel meets twice a year and members are free to visit the School at any time.

The Programme operates a Faculty-wide policy for treatment of extenuating circumstances and students receive details in the Student Handbook.

Other sources of information

- Definitive Module Documents
- Module Guides
- Student Handbook
- Programme Specification website:
(StudyNet → Staff → Department Lists → Academic Quality Office → Programme Management → Programme Specifications)
- University of Hertfordshire Course website:
<http://www.herts.ac.uk/courses/>
- QAA Benchmark Statement website:
<http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp>
- The Framework for Higher Education Qualifications in England, Wales and Northern Ireland, 2008:
<http://www.qaa.ac.uk/academicinfrastructure/FHEQ/EWNI08/default.asp>
- SEEC Credit Level Descriptors for Further and Higher Education 2003: <http://www.seec-office.org.uk/creditlevel descriptors2003.pdf>
- External Quality Review report website:
http://www.qaa.ac.uk/revreps/inst_reports.asp?instID=H-0060
- UNISTATS website:
<http://www.unistats.com/>
- University of Hertfordshire Academic Quality Office website:
(StudyNet → Staff → Department Lists → Academic Quality Office)
- Structure & Assessment Regulations - Undergraduate & Taught Postgraduate Programmes, UPR AS14:
<http://herts.ac.uk/secreg/upr/AS14.htm>
- Learning and Teaching Policy and General Educational Aims, UPR TL01:
<http://herts.ac.uk/secreg/upr/TL01.htm>
- Admissions - Undergraduate & Taught Postgraduate Students, UPR SA03:
<http://herts.ac.uk/secreg/upr/SA03.htm>
- Academic Quality, UPR AS17:
<http://herts.ac.uk/secreg/upr/AS17.htm>
Index of UPRs for students:
http://www.herts.ac.uk/secreg/upr/upr_azlist_student_info.htm

University policies relevant to the Programme

The University undertakes to use all reasonable endeavours to deliver, assess and administer this programme in accordance with this Programme Specification. At the same time it is recognised that it is in the nature of academic developments that changes, for example to the structure, curriculum, and assessment of a programme may be necessary in order to ensure that the programme remains up to date, in response to issues raised as a result of on-going monitoring and evaluation, and/or in order to conform to new regulatory requirements imposed by this institution, by professional or statutory bodies, or by national or governmental bodies.

The programme operates within the guidelines and policies relating to equal opportunities and environmental issues which may be agreed from time to time by the Board of Governors and/or the Academic Board of the University.

Where the programme is offered in collaboration with another institution these policies and guidelines will normally be those of the partner institution.

The programme operates in accordance with the University's Regulations Governing Studies Involving the Use of Human Subjects (UPR RE01) agreed from time to time by the Academic Board of the University. However, where the programme is offered in collaboration with another institution (for example through a franchise arrangement for all or part of the programme) then specific approval must be obtained from the University for the operation of the programme within ethical guidelines prepared by the partner institution. The partner institution will be responsible for all insurance liability in connection with the observance of ethical guidelines.



Signed
Chair of Faculty Academic Quality Enhancement Committee

Date 7 July 2011

If you would like this information in an alternative format please contact:

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BA (Hons) Music, Entertainment and Industry Management

