# International Music Management
## MA/MSc

**22 / 23**

# MA/MSc International Music Management

The course has a strong creative practice and technical skills background, which will underpin the extensive development of your academic, theoretical knowledge of international music management.

The course focusses on the international music industries relating to the three pillars of the business: The Recording Industry, the Live Music Industry and the Music Publishing business. Today with instant global reach through digital distribution, social media and streaming services the study of the international music business is essential for existing middle and senior management and BA Graduates wanting to specifically focus on managing music products, supply chains, services, experiences and diverse international teams across a globalised industry.

The Bootcamp(s) & Honeycomb model bring a uniqueness and innovative approach to the course. Through reflective practice, you will recognise and challenge your leadership learning skills, critical thinking, risk taking and application of new knowledge. Self-management, wellbeing and resilience are essential in defining how you see yourself and others in shaping your leadership with trust and value through your learning journey. Bootcamp attendance is a mandatory part of the course.

The curriculum emphasises creative and critical thinking and strategy outputs which are supported by data investigations and the application of a variety of business and management models to solve problems and make informed decisions about the international music sector within the Creative Industries.

In Semester 1, you will gain an up-to-date state of the international music markets and how the music business operates and functions in an international context.

In Semester 2, focuses on finance, marketing and intellectual property (IP) within the music business. Strengthen your problem-solving capabilities with case studies, industry experts and develop the analytical skills to examine issues that affect music business.

In Semester 3, becomes more independent research lead and focussed on areas of the music business you would like to explore further through a combination of Core and Elective unit choices. Practise creative and critical thinking for innovative solutions. Collaborating with your classmates and thinking like an entrepreneur.

The course provides an approach to learning that encourages you to work creatively on business problems whilst enabling you to develop confidence in becoming a reflective independent practitioner, strategic thinker and decision maker.

**Awarded by**
UCA

**Taught by**
UCA

**Location**
Epsom

**Language**
English

**Duration**
Full time – over 1 year

**Recognition/Accreditation**
Not Applicable

**Regulation**
The University for the Creative Arts and its courses are regulated by the Office for Students.

This course has been designed in line with national standards and reference points, including the Subject Benchmark Statement Master's Degrees in Business and Management

For further information about how the course is quality assured see UCA's Quality Assurance Handbook

# Highlights

– Located in a small, specialist institution, and as part of the only Business School in the UK devoted to the study of the Creative Industries, you will develop your skills in conversation with the widest possible community of future creative business leaders.

– Studying with access to London and the South-East as the hub of the UK's music industry, but with the distance and separation to concentrate on the development of your creative practice, UCA Epsom is the ideal location for any student who is passionate about international music management.

– Our optional Global Creative Industries immersion gives you both the opportunity to develop your professional, academic, and personal understanding of the creative industries and to development your professional network and industry connections.

– Instructed by a mixture of cutting-edge academic staff and experienced industry professionals, you will have the opportunity to learn real-world skills beyond the classroom through visits and networking.

# Who teaches this course?

The Business School prides itself on its links with practice and its research into the creative industries. All our teaching staff have extensive experience within the industries that they teach or are engaged in high quality research. This combination will equip you with the theoretical and practical knowledge needed to explore working across the creative sector.

**Student Support**

We aim to ensure, where possible, personal tutors remain with a student throughout their degree studies to discuss all matters relating to student well-being and academic support. Personal tutors and the Careers & Employability Team will also support students in discussions around their potential or preferred career direction.

Students are further supported by:

– Unit leader for each unit

– School support staff

– Personal academic tutors

– Careers and Employability Services

– Technical support with IT and software

– My UCA - a versatile online learning environment

– Induction and ongoing re-induction sessions

– Student Staff Course Boards

– Library and Learning Resources

– Gateway Services including support for finance, regulations, disability, well- being, accommodation, and international students

– UCA Students' Union

International students receive additional support from our International Office and specialist administrative staff not only when they first arrive but also throughout their programme of study.

# What will learning look like?

The learning and teaching on your course will include:

– Lectures (usually groups of between 50 and 200+), seminars and learning groups (usually within groups of less than 30), and technical skills sessions to develop your hard and soft skills in a variety of necessary software and skills areas.

– Supported by online learning platforms or courses, guided reading and projects, and tutorials.

– Your own planned work to support your learning either individually or with colleagues on your course or other courses which supports the exploration of your own interest areas.

The latest technology is used to enhance learning and collaborative working, research-active staff work with you on the latest research developments, while industry guest speakers and live briefs provide development opportunities embedded throughout the course enrich your creative and business practice and significantly contributes to your experience at university and preparation of your professional career or further research endeavours.

The curriculum recognise that diversity enriches our studies, whether from diversified cultural backgrounds or a range of different social experiences. Our curriculum is designed to provide a wide range of perspectives on the Creative Industries in a global context and to be an inclusive learning environment where explicit consideration is given to the diversity of our students.

Assessment within the course is focussed on the development of a range of advanced technical and professional skills which can be applied using your knowledge and understanding of business problems within the Creative Industries.

