

Course Specification

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Produced By:	Haiden Novis
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	School of Performing Arts		
Course Code(s):	MU023H01BE MU023H31BE	Full-time Part-Time	3 Years 6 Years
Course Title:	BA(Hons) Music Business at Echo Factory		
Hierarchy of Awards:	Bachelor of Arts with Honours Music Business Bachelor of Arts Music Business Diploma of Higher Education Music Business Certificate of Higher Education Music Business University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	12/May/2017		
Last Review:	2014/5		
Course Specification valid from:	2014/5		
Course Specification valid to:	2017/8		

Academic Staff

Course Leader:	Mr Steve Cooper
Head of Department:	Miss Sarah Browne

Course Information

Location of Delivery:	Echo Factory, Leicester
Category of Partnership:	Supported Delivery of University Provision
Teaching Institution:	Echo Factory, Leicester
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

2017 Entry

- DDD from A levels
- BTEC QCF BTEC Extended Diploma grade MMP
- BTEC QCF Diploma grade DM
- We welcome applicants that have studied arts awards or relevant industry experience.
- If you've got other qualifications or relevant experience, please contact [The Gateway](#) for further advice before applying.
- International applicants are not eligible to apply for this programme

Other Requirements

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process. Please see <http://wlv.ac.uk/mature> for further information.

Distinctive Features of the Course:

We created the course because a gap was recognised in what is currently being offered and taught. Our view is that a new approach is required to the traditional 'industry-facing degree' to address today's ever evolving music and creative industries.

That is not to deny that other programmes have business modules covering aspects of arts management, legal and other business considerations. However, regardless of whether you are a performer or not, at Echo Factory you are taught not only about music, musical excellence and creativity but also about entrepreneurship, developing as a businessperson, as well as the 'how to' set up and run your own business.

This prepares you as a student with the necessary information, training, real-life experience and confidence to make an informed choice about your next steps and how to earn the living you desire from an ever-competitive industry where self-employed portfolio careers are the norm.

This course is also unique in that it empowers you to form your own learning pathway as you progress through the programme. We do not restrict opportunities with a set of optional or elective modules, but instead support you to follow your creative vision and appreciate that you may choose a combination of projects, industry based experience, research and launching your own business.

Our individualised learning experiences are underpinned with support and opportunities in:

- Employability
- Business and entrepreneurial development
- Help in starting own business
- Event management and event production
- Global music exposure (as opposed to limiting to Western genres)

- Creative landscape of arts (e.g. theatre, graphics, media and design)
- Live performance
- Teaching opportunities
- Talent development, management, industry exposure
- Echo Factory's own record label led by top industry names (each cohort will be given the opportunity to launch their own unique imprint, giving music performance students a platform to launch their product whilst working in partnership with the music business students).

Finally, our ethos has been directly and meaningfully supported by our collaboration and location within Leicester's Cultural Quarter – our partners include Curve Theatre, Leicester Creative Business Depot and Leicestershire Music Hub.

Educational Aims of the Course:

The University of Wolverhampton, working in partnership with British Centre for Music and Enterprise, have developed the BA (Hons) Music Business degree course to equip you with a wide range of skills, knowledge and real-life experience to successfully embark on a career as a musician professional.

Students have the opportunity to study a UoW degree in Leicester. The course is designed to enable students to further their passion for music whilst developing academic and practical skills that support career progression. The aims of the course include:

- The BA (Hons) Music Business degree course develops your interest, knowledge and passion for music and allows you to develop insight, attitude and skills to make a career in the music industry. We encourage you to explore aspects of how music works within commercial and social sectors and to develop approaches to working across sectors and agencies.
- The course focuses on the development of entrepreneurial skills for those wishing to start or work in new or existing businesses in the music industry. You will develop an understanding of business strategies, music production, sales and marketing techniques, digital technologies, business planning and finance.
- The course has been specifically developed to help ensure that upon graduation, you and your CV are in a stronger position than graduates from other institutions.
- It is our aim that you will graduate with passion, determination, commitment and a strong survival instinct.
- Our teaching embraces practical engagement with the creative and cultural sectors and opportunities for Industry facing experience, project work and tutor supported business planning are features of the course.
- We emphasise entrepreneurship and afford you the opportunity to develop adaptive business skills, along with the passion for music to be ready to innovate, collaborate and work.
- Echo Factory works in partnership with University of Wolverhampton (UoW) and, in conjunction with their music department, you will gain access to a wider network of music practitioners, academics and industry professionals to further enhance your teaching and learning experience and career progression.