Table 2: Development of Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																								
		Knowledge & Understanding						Intellectual Skills						Practical Skills						Transferable Skills						
Module Title		Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6
Level 4	Technologies for the Music and Entertainment Industries 1	4MMF0004	X	X	X				X	X					X			X			X					X
	Music & Entertainment Industry Framework 1	4MMF0005		X	X		X			X	X	X					X					X				X
	Principles of Marketing	4BUS1010						X			X							X			X					X
	Introduction to Marketing Communications	4BUS1011				X		X				X						X		X				X		X
	Accounting for Business	4BUS1043						X					X					X	X							X
	Contract Law (Negotiation and Communication)	4LAW0041			X			X					X	X				X						X		X
Level 5	Music & Entertainment Company Management 2	5MMF0021		X		X	X	X				X					X	X	X			X				X
	Digital Distribution and Mass Media 2	5MMF0022		X	X	X	X				X			X					X	X			X			
	Music Marketing	5BUS0201					X				X	X						X								X
	Managing Small Business in the Music Industry	5BUS0200				X		X			X	X					X			X		X			X	X
	Contemporary Business Management (CCI)	5BUS0226				X						X							X		X					X
	Entertainment Law 2	5LAW0066		X		X					X		X					X	X		X					X
	Sandwich Year (Creative Arts)	6CTA1008				X		X			X			X			X	X		X				X		X
Level 6	International Music & Entertainment Management 3	6MMF0019				X	X					X		X				X				X		X		X
	Strategic Music and Entertainment Company Management and Consultancy Project	6MMF0017				X	X	X				X	X				X	X		X	X		X	X	X	X
	Global Marketing, Ethics and Culture	6BUS0297				X	X	X			X			X				X								X
	Media Law for the Digital Age 3	6LAW0104		X	X				X	X		X							X				X			
	Entrepreneurship in the Music Industries	6BUS0267			X	X		X				X		X			X			X		X	X		X	X

Key: Learning Outcome which is assessed as part of the module

Key to Programme Learning Outcomes

Knowledge and Understanding

- A1. the ways in which music and audio media and their associated technologies make possible a range of aesthetic effects and forms; [CMFCS]
- A2. how technologies or organisations associated with music (both its creation and its delivery) relate in wider historic, current and future contexts; [M]
- A3. the implications for music and entertainment with respect to the innovative and multi-disciplinary nature of their creation and delivery formats; [M]
- A4. relevant organisations and structures within the music and entertainment industry, the environment in which they operate (internal and external) and how they are managed, including consideration to potential future direction; [GBM]
- A5. the inter-relationships among and integration of, various areas and issues within the music and entertainment industry with both a national and an international focus; [GBM] [L]
- A6. a broad range of contemporary and pervasive issues relating to areas which will be highly relevant to the student's career, including for example general business practice and management, legal practice and creativity and enterprise. [GBM] [L]

Intellectual Skills

- B1. demonstrate a general knowledge of music and media technologies and familiarity with associated technical concepts and other issues; [M] [CMFCS]
- B2. make a judicious evaluation of their own work in a reflexive manner with reference to aesthetic, technical and professional issues and conventions; [CMFCS]
- B3. draw together ideas from a variety of sources of knowledge and from different disciplines; [CMFCS] [GBM]
- B4. demonstrate an ability to conduct research into business and management issues, either individually or as part of a team and apply knowledge to a range of situations at both national and international level; [GBM]
- B5. exercise problem solving and decision making through appropriate quantitative and qualitative skills, including the ability to create, evaluate and assess a range of options together; [GBM]
- B6. demonstrate their skills and understanding of public relations and other selected areas of business and law relevant to the music and entertainment industry. [GBM] [L]

Practical Skills

- C1. produce work demonstrating the effective manipulation of sound in various contexts; [CMFCS]
- C2. demonstrate personal expression through creative music/audio technologies; [M]
- C3. demonstrate effective self management in terms of time, planning and behaviour, motivation, individual initiative and enterprise; [GBM]
- C4. understand, interpret and react to relevant sources of information, for example technical, research, market, legal, accountancy or financial data; [GBM] [M]
- C5. make a personal and reasoned judgment based upon an informed understanding of typical or topical issues relating to the fields of finance, business, law, or music and entertainment (for example, creation and ownership or delivery and legal rights; [L]
- C6. identify, seize and create opportunities to demonstrate their initiative, competence and entrepreneurial skills. [GBM]

Transferable Skills

- D1. produce work to a given brief including length, format and deadline with appropriate referencing of sources and ideas; [CMFCS]
- D2. produce self-directed work of quality from an informed perspective demonstrating imagination and critical self-awareness; [M]
- D3. demonstrate intellectual and technical curiosity and creativity; [M]
- D4. work effectively in a team, employing for example - negotiation, effective listening, leadership, influencing or decision-making skills; [M] [GBM]
- D5. manage time and resources efficiently within supervised or self-directed projects through cogent planning and organisation; [CMFCS]
- D6. research, consider and express ideas and information effectively in written, oral or in other forms, using a range of media which are widely used in business and academic environments. [CMFCS] [GBM] [L]