

PROGRAMME SPECIFICATION

1. Key Information

Programme Title:	BA (Hons) Music Business BA (Hons) Music Business with Foundation Year
Awarding Institution:	Buckinghamshire New University
Teaching Institution(s):	Buckinghamshire New University
Subject Cluster:	Music
Award Title (including separate Pathway Award Titles where offered):	BA (Hons) Music Business
Pathways (if applicable)	
FHEQ level of final award:	6
Other award titles available (exit qualifications):	Certificate of Higher Education Diploma of Higher Education BA Music Business
Accreditation details:	
Length of programme:	3 years 4 years with Foundation Year
Mode(s) of Study:	Full Time
Mode of Delivery:	In person (on-site) delivery
Language of study:	English
QAA Subject Benchmark(s):	Events, Hospitality, Leisure, Sport and Tourism (2019)
Other external reference points (e.g. Apprenticeship Standard):	
Course Code(s):	BAMBUSFT / BAMBUSFY
UCAS Code(s):	
Approval date:	September 2023
Date of last update:	

2. Programme Summary

This course is ideal for anyone who wishes to gain the relevant expertise to work in the music business. Whether you are interested in managing artists, working for record labels or the business of songs, you will learn exactly what it takes to build a successful career in the music industry.

The course covers a broad range of music industry areas allowing you to develop your knowledge to help you gain employment across a variety of music business roles. It will also equip you with many key entrepreneurial skills to give you the option of building your own

business from scratch. Whatever your ideal career path, this degree course will give you a comprehensive overview of the music business.

3. Programme Aims and Learning Outcomes

Programme Aims

This programme aims to:

1. Provide learners with a comprehensive grounding in the operational and management knowledge and skills required by employers in the music industries
2. Provide an inclusive, current, and versatile curriculum of study which reflects the needs of the music and entertainment industries, and the challenges presented by these industries going through considerable and ongoing transformation
3. Enable graduates to meet the changing demands of employment through the acquisition and development of a wide range of personal and transferrable skills that are required by employers in the music industries
4. Prepare learners for employment, self-employment, or for postgraduate study by fostering an environment in which learners are encouraged to: develop academic skills; challenge knowledge; apply theory to practice; develop critical awareness; demonstrate analysis and reasoning; solve problems; synthesise and evaluate information; engage in research
5. Develop enterprise and entrepreneurial skills which enable learners to deal with complexity and uncertainty

Programme Learning Outcomes

Knowledge and Understanding (K)

On successful completion of the programme you will be able to:

ID	Learning Outcome
K1	Synthesise a systematic understanding of the principles and practice of the production and consumption of music.
K2	Demonstrate coherent and detailed knowledge of the concepts and characteristics of the music and entertainment industries and the management thereof as an area of academic and applied study.
K3	Show a breadth of contextual knowledge of music including its relationship to wider historical, philosophical, cultural and social practices, issues, and phenomena.
K4	Comprehend in depth the dynamic nature of the music and entertainment industries.

Analysis and Criticality (C)

On successful completion of the programme you will be able to:

ID	Learning Outcome
C1	Challenge theories and concepts that are used to understand music and entertainment industry practices.
C2	Evaluate critically the challenges confronting the music and entertainment industries in a global context.

C3	Critique different approaches to managing the development of the music and entertainment industries.
C4	Analyse and reflect upon the different cultural and business concepts, and the intercultural and international dimensions of music and entertainment.

Application and Practice (P)

On successful completion of the programme you will be able to:

ID	Learning Outcome
P1	Demonstrate the ability to apply acquired techniques, knowledge, and understanding to engage with entrepreneurial approaches to the music and entertainment industries.
P2	Analyse, through evaluation and reflection, the social and cultural theories relating to the practices of management of the music and entertainment industries.
P3	Demonstrate a sophisticated and reflective understanding of the music and entertainment industries.