Intakes:

September

Major Source of Funding:

HE FUNDING COUNCIL FOR ENGLAND (HEFCE)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2017/8	Home / EU	Full Time	£5995.00
2017/8	Home / EU	Part Time	£2997.00

PSRB:

None

Course Structure:

September (Full-Time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4MU052	How Music Works: Foundations for Learning	20	SEM1	Core
4MU053	Foundations of Entrepreneurship	20	SEM1	Core
4MU054	Managing Music Projects	20	SEM1	Core
4MU055	How Music Works: Understanding the Business and its Vibe	20	SEM2	Core
4MU056	Marketing Music	20	SEM2	Core
4MU057	Music Projects in Practice	20	SEM2	Core
5MU052	Culture and society	20	SEM1	Core
5MU053	Entrepreneurship: Music in the Global Age	20	SEM1	Core
5MU054	Working with Music and Musicians	20	SEM1	Core
5MU055	Setting up a Music Business	20	SEM2	Core
5MU056	Music Promotion	20	SEM2	Core
5MU057	Working with Music and Musicians 2: Project	20	SEM2	Core
6MU032	Pitching a Product	20	SEM1	Core
6MU033	Music and Business in the Global Context	20	SEM1	Core
6MU035	Social Entrepreneurship	20	SEM2	Core
6MU036	Music Business Consultancy	20	SEM2	Core

Registration Group Rule: Select a minimum of 40 credits and a maximum of 40 credits from the linked (*) groups.

*** Group 17 | Min Value: 0 | Max Value: 40**

6MU031	Independent Research Project	40	YEAR	Core Option
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*** Group 18 | Min Value: 0 | Max Value: 40**

6MU034	Creative Industry Start-up	40	YEAR	Core Option
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Learning, Teaching and Assessment

Academic Regulations Exemption:

Section A.3.7. Exemption to permit two, year-long 40 credit independent project modules at level 6.

(Approved by AFRSC: 4th June 2015).

Reference Points:

QAA Subject Benchmark - Music

QAA Subject Benchmark – General Business and Management

(FHEQ, Framework for Higher Education Qualifications)

Equality Act (2010)

Learning Outcomes:

CertHE Course Learning Outcome 1 (CHECLO1)

Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study, and an ability to evaluate and interpret these within the context of that area of study

CertHE Course Learning Outcome 2 (CHECLO2)

Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study.

CertHE Course Learning Outcome 3 (CHECLO3)

Evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work

CertHE Course Learning Outcome 4 (CHECLO4)

Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments

CertHE Course Learning Outcome 5 (CHECLO5)

Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility

DipHE Course Learning Outcome 1 (DHECLO1)

Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge.

DipHE Course Learning Outcome 2 (DHECLO2)

Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context

DipHE Course Learning Outcome 3 (DHECLO3)

Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study

DipHE Course Learning Outcome 4 (DHECLO4)

Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis

DipHE Course Learning Outcome 5 (DHECLO5)

Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively

DipHE Course Learning Outcome 6 (DHECLO6)

Demonstrate the qualities and transferable skills necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.

Ordinary Degree Course Learning Outcome 1 (ORDCLO1)

Demonstrate a systematic understanding of key aspects of your field of study, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline with an appreciation of the uncertainty, ambiguity and limits of knowledge

Ordinary Degree Course Learning Outcome 2 (ORDCLO2)

Demonstrate an ability to deploy accurately established techniques of analysis and enquiry within a discipline and apply the methods and techniques that they have learned to review, consolidate, extend and apply your knowledge and understanding, and to initiate and carry out projects.

Ordinary Degree Course Learning Outcome 3 (ORDCLO3)

Demonstrate conceptual understanding that enables the student: ò to devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline. ò to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline

Ordinary Degree Course Learning Outcome 4 (ORDCLO4)

Demonstrate the ability to manage your own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline) and communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

Ordinary Degree Course Learning Outcome 5 (ORDCLO5)

Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem

Ordinary Degree Course Learning Outcome 6 (ORDCLO6)

Demonstrate the qualities and transferable skills necessary for employment requiring: ò the exercise of initiative and personal responsibility. ò decision-making in complex and unpredictable contexts. ò the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

Honours Degree Course Learning Outcome 1 (DEGCLO1)

Demonstrate a thorough understanding of entrepreneurship and experience of its application within the

creative industries, to equip you with the techniques and skills required to launch a sustainable portfolio

Honours Degree Course Learning Outcome 2 (DEGCLO2)

Develop your own business ideas having gained a holistic view of current music industry and business practice.

Honours Degree Course Learning Outcome 3 (DEGCLO3)

Use your knowledge of marketing, business strategy and finance to further the development of a wide range of arts opportunities and activities

Honours Degree Course Learning Outcome 4 (DEGCLO4)

Apply a detailed understanding of technology, its importance and applications within historical and emerging contexts for the music and creative industries.

Honours Degree Course Learning Outcome 5 (DEGCLO5)

Appreciate and apply critical thinking and analysis as pathways for innovation and successful business management.