Assessments typically require substantial primary and secondary research to be undertaken, ensuring you progressively develop critical and original thinking and information literacy skills throughout the programme.

The assessment strategy ensures that you can access a range of formative opportunities for practice and feedforward designed to help achieve your full potential in final (summative) assessment.

Dependent on the unit of study, an online quiz/exam may be used to assess the depth and range of student understanding in key professional areas and related professional practice.

Presentation skills and group learning are developed throughout the programme to emulate the real-world situations in which our students may find themselves.

In addition, early formative and summative assessment during the first six weeks of the programme is used to monitor student engagement with both in-class and online learning. Students who are considered at risk due to low engagement can be identified and advised by tutors with the support of the liaison librarian and learning & development tutors as appropriate.

The diversity in assessment tasks allows for inclusivity for all students. The assessment criteria are suitable for students from a range of language and cultural backgrounds. Inclusive practice of written assignment, presentations, research proposals, business project etc. allows for diversity of assessment methodology.  For students to have access to professional working practice, business and industry practitioners are invited as guest speakers, allowing for networking opportunities and allows for live clients and projects.

# By the end of the course you will be able to:

**MA:**

<u>Knowledge and Understanding</u>

- **KU1** Demonstrate originality and creativity in the application of a coherent and detailed knowledge of international music management.

- **KU2** Display a critical awareness of current problems and new insights in music management business and management informed by the forefront of academic and professional practice.

- **KU3** Understand how a deep understanding of the historic and contemporary place of music management in society works to inform strategy, production, and finances in a range of business models and structures.

<u>Professional Application</u>

- **PS1** Critically evaluate the methodologies, research and advanced scholarship used to explore questions in music management business issues and problems and make appropriate choices for your own professional work.

- **PS2** Utilise comprehensive understanding of techniques applicable to your own research and scholarship to deal with complex issues both systematically and creatively.

- **PS3** Make sound judgements - in the absence of complete information - to complete projects and propose solutions to a wide range of business and management problems faced in the music management industry.

- **PS4** Apply a comprehensive understanding methods and techniques to review, consolidate, and extend your knowledge, skills, and attitudes to support your research and scholarship.

<u>Transferable Skills</u>

- **TS1** Act autonomously - exercising initiative and personal responsibility - to plan and implement complex tasks and projects at a professional or equivalent level.

- **TS2** Apply professional standards in design, presentation, and writing to clearly communicate your ideas to both specialist and non-specialist audiences.

- **TS3** Plan and manage your own learning making appropriate use of professional networks, publications and research sources.

**MSc:**

<u>Knowledge and Understanding</u>

- **KU1** Demonstrate originality and creativity in the application of a coherent and detailed knowledge of international music management.

- **KU2** Display a critical awareness of current problems and new insights in music business and management informed by the forefront of academic and professional practice.

- **KU3** Understand service and experience design works to inform strategy, production, and finances in a range of business models and structures.

<u>Professional Application</u>

- **PS1** Critically evaluate the methodologies, research and advanced scholarship used to explore questions in music business issues and problems and make appropriate choices for your own professional work.

- **PS2** Utilise comprehensive understanding of a wide range of quantitative data analysis techniques applicable to your own research and scholarship to deal with complex issues both systematically and creatively.

- **PS3** Make sound judgements - in the absence of complete data - to complete projects and propose solutions to a wide range of business and management problems faced in the music industry.

- **PS4** Apply a comprehensive understanding of predictive data analysis methods and techniques to review, consolidate, and extend your knowledge, skills, and attitudes to support your research and scholarship.

<u>Transferable Skills</u>

- **TS1** Act autonomously - exercising initiative and personal responsibility - to plan and implement complex tasks and projects at a professional or equivalent level.

- **TS2** Apply professional standards in design, presentation, and writing to clearly communicate your ideas to both specialist and non-specialist audiences.

- **TS3** Plan and manage your own learning making appropriate use of professional networks, publications and research sources.

# Our approach to employability is to:

Employability is one of the core ethos of the course and is evidenced in the overall philosophical course aims, in the approach to teaching and learning, as well as being underpinned by co-curriculum activities, where students will gain transferable skills which add values to their future employment and enterprising ventures.

As well as specific industry standard skills and attributes, employers are looking for the 'soft skills' acquired through interacting effectively in groups and teams, and additionally the ability to work independently and diligently managing their own time.  This profile of teaching and learning strategies therefore strongly encourages these qualities and prepares students for the world of work by inculcating these transferable skills.   Career management skills are embedded through the knowledge, skills and behaviours which support students effectively to manage their careers and to develop through life.  Students will develop and practice leadership behaviours throughout the course.

