

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Music Business
2	Course Code	US1462
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	N/A
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	N/A

6	Course Description
	<p>Do you want to create music media content, plan, promote and manage live music events, create your own music enterprise, develop project management skills, understand music promotion and PR, or have an interest in music as relating to wider creative and cultural industries? Then our BA (Hons) Music Business degree is the ideal course for you. We will support you in developing innovative and creative entrepreneurial skills and approaches needed not just to work in, but to shape the exciting and dynamic, multi-platform music industries.</p> <p>Studying in our industry-standard media centre in the heart of Birmingham, you will be taught in a friendly, supportive learning community, by an academic team of music business professionals and researchers who have industry experience. You will benefit from cutting-edge knowledge and research from our active popular music and music industries research community, who not only produce internationally recognised research and publications, but also contribute their expertise on the course.</p> <p>What's covered in the course?</p> <p>With the advent of digitalisation and the rapid rise of social media networks, the music industries have been radically transformed during the past 15 years. Driving this transformation is the demand for music media content as evolving services and features that let fans and audiences to interact and play with music rather than just play music. You will develop music business and music media content production skills through a combination of hands-on learning, supported by critical investigation into the local, national, and international music industries, creative music cultures, and music business issues, which will underpin the importance of research and creative problem solving needed to work within the UK's world-leading music industries. It will help you to position yourself at the forefront of creating and developing innovative ideas and exploring niche markets within the music industries.</p> <p>Using Birmingham's vibrant and dynamic music scenes and cultures as your learning environment, you will have the opportunity to apply these skills and knowledge through designing and developing your own projects that speak to your interests, strengths, and future career aspirations in the music industries. While studying with us, you'll have the opportunity to set up a record label, promote artists or organise a music event for a paying audience, as well as exploring music entrepreneurship, music online, music promotion and PR, music video, music programming and podcast production. In your final year of study, you will complete a final major project, drawing together the strands of knowledge, skills, and experience that you gained during your time with us. The course provides opportunities to collaborate with local and national music businesses and stakeholders, alongside work placements with key organisations within the UK music industries.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts (with Honours) Music Business	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Music Business	4	120
	Diploma of Higher Education Music Business	5	240
	Bachelor of Arts Music Business	6	300

8	Derogation from the University Regulations		
	N/A		

9	Delivery Patterns			
	Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
	Full Time	City Centre	3 years	US1462
	Professional Placement Year	City Centre	4 years	US1464

10	Entry Requirements
	The admission requirements for this course are stated on the course page, of the BCU website at https://www.bcu.ac.uk/ or may be found by searching for the course entry profile located on the UCAS website .

11	Course Learning Outcomes	
	Knowledge and Understanding	
1	An understanding of music's media forms and genres, and the way in which they organise understandings, meanings and affects	
2	A range of research approaches – an understanding of research methods, and how to apply them creatively	
3	Knowledge of music industries contexts – an understanding of the cultural, economic, political and regulatory contexts of the music industries	
4	An understanding of your own creative processes and practice through engagement in more than one production practice	
	Cognitive & Intellectual Skills	
1	Independent Learning – becoming a self-motivated, and resourceful individual capable of developing a personal programme of study	
2	Analytical skills – learning to analyse texts and data in order to draw sensible insights	
3	Critical reflection – considering and evaluating your own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions	
4	Research skills – learn to employ appropriate methods and resources to explore research, drawing on a range of sources, and frameworks	

Practical & Professional Skills	
1	Technical skills – develop competency with appropriate equipment, software or other resources
2	An understanding of professional context – develop as a thinking music industries professional, aware of the structures and of how to operate within an ever-changing music industries landscape
3	Creative skills – develop as a creative thinker and practitioner, capable of experimenting and taking risks, and shaping concepts based on secure research strategies
4	The ability to produce work which demonstrates an understanding of existing music industries norms, and an awareness of emerging cultural and commercial trends
Key Transferable Skills	
1	The ability to work productively and creatively in a group or team, as well as individually, showing abilities at different times to listen, contribute and lead, as well as act effectively as an individual
2	The skill to deliver work to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate of a problem-solving, and entrepreneurial approach
3	The ability to communicate effectively in interpersonal settings, in writing and in a variety of media
4	The ability to gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively

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12a	<p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED4160</td> <td>Live Production 1</td> <td>40</td> </tr> <tr> <td>MED4176</td> <td>Creating Music Media Content</td> <td>20</td> </tr> <tr> <td>MED4177</td> <td>Valuing Music</td> <td>20</td> </tr> <tr> <td>MED4161</td> <td>Global and Community Impact</td> <td>20</td> </tr> <tr> <td>MED4185</td> <td>Introduction to Media Contexts and Practice – Music Industries Landscapes</td> <td>20</td> </tr> </tbody> </table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED5236</td> <td>Live Production 2 – Music Industries</td> <td>40</td> </tr> <tr> <td>MED5228</td> <td>Music Industries Ecologies</td> <td>20</td> </tr> <tr> <td>MED5224</td> <td>Popular Music Narratives</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td></td> <td> One option from: <ul style="list-style-type: none"> - ADM5006 Collaborative Practice - ADM5001 Live Project - ADM 5000 Work Experience </td> <td style="text-align: center;"> 20 20 20 </td> </tr> <tr> <td></td> <td>One option from School of Media (see below)</td> <td style="text-align: center;">20</td> </tr> </tbody> </table> <p>Professional Placement Year (optional)</p> <p><i>In order to qualify for the Professional Placement Year, a student must successfully complete the following Level 5 module:</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>PPY5003</td> <td>Professional Placement</td> <td>120</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	MED4160	Live Production 1	40	MED4176	Creating Music Media Content	20	MED4177	Valuing Music	20	MED4161	Global and Community Impact	20	MED4185	Introduction to Media Contexts and Practice – Music Industries Landscapes	20	Module Code	Module Name	Credit Value	MED5236	Live Production 2 – Music Industries	40	MED5228	Music Industries Ecologies	20	MED5224	Popular Music Narratives	20	Module Code	Module Name	Credit Value		One option from: <ul style="list-style-type: none"> - ADM5006 Collaborative Practice - ADM5001 Live Project - ADM 5000 Work Experience 	20 20 20		One option from School of Media (see below)	20	Module Code	Module Name	Credit Value	PPY5003	Professional Placement	120
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Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
MED6218	Major Project	60
MED6214	Music Industries Innovation	20
MED6209	Critical Music Futures	20
MED6176	Professional and Academic Development	20

Faculty Modules

The programme structure allows you to choose an option from modules that are operated on a faculty-wide basis. This option is taken in semester two of year two:

- Collaborative Practice – this module allows for collaboration with students from other Schools within the Art, Design and Media faculty.
- Work Experience – you may choose to undertake an additional work placement.
- Live Project – you will work to a brief on a real-world or simulated project. A series of live project briefs will be set each year, including an option based on an overseas visit.

School of Media options

The programme structure allows you to choose an option from modules that are offered within the School of Media across other programmes. Some options are closely aligned with your area of study but you may choose to take an option from any in the following list (note that not all options may be offered each year). This option is taken in semester two of year two:

- Digital Storytelling
- Emotion, Media and Culture
- Music, Media and Digitalisation
- Music Industry Promotional Practices
- Media and Materiality
- Photojournalism
- Creating Compelling Content
- Campaigning and Investigative journalism
- Lifestyle and Branded Media Content
- Bi-Media drama
- Television Studio
- Digital Content Distribution
- Advanced Visual Communication
- Commercial Production for Radio
- Radio Documentary
- Fashion Photography
- Gender, Sexuality and the Body
- Comedy in the Media and Popular Culture

- Perspectives on Community and Alternative Media
- Race, Ethnicity and the Media
- Fandoms and Subcultures
- Communities of Practice: Culture, Heritage and Space
- Film Cultures
- Media Censorship and Regulation
- Celebrity Culture

12b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

BA (Hons) Music Business - Full Time		
Level	Semester 1	Semester 2
4	Live Production 1 (40 credits)	
	MED4176 Creating Music Media Content (20 credits)	MED4161 Global and Community Impact (20 credits)
	MED4177 Valuing Music (20 credits)	MED4185 Introduction to Media Contexts and Practice – Music Industries Landscapes (20 credits)
5	MED5203 Live Production 2 (40 credits)	
	MED5228 Music Industries Ecologies (20 credits)	Option from: Collaborative Practice/Live Project/Work Experience (20 credits)
	MED5224 Popular Music Narratives (20 credits)	Option from School of Media optional modules (20 credits)
6	Major Project (60)	
	MED6214 Music Industries Innovation (20 credits)	MED6176 Professional and Academic Development (20 credits)
	MED6209 Critical Music Futures (20 credits)	

Professional Placement Year (Optional)

Students on the Professional Placement Year version of this course will undertake their placement after their second year of study. They will then return to complete their third year as indicated above.

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

Time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	280
Directed Learning	680
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	80%
Exam	
In-Person	20%

Level 5

Workload

Time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	190
Directed Learning	770
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	

Level 6**Workload****Time spent in timetabled teaching and learning activity**

Activity	Number of Hours
Scheduled Learning	116
Directed Learning	844
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	