

PROGRAMME SPECIFICATION

1. Key Information

Programme Title:	MA Music Business
Awarding Institution:	Buckinghamshire New University
Teaching Institution(s):	Buckinghamshire New University
Subject Cluster:	Music
Award Title (including separate Pathway Award Titles where offered):	MA Music Business
Pathways (if applicable)	
FHEQ level of final award:	7
Other award titles available (exit qualifications):	Postgraduate Certificate Postgraduate Diploma
Accreditation details:	
Length of programme:	1 year Full time 2 years Part time
Mode(s) of Study:	Full Time Part Time
Mode of Delivery:	In person (on-site) delivery
Language of study:	English
QAA Subject Benchmark(s):	Business and Management (Master's) (2015) Music (2019)
Other external reference points (e.g. Apprenticeship Standard):	
Course Code(s):	MAMUSBFT / MAMUSBPT
UCAS Code(s):	
Approval date:	01 December 2022
Date of last update:	

2. Programme Summary

The MA Music Business provides you with an opportunity to develop your personal organisation skills, self-discipline, time management, and dedication to succeed in a competitive field. You will enhance your team-working skills, demonstrating to employers the ability to devise creative solutions and work effectively with others.

You will hone your communication skills to form concise, compelling, and coherent arguments. Fundamentally, the MA Music Business will sharpen your music business and management skills and enable you confidently to pursue your career goals. This is a

challenging postgraduate degree that prepares you to successfully seek to work in the music business. You will complete modules on intellectual property, social media marketing, entrepreneurship, the live music industry, talent management, and artist and repertoire development.

An exciting module, titled Contemporary Industry Issues, features guest speakers from the forefront of the music industry, as well as from academia, and addresses the most up-to-date issues and challenges facing the industry.

The research project, supported by a master's level research methods module, allows you to study your chosen topic in-depth and tailored to your own career aspirations and interests. The programme allows you to develop deep knowledge and advanced skills to enhance your career in the music industry, in both employed and self-employed capacities.

3. Programme Aims and Learning Outcomes

Programme Aims

This programme aims to:

1. Develop a detailed understanding of the professional environment of the music and media sectors and the entrepreneurial skills necessary to exploit current opportunities as well as instigate new lines of professional activity
2. Engender creativity and originality in the application of knowledge and skills, together with a practical understanding of how established techniques of research and enquiry are applied within the music industry
3. Develop a conceptual understanding that enables the learner to evaluate critically current practice in the field of music
4. Enable the learner to evaluate methodologies employed within music and related industries and to develop critiques of these methodologies

Programme Learning Outcomes

Knowledge and Understanding (K)

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

ID	Learning Outcome
K1	Demonstrate a deep and systematic knowledge of the key concepts and language of the music industries.
K2	Outline a deep and systematic understanding of the key challenges facing music exploitation and music consumption.
K3	Show a breadth and depth of knowledge of the international dimensions of intellectual property and copyright as it relates to the global music industry.
K4	Comprehend at a sophisticated level the potential for collaborative business approaches across the creative industries.
K5	Examine critically current academic discourse as it applies to the music industries.

Analysis and Criticality (C)

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

ID	Learning Outcome
C1	Apply your knowledge of business and management to the development of enhancements to practice in music industry settings including, where appropriate, providing solutions to problems.
C2	Respond with originality to contemporary issues including the use of technology, facing practitioners within music industry settings.
C3	Design appropriate research strategies to develop improvement and/or solutions to contemporary music industry issues.

Application and Practice (P)

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

ID	Learning Outcome
P1	Demonstrate a deep and systematic understanding of key concepts of sustainability as they apply to the music industries.
P2	Examine critically the needs of a diverse range of stakeholders in music industry contexts.
P3	Apply a critical understanding of the ethical issues of engaging in research in music industry settings.

Transferable skills and other attributes (T)

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

ID	Learning Outcome
T1	Demonstrate self-direction and originality in tackling and solving music industry problems, and be able to act autonomously in planning and implementing tasks at a professional level.
T2	Show a sophisticated understanding of the potential for collaborative business approaches across the music industry.
T3	Exercise initiative and personal responsibility.

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 advanced knowledge of the music and entertainment industries (K1, K2, K3, K4, K5, C1, C2, C3, P1, P2, P3, T1, T2). We place a significant emphasis on developing sophisticated and progressive 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 and undergraduate students (C1, C2, T1, T2, T3). Learners will be encouraged to investigate

critically analytical approaches to studying and disseminating master's-level research in the music and entertainment industries (K5, C3, P2, P3). Ultimately, we focus on allowing learners the time to develop their music and entertainment career options through individual projects including an extended piece of independent research, tailored toward employment within the professional contemporary music and entertainment industries (P3, T1, T2, T3).

4. Entry Requirements

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

A typical applicant will hold a 2:1 in a relevant degree.

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
Level 7	<p>Core modules:</p> <p>PER7054 Artist and Repertoire Development (20 credits) Managing Talent (20 credits)</p> <p>PER7052 Music Business Entrepreneurship (20 credits)</p> <p>PER7064 Research Methods (20 credits) Research Project (60 credits)</p> <p>Option modules: Choose two modules to the total of 40 credits:</p> <p>PER7055 Contemporary Industry issues (20 credits) PER7056 Intellectual Property for Music Industry Professionals (20 credits) PER7057 Social Media Marketing (20 credits) PER7058 The Live Music Industry (20 credits)</p>	<p>Postgraduate Certificate (PGCert), awarded on achievement of 60 credits, <i>excluding</i> the Research Project</p> <p>Postgraduate Diploma (PGDip), awarded on achievement of 120 credits, <i>excluding</i> the Research Project</p> <p>Master's Degree (MA), awarded on achievement of 180 credits, <i>including</i> the Research Project</p>

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

The learning and teaching strategy enables students to accommodate their academic journey within their personal and professional lives. Students will therefore be able to select modules both based on their chosen pathway/area of interest but also, where available, on the mode of attendance.

The University's VLE is central to the learning and teaching strategy, and all modules make use of this environment. This will provide students with a means of accessing a range of resources and other learning activities. Both the face-to-face workshops and the University VLE will be actively employed as a forum for students to develop working relationships with colleagues while considering critical issues relevant to learning, teaching and assessment and research in music.

Some modules require face-to-face workshops facilitated by members of the course team. Sessions will include contributions from relevant practitioners from within the University and external experts where appropriate. Student will furthermore be encouraged to engage with appropriate opportunities in their professional environment (where appropriate) to better understand contextual issues within their setting and sector of interest.

Assessment

Summative and formative assessments are used in all modules. Formative assessments are seen as a fundamental vehicle through which to offer students feedback and coaching in their exploration and application of different theoretical paradigms and research principles. Summative assessments will focus on a student's ability to identify, summarise, and evaluate key aspects of theory and research and to relate this meaningfully and creatively to the practice setting and/or area of interest.

The following types of assessment activity may be used on this programme (subject to the student's chosen pathway). These include:

- Practical assignment
- Report
- Essay
- Portfolio
- Reflective commentary
- Research proposal
- Dissertation
- Practical project