# MA/MSc INTERNATIONAL MUSIC MANAGEMENT
## Academic Year 2022/23

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 |
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**ENROLMENT AND INDUCTION WEEK**

**BOOT7001 Postgraduate Bootcamp 1: Creativity & Orientation** [0 Credits] [2 weeks]

**EBSC7270 Live Music: Touring & Management** [15 Credits] [6 weeks]

**EBSC7100 Creative People & Organisations** [15 Credits] [6 weeks]

**CAREERS & EMPLOYABILITY WEEK***

**BOOT7002 Bootcamp 2: Forecasting & Predictive Analysis** [0 Credits] [2 weeks]

**EBSC7230 Human-centred Innovation & Design** [15 Credits] [6 weeks]

One MA elective from:
**EBSC7070 Creative Business Start-up**
**EBSC7250 Investment in the Creative Industries**
**EBSC7010 Artist & International Rights Management**

One MSc elective from:
**EBSC7250 Investment in the Creative Industries**
**EBSC7110 Digital Marketing Analytics**
[15 Credits] [6 weeks]

**CAREERS & EMPLOYABILITY WEEK***

**BOOT7003 Bootcamp 3: Competitive Intelligence & Research** [0 Credits] [2 weeks]

One MA elective from:
**EBSC7030 Behavioural Studies & Consumption**
**EBSC7420 Trends & Forecasting**
**EBSC7330 Music & Brand Management**

One MSc elective from
**EBSC7290 Managerial Accounting & Finance**
**EBSC7420 Trends & Forecasting**
**EBSC7030 Behavioural Studies & Consumption**
[15 Credits] [6 weeks]

**EBSC7410 The Industry of Music** [15 Credits] [12 weeks]

**EBSC7310 Marketing, Design & Communications** [15 Credits] [12 weeks]

**EBSC7220 Global Music Industry & Business** [15 Credits] [12 weeks]

**EBSC7540 Masters Project** [60 credits] [22 weeks]

**EBSC7080 Creative Industries: Global Industry & Futures** [0 Credits] [45 weeks]

**EBSC7090 Creative Industries: Leadership** [0 Credits] [45 weeks]

*week of delivery subject to change depending on academic year

| Overall methods of assessment | Written exams | Practical exams | Coursework |
|---|---|---|---|
| Level 7 | 0% | 0% | 100% |

## Study hours



87%

13%
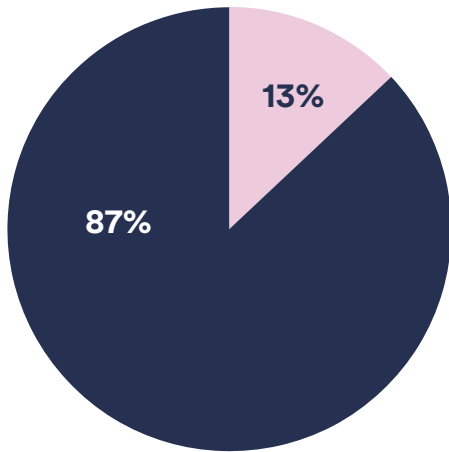
Structured    Independent    Placement or Live Professional Activity

# Additional Course Costs

You might find it useful to have access to a laptop (or other digital device) and the vast majority of the time we use Macs. This is not essential as you will have access to computers on campus, but it might help you in terms of self-directed study and remote learning. The university has purchased Adobe Creative Suite for students and has plenty of pens, notepads and external hard drives/USBs. Should you be required to provide any of your own equipment throughout the duration of the course, we will let you know in advance. If you wish to purchase a Mac, please be aware of the following specification suggestions:

MacBook, MacBook Air or MacBook Pro Laptop

Please Note: If buying a MacBook Air Laptop, at the time of purchase upgrade the RAM from 4GB to 8GB (as this cannot currently be done retrospectively, and is essential for supporting the range of software that will be used on the course).

Throughout the course, you may need to produce printed documents – the costs for these depend on the nature of the project, and we do what we can to avoid unnecessary printing. However, in the third term of the course, many students produce a printed report for their final major project, often printing additional copies for their own purposes as well as for submission. The costs of this vary, dependent upon quantity and the type of paper/production, and will range between £200-£300. You will be advised of the costs in more detail at the beginning of each academic year.

# Equipment/materials recommended

– USB memory stick x 2 – minimum 16GB

– 1 TB External Hard Drive

– Notebooks: A5 & A4 Sketchbook

– General stationery (pens, pencils etc.)

Continued purchase of periodicals/newspapers/magazines/ website subscriptions is recommended throughout the course. Our Library also holds copies of particular titles and offers access to some websites free of charge via subscription on campus, but you will be asked to bring magazines of your own as part of workshops throughout the course – the specific titles are up to you.

# Visits

In the past, the course has made a number of local trips to London and the South East for research purposes, the annual cost of these trips is approximately £250. Additionally, the School may offer and organise overseas trips. There is a charge for students to join these trips, but they are not compulsory. The cost always depends on the location of the visit, time of year and duration of the visit. We may also run field trips inside the UK for gigs/exhibitions/ companies/ field visits where you are expected to pay the associate travel costs, such as for travelling to London, alongside any entry fees. You are likely to want to visit London and other locations to undertake research. Such visits may incur costs, in particular for travel, which students are expected to cover.

This course has been designed in line with national standards and reference points, including the Higher Education Credit Framework for England and the Subject Benchmark Statement Master's Degrees in Business and Management

For further information about how the course is quality assured see UCA's Quality Assurance Handbook