

Programme Specification

1. Programme title	BA(Hons) Music Business and Arts Management
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	n/a
5. Final qualification	BA(Hons) Music Business and Arts Management DipHE Music Business and Arts Management CertHE Music Business and Arts Management
6. Year effective from	2021/22
7. Language of study	English
8. Mode of study	Full-time or part-time

9. Criteria for admission to the programme

Students taking BA(Hons) Music Business and Arts Management have a range of backgrounds and interests, for example music, economics, law, sociology, business studies, and other performing arts. This diversity is reflected in the course's admissions criteria: in order to join the course, we ask that applicants achieve 112 UCAS points (or an equivalent level/qualification) in which music and/or another relevant subject (e.g. performing arts, economics, law, sociology, business studies) plays a substantial part. Applicants studying or having completed an appropriate foundation course will also be considered for admission, as will applicants without formal qualifications but with appropriate skills, knowledge and understanding. We do not interview every applicant, however some applicants may be invited to interview. You're also welcome to attend one of the University's Open Events (<https://www.mdx.ac.uk/get-in-touch/meet-us/ug-open-days>) or to arrange a meeting with the Programme Leader (c.dromey@mdx.ac.uk) at any stage of your application.

10. Aims of the programme

Covering such areas as event management, arts marketing, entrepreneurship, music publishing, copyright, live music, and musicology, this multi-disciplined degree gives students a comprehensive, excellent overview of the music business as well as contemporary issues in arts management.

The programme allows students to specialise in distinct areas of expertise as their studies progress, aiming to: build knowledge and skills in a range of music business and arts management domains; develop a deep understanding of musical and artistic contexts, for example commercial, cultural, ethical, and aesthetic; to develop skills of autonomous learning and professional practice; and to enable students to enhance the cultural experience of society.

11. Programme Outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

A1. Specialist music business and arts management practices

A2. The interrelation of diverse musical cultures and cultural industries

A3. Professional and scholarly approaches to research and planning

A4. Management of music and/or arts projects

Teaching/learning methods

Students will develop an understanding of various contexts in which music and the arts develop. They will acquire an understanding of the economic and political environments of the music business and arts management and reflect on theoretical and aesthetic issues relating to music and the arts. Outcomes are achieved through: interactive lectures about the cultural, commercial and aesthetic contexts of music and the arts, including salient reference to other cultural industries and the creative economy at large; workshops, seminars and tutorials related to such learning; and, where feasible, supplementary field trips.

Assessment methods

Students' knowledge and understanding is assessed by critically reflective essays, evaluative reports, and presentations.

B. Skills

Teaching/learning methods

<p>On completion of this programme the successful student will be able to:</p> <p>B1. Inform music business and arts management work through theoretical knowledge</p> <p>B2. Employ reflective, critical and ethically-informed thinking in professional and academic work</p> <p>B3. Construct and be able to defend written and oral arguments</p> <p>B4. Design, implement and manage music and/or arts projects</p> <p>B5. Demonstrate specialist understanding of artistic cultures and commerce</p> <p>B6. Plan, organise and manage study and research</p>	<p>Students will be required to discuss the critical contexts of their ideas, arguments and project-based work. Outcomes are achieved through: feedback on project work designed to test the implementation of theory; interactive lectures on feasibility studies, risk analysis and event management; use of Music Centre and Library & Student Support resources; tutor-peer discussion within seminars and tutorials; essay- and report-writing workshops.</p> <p>Students will employ commercially sensitive skills in planning and managing projects, and will also use develop their broader understanding of the cultural and aesthetic contexts. Outcomes are achieved through: interactive lectures, including sessions given by guests from industry; tutor-peer discussion in seminars and workshops on specific projects, within and, where possible, beyond campus, e.g. concert management, consultancy; visits, field trips; and autonomous learning.</p>
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12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

Full-time (= 3 x 4 x 30-credit modules, with choice of Level 6 Project modules in Year 3)

Students exiting having attained 120 Level 4 credits are eligible for a CertHE award; students exiting having attained 240 Level 4–5 credits are eligible for a DipHE award; students graduating with all 360 credits are eligible for a BA(Hons) award.