Honours Degree Course Learning Outcome 6 (DEGCLO6)

Demonstrate a confident grasp of the historical and cultural context of, and working practices within, the commercial, public, charitable and international networks that nurture music globally.á

Overview of Assessment:

Module	Title	Course Learning Outcomes
4MU052	How Music Works: Foundations for Learning	CHECLO1, CHECLO2, CHECLO3, CHECLO4
4MU053	Foundations of Entrepreneurship	CHECLO2, CHECLO3, CHECLO4, CHECLO5
4MU054	Managing Music Projects	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5
4MU055	How Music Works: Understanding the Business and its Vibe	CHECLO2, CHECLO3, CHECLO4
4MU056	Marketing Music	CHECLO1, CHECLO2, CHECLO3, CHECLO5
4MU057	Music Projects in Practice	CHECLO2, CHECLO3, CHECLO4, CHECLO5
5MU052	Culture and society	DHECLO2, DHECLO4, DHECLO5, DHECLO6
5MU053	Entrepreneurship: Music in the Global Age	DHECLO2, DHECLO3, DHECLO4, DHECLO5
5MU054	Working with Music and Musicians	DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
5MU055	Setting up a Music Business	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5MU056	Music Promotion	DHECLO2, DHECLO4
5MU057	Working with Music and Musicians 2: Project	DHECLO1, DHECLO2
6MU031	Independent Research Project	DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6MU032	Pitching a Product	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6MU033	Music and Business in the Global Context	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6
6MU034	Creative Industry Start-up	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6MU035	Social Entrepreneurship	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6
6MU036	Music Business Consultancy	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6

Teaching, Learning and Assessment:

We encourage a wide range of practical, professional and academic studies appropriate to a small specialist institution. We are both creative and professionally inflected and require you to undertake specialist musical business study involving professional interaction as well as envisaging your creative practice within national and international context.

Our forms of tuition include tutorial support, 1-2-1, workshops, seminars, interactive lectures, group tutorials, project work and work based learning. You will also benefit from industry facing experience, i.e. extended experiential learning through external projects focused on commercial, social, charitable and other third sector organisations, as well as being encouraged to develop your own external industry pursuits and connections.

Learning and Teaching Methods:

This data indicates the proportion of time in each year of study that students can expect to engage in the following activities (expressed as a percentage for each level).

Level	Teaching	Independent	Placement
4	24	76	0
5	24	76	0
6	24	76	0

Assessment Methods:

This data indicates the proportion of summative assessment in each year of study that will derive from the following: (expressed as a percentage for each level).

Level	Written Exams	Practical Exams	Coursework
4	0	43	57
5	0	25	75
6	0	15	85

Student Support:

As an institution we place a great deal of emphasis on incremental learning and we support you in your study skills through extended induction periods and modules that have an equal emphasis on academic study and experiential learning.

The programs have been designed with a view to developing you as an autonomous learner but the program of study is nuanced in the sense that year 1 is intensive, tutor supportive, diagnostic and designed to increase confidence, research capability and good scholarly practice, including addressing issues such as plagiarism and research methods, including the internet and bibliography.

As a specialist creative institution we value having a diverse student cohort that includes those from underrepresented groups. A welfare office supports the Director of Studies in terms of application, induction and ongoing pastoral and academic support.

All of the essential learning materials are made available through the University's Virtual Learning Environment (CANVAS) to enable students to engage with their learning off-campus and at any time. This is complemented by an on-line skills development website that provides advice and guidance on a wide range of academic skills and processes.

More personal support is available through the Learning Support Tutors available through the Learning Centres and each student will have a personal tutor to support their academic work whilst the University also offers a counselling service to support students with personal matters that may affect their studies.

Employability in the Curriculum:

With budgets tighter than ever, and markets being in a state of perpetual change, those who enjoy success in the modern global music industry (on-stage and off-stage) do so by being adaptable and operating portfolio careers.

We prepare you to achieve this by arming you with the knowledge and wide skill base required to not only survive, but to thrive, by understanding the industry from a holistic perspective, how money flows and how multiple income streams can be generated.

We achieve this by developing you into a professional music industry entrepreneur, who can gain the necessary training and experience with the safety net of the institution before launching your portfolio career and/or business. Our unique learning ethos ensures that your business acumen is not advanced at the expense of your creativity.

Echo Factory's physical and emotional home in the Cultural Quarter of Leicester will create opportunities for you during and after your studies. Furthermore, you will avail yourself to a range of post-graduate training opportunities and courses including teaching, social enterprises, international development, studio training, specialist sound and working within the third sector.

Echo Factory encourages you to pursue opportunities and work experiences that extend social, third sector and other enterprises that expand knowledge and creativity as a societal good: we want students who graduate to have jobs and roles that enhance themselves and the societies they live in and add value by the creativity and skill that augments a community.

A University of Wolverhampton validated degree opens the door to a fulfilling and varied career that enables you to follow your interests and talents. A sustained career in the music industry will usually be comprised of a portfolio of creative roles and this degree in Music Business will provide you with the range of skills you need for an established career in a field that you already love.

In addition, the University of Wolverhampton offers postgraduate courses such as MSc Audio Technology that are ideal progression routes for UoW/Echo Factory graduates. Further information on these courses can be found at www.wlv.ac.uk/music

You could also consider other national and international post graduate courses.



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