Transferable skills and other attributes (T)

On successful completion of the programme you will be able to:

ID	Learning Outcome
T1	Evaluate and critique arguments, assumptions, abstract concepts, and data to make sound judgements.
T2	Frame appropriate questions and propose solutions to problems.
T3	Apply creative and innovative approaches that are evidenced through multiple solutions and reflective processes.
T4	Apply entrepreneurial solutions to music and entertainment industry issues and problems.
T5	Evaluate issues and make decisions in situations of ambiguity, uncertainty, and risk.

Graduate Attributes

The BNU Graduate Attributes of: Knowledge and its application; Creativity; Social and ethical awareness and responsibility; and Leadership and self-development focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens.

On this programme, attributes are developed through a wide variety of teaching, learning, and assessments that allow learners to showcase their fundamental knowledge of the music and entertainment industries (K1, K2, K3, K4, C1, C2, C3, C4, P1, P2, P3, T4). We place a significant emphasis on developing leadership skills for future employment in the music and entertainment industries. Learners also get the opportunity to display critical thinking attributes and work collaboratively with peers (P1, T1, T3, T4, T5). Learners will be encouraged to investigate critically analytical approaches to studying and disseminating research in the music and entertainment industries, including the live and recorded sectors (C2, C3, C4). Ultimately, we focus on allowing Learners the time to develop their music and entertainment career options through individual and group-based projects tailored toward

employment within the professional contemporary music and entertainment industries (P1, T2, T3, T4, T5).

4. Entry Requirements

The University's [general entry requirements](#) will apply to admission to this programme.

If you do not meet the entry requirements you may, if you have relevant professional experience, still be invited for interview, where you will be required to demonstrate the necessary knowledge and understanding for entry onto the course.

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules in accordance with our [accreditation of prior learning](#) (APL) process.

5. Programme Structure

Pathway 1 or stand-alone course **[add further tables for each additional pathway]**

Level	Modules (Code, Title and Credits)	Exit Awards
Foundation Year¹	<p>Core modules: FY026 - Preparing for Success Knowledge and Creativity (30-credits) FY027 - Preparing for Success Self-development and Responsibility (30-credits) FY028 - Inquiry Based Learning (30-credits) FY014 - Introduction to Music Management, Production and Performance (30-credits)</p> <p>Option modules: No option modules are available at this level.</p> <p>Opportunity modules: No Opportunity modules are available at this level.</p>	N/A. No credit is awarded at this Level.
Level 4	<p>Core modules:</p> <ul style="list-style-type: none"> - Introduction to Artist Development (20 credits) - Entertainment Industry Framework (20 credits) - Event Planning and Practice (20 credits) - Managing Your Brand (20 credits) - Principles of Marketing (20 credits) <p>Option modules: No option modules are available at this level.</p> <p>Opportunity modules:</p>	Certificate of Higher Education, awarded on achievement of 120 credits at Level 4

¹ Modules on the Foundation Year only apply to learners who are enrolled on the “with Foundation Year” programme.

	<p>You must choose 2 x 10 credit Level 4 Opportunity modules from the Opportunity module catalogue www.bnu.ac.uk/oppmodules</p>	
Level 5	<p>Core modules:</p> <ul style="list-style-type: none"> - Music Business Project (20 credits) - Research Methods (20 credits) - The Music Entrepreneur (20 credits) <p>Option modules: Choose two modules to the total of 40 credits:</p> <ul style="list-style-type: none"> - Artist Management (20 credits) - Fan Cultures (20 credits) - Music Publishing (20 credits) - Music Publishing (Placement) (20 credits) - Venue Management and Concert Promotion (20 credits) <p>Opportunity modules:</p> <p>In addition, you must choose 2 x 10 credit Level 5 Opportunity modules from the Opportunity module catalogue www.bnu.ac.uk/oppmodules</p>	<p>Diploma of Higher Education, awarded on achievement of 240 credits, including a minimum of 120 credits at Level 5</p>
Level 6	<p>Core modules:</p> <ul style="list-style-type: none"> - A&R (20 credits) - Entertainment Law (20 credits) - Independent Work (40 credits) <p>Option modules: Choose two modules to the total of 40 credits:</p> <ul style="list-style-type: none"> - Mosh Pit Politics (20 credits) - Creative Strategies (20 credits) - Digital Marketing (20 credits) - Industry Issues (20 credits) <p>Opportunity modules: No Opportunity modules are available at this level.</p>	<p>Ordinary Degree, awarded on achievement of 300 credits, including 60 credits at Level 6 and 120 credits at each of Levels 4 and 5</p> <p>Honours Degree, awarded on achievement of 360 credits, including 120 credits at each of Levels, 4, 5 and 6</p>