Year 1 (Level 4)	MUS1030 Introduction to the Music Industries	MUS1031 Managing Arts & Music Projects	MUS1032 Arts Marketing & Entrepreneurship	MUS1033 Music & The Arts
Year 2 (Level 5)	MUS2030 Music & Arts Events	MUS2015 Music & Culture	MUS2031 Copyright & Publishing	MUS2032 A&R, Recording & Distribution
Year 3 (Level 6)	MUS3019 Negotiated Project	MUS3031 Arts Policy & Finance	MUS3030 Critical Practice in Music & The Arts	MUS3032 Managing & Promoting Artists
	MUS3033 Professional Project			

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Part-time (e.g. 6 x 2 x 30-credit modules, with choice of Level 6 Project modules in Year 6)

Students exiting having attained 120 Level 4 credits are eligible for a CertHE award; students exiting having attained 240 Level 4–5 credits are eligible for a DipHE award; students graduating with all 360 credits are eligible for a BA(Hons) award.

Year 1 (Level 4)	MUS1030 Introduction to the Music Industries	MUS1031 Managing Arts & Music Projects
Year 2 (Level 4)	MUS1032 Arts Marketing & Entrepreneurship	MUS1033 Music & The Arts
Year 3 (Level 5)	MUS2030 Music & Arts Events	MUS2015 Music & Culture
Year 4 (Level 5)	MUS2031 Copyright & Publishing	MUS2032 A&R, Recording & Distribution
Year 5 (Level 6)	MUS3031 Arts Policy & Finance	MUS3030 Critical Practice in Music & The Arts
Year 6 (Level 6)	MUS3019 Negotiated Project	MUS3032 Managing & Promoting Artists
	MUS3033 Professional Project	

12.2 Levels and modules		
Level 4		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MUS1030, MUS1031, MUS1032, MUS1033		
Level 5		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MUS2030, MUS2031, MUS2032, MUS2015		
Level 6		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MUS3030, MUS3031, MUS3032	Students must also choose one from the following: MUS3019, MUS3033	

12.3 Non-compensatable modules	
Module level	Module code
4	n/a
5	n/a
6	n/a

13. Information about assessment regulations

Please see the current University Regulations (<https://www.mdx.ac.uk/about-us/policies/university-regulations>). Students seeking to defer assessment must consult with UniHelp.

14. Placement opportunities, requirements and support

Opportunities to engage with external organisations and industry leaders are threaded through the programme and are explicitly supported in different ways by the Level 6 Negotiated and Professional Project modules. Students taking Negotiated Project or Professional Project may use a placement as a basis for their work and assessment on the module subject to approval by the Module Leader (at the module's Proposal stage). Students on work placements as part of Professional Project will self-govern a project within the work placement setting and will be responsible for running the project for the placement provider.

Students' employability is further supported by a carefully designed set of activities that aim to allow our graduates to enter the job market with an advantage. Music's regular series of co-curricular Concerts & Colloquia encourages students to understand and emulate industry best practices, and to network with high-calibre speakers and practitioners, including Middlesex alumni. Students are invited to volunteer to assist with the running of the annual Hanwell Hootie Music Festival thanks to our partnership with this West London organisation. One-to-one employability tutorials with a Music Business & Arts Management lecturer are offered to all students. One-to-one tutorials in which career-centred ambitions can be discussed and supported by Personal Tutors are also arranged at least once a term. Employability-centred class-wide sessions are offered to all students, e.g. "Finding Work Placements" (Year 2), "Getting Ready to Apply for Jobs" and "Applying for Jobs" (both Year 3). And lastly, the University's Employability Service, MDXworks offers various types of support to all Middlesex students (mentoring, workshops, pitching opportunities to secure seed-funding, etc.), and addresses Music Business & Arts Management students specifically at regular points during their studies.

Thanks to this rich blend of support, our students have secured, and continue to secure, internships and placements with the likes of the Sound Diplomacy, London Chinatown Chinese Association, NME, HarrisonParrott, London Chamber Music Society, Royal Bank of Scotland, Red Light Management, and the Barbican, among many other organisations.