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Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to changes in the subject area.

6. Learning, Teaching and Assessment

Learning and teaching

A learner studying the Music Business degree will typically experience the following teaching methodologies:

- **Supervision**, which supports the development of creative skills in production, composition and programming, personal development planning, and self-directed research skills in individual projects
- Other forms of **small group teaching** and learning in which learners can work together as a team
- **One-to-one interaction**, mainly supporting the development of self-direction, intellectual independence and research skills through dissertations, analysis, and individual projects.
- **Lectures and seminars** encouraging discussion and further reading/listening by which learners can extend their knowledge and understanding.
- **Workshops and Masterclasses**, typically addressing the acquisition of creative skills and techniques within a group context, and often benefiting from the experience of visiting specialists.
- **Writing** (essays, learning journals, etc.) as a means of developing research techniques, acquiring knowledge, and presenting ideas and arguments in written form.
- **Practical exercises** are usually connected with developing creative, analytical, and aural skills.
- **Independent learning**, whether as directed reading and listening related to essay writing, dissertation/project work, or as practice for developing creative skills.
- Use of **virtual learning environment** (Blackboard) for discussion groups, tutorial supervision, and other forms of ICT.

The objective of learning at all levels is to develop learners as independent critical thinkers with professional skills appropriate to the music business. To achieve this, a selection of lectures, masterclasses, seminars, and workshops are provided along with a supplementary selection of online learning resources.

Assessment

The following assessment activities are used in this programme:

- **Creative projects**, often assessed by a mixture of continuous assessment, documentation, and final presentation, and especially relevant for interdisciplinary work.

- **Essays** and other coursework enable learners to display a broader knowledge of subject matter than in examination papers and test their ability to investigate a topic and organise their material and ideas to a prescribed deadline.
- Extended **dissertations**, individual projects, and portfolios as products of advanced understanding, knowledge, research skills and/or creative achievement.
- **Reports** on empirical work, which may take the form of fieldwork or laboratory experiments, might include audio-visual or other documentary evidence, and should demonstrate the learners' ability to apply appropriate analytical methods, whether qualitative or quantitative, and to plan and carry out a research project in a manner appropriate to its cultural context.
- Group and individual **portfolios** of written work and audio content will include research, pre-production, production, and post-production work submissions. Where group work is undertaken, there will be a requirement for individuals to define their contribution clearly.
- Critical self-evaluation and role analysis in individual **reflective written evaluations**.
- Tasks aimed at assessing specific **production, performance, programming, and composition skills** will target each individual's career aspirations.

Contact Hours

Learners can expect to receive up to 12 hours of scheduled learning activities per week. This may include lectures, seminars, workshops, or practical demonstration. A full breakdown of contact hours can be found in individual module descriptors.

7. Programme Regulations

BA (Hons) Music Business is subject to the *University Academic Framework and Assessment Regulations* and procedures as detailed on the University website.

The Level 6 Independent Project is non-compensable.

The calculation of this award will be:

- Level 5 33%
- Level 6 67%

8. Support for learners

The following systems are in place to support you to be successful with your studies:

- The appointment of a personal tutor to support you through your programme
- A programme handbook and induction at the beginning of your studies
- Library resources, include access to books, journals and databases - many of which are available in electronic format – and support from trained library staff
- Access to Blackboard, our Virtual Learning Environment (VLE), which is accessible via PC, laptop, tablet or mobile device

- Access to the MyBNU portal where you can access all University systems, information and news, record your attendance at sessions, and access your personalised timetable
- Academic Registry staff providing general guidance on University regulations, exams, and other aspects of learners and course administration
- Central learner services, including teams supporting academic skills development, career success, learner finance, accommodation, chaplaincy, disability and counselling
- Support from the Bucks Students' Union, including the Students' Union Advice Centre which offers free and confidential advice on University processes.

9. Programme monitoring and review

BNU has a number of ways for monitoring and reviewing the quality of learning and teaching on your programme. You will be able to comment on the content of their programme via the following feedback mechanisms:

- Formal feedback questionnaires and anonymous module 'check-ins'
- Participation in external surveys
- Programme Committees, via appointed learner representatives
- Informal feedback to your programme leader

Quality and standards on each programme are assured via the following mechanisms:

- An initial event to approve the programme for delivery
- An annual report submitted by the External Examiner following a process of external moderation of work submitted for assessment
- The Annual Monitoring process, which is overseen by the University's Education Committee
- Review by the relevant PSRB(s)
- Periodic Subject Review events held every five years
- Other sector compliance and review mechanisms

10. Internal and external reference points

Design and development of this programme has been informed by the following internal and external reference points:

- The Framework for Higher Education Qualifications (FHEQ)
- The QAA Subject Benchmark Statement – see detailed mapping below
- The BNU Qualifications and Credit Framework
- The BNU Grading Descriptors
- The University Strategy, Impact 2022

Mapping of Subject Benchmark Statement and any relevant Apprenticeship Standard to Programme Learning Outcomes

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Demonstrate the ability to explore, evaluate, apply or challenge associated scholarship and research.	X	X	X	X		X	X				X					X	X	X		
Demonstrate awareness of the critical debates arising from the placing of music in wider contexts.	X	X	X	X			X		X				X			X	X			
Demonstrate an awareness of the implications of an interdisciplinary approach to music for creation, innovation and research.	X	X	X	X			X	X	X			X	X			X	X			
Demonstrate critical awareness of issues of debate or uncertainty raised from analysing musical materials.	X	X	X	X		X	X	X	X				X			X	X			X

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Demonstrate an individual musical personality or 'voice', through advanced technical skills and deeper levels of interpretative insight.				X		X		X			X							X	X	X
Demonstrate the ability to internalise and reconstruct musical materials, whether aurally or in written form.		X	X				X	X			X	X				X	X			X
Demonstrate qualities of leadership within a creative team.						X		X			X					X	X		X	X
Demonstrate the potential for artistic and creative leadership and innovation.				X					X		X					X	X	X	X	
Demonstrate the ability to produce independent work of high quality (rigorous, defensible, robust, imaginative).		X				X	X	X	X			X				X	X		X	X

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Demonstrate advanced skills of teamwork, negotiation, organisation and decision-making.								X			X					X	X		X	
Demonstrate the ability to adapt and respond creatively to different professional and cultural environments.			X				X		X		X	X						X	X	X
Demonstrate advanced knowledge of - or innovative approaches to - the application of ICT skills to the area studied.							X											X	X	

Mapping of Programme Learning Outcomes to Modules

Programme Learning Outcome	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Level 4																				
Introduction to Artist Development (20 credits)	X	X									X					X		X		
Entertainment Industry Framework (20 credits)	X	X		X																
Event Planning and Practice (20 credits)	X	X						X			X									
Managing Your Brand (20 credits)	X	X		X		X			X											
Principles of Marketing (20 credits)	X	X	X	X																
Level 5																				
Research Methods (20 credits)	X					X					X					X				
Music Business Project (20 credits)																				
The Music Entrepreneur (20 credits)	X	X	X	X												X	X	X	X	X
Level 6																				
A&R (20 credits)	X	X	X	X		X	X	X	X											
Independent Work (40 credits)	X					X					X					X				

Programme Learning Outcome	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Mosh Pit Politics (20 credits)	X	X	X	X		X	X		X			X	X							