15. Future careers / progression

Graduates leave fully equipped with the music business and arts management skills needed to secure employment in these vibrant sectors of the economy. Event management, arts administration, the record industry, outreach, and artist development are just a few of the areas in which students would be equipped to work. This is demonstrated by the success of our graduates in recent years, who have been recruited by the likes of MTV, Kobalt, Help Musicians UK, Universal, PRS for Music, Columbia Records, TripAdvisor, Boosey & Hawkes and PPL, among many other organisations. Field trips (where feasible), industry-facing work embedded in teaching and learning (particularly across Level 6), our Concerts & Colloquia series, and a Personal Tutorial scheme also actively support students' scholarly and professional development, further supporting their individual ambitions and career preparation. Our graduates also leave equipped to pursue further study, e.g. PGCEs leading to classroom teaching and other postgraduate programmes, e.g. Arts Management, Classical Music Business, and Cultural & Creative Industries. Graduates of the programme have also progressed to doctoral study.

16. Particular support for learning

- Library & Student Support, including a Specialist Librarian and Learning Enhancement Team
- Music Technician Team
- Personal (a.k.a. Professional Development) Tutorials
- Co-curricular events, e.g. Concerts & Colloquia, a series of guest events welcoming illustrious guest speakers to the University, e.g. Mark Lawrence (PRS for Music), Geoff Travis (Rough Trade), Tom Robinson (BBC and singer-songwriter), James Threlfall (Champion Records), Dave Tomberlin (Interscope-Geffen-A&M), and Dr Shruti Jauhari (KM Music Conservatory, India).

17. JACS code (or other relevant coding system)

W375

18. Relevant QAA subject benchmark group(s)

Music
Business and Management

19. Reference points

- QAA Subject Benchmark Statement
- Frameworks for Higher Education Qualifications
- Middlesex University Regulations

20. Other information

Students also benefit through the professional work and links of staff across Music and Business.

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Curriculum Map for BA(Hons) Music Business and Arts Management

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme Learning Outcomes

Knowledge and understanding		Skills	
A1	Specialist music business and arts management practices	B1	Inform music business and arts management work through theoretical knowledge
A2	The interrelation of diverse musical cultures and the cultural industries	B2	Employ reflective, critical and ethically-informed thinking in professional and academic work
A3	Professional and scholarly approaches to research and planning	B3	Construct and defend written and oral arguments
A4	The management of music and/or arts projects	B4	Design, implement and manage music and/or arts projects
		B5	Demonstrate specialist understanding of artistic cultures and commerce
		B6	Plan, organise and manage study and research

Programme Outcomes – highest level to be achieved by all graduates									
A1	A2	A3	A4	B1	B2	B3	B4	B5	B6
6	6	6	6	6	6	6	6	6	6

	Module Title	Code	Programme Outcomes									
			A1	A2	A3	A4	B1	B2	B3	B4	B5	B6
			6	6	6	6	6	6	6	6	6	6
Level 4	Introduction to the Music Industries	MUS1030	x				x	x			x	x
	Managing Arts & Music Projects	MUS1031	x		x	x	x	x	x	x		x
	Arts Marketing & Entrepreneurship	MUS1032	x			x	x			x	x	x
	Music & The Arts	MUS1033		x	x						x	x
Level 5	Music & Arts Events	MUS2030	x	x	x	x	x	x		x	x	x
	Copyright & Publishing	MUS2031	x	x			x	x	x			x
	A&R, Recording & Distribution	MUS2032	x		x	x	x		x		x	x
	Music & Culture	MUS2015		x	x			x			x	x
Level 6	Critical Practice in Music & The Arts	MUS3030	x	x	x			x	x		x	x
	Professional Project	MUS3033	x		x	x	x	x	x	x	x	x
	Negotiated Project	MUS3019	x		x	x	x	x		x		x
	Managing & Promoting Artists	MUS3032		x	x			x			x	x
	Arts Policy & Finance	MUS3031	x		x		x	x	x		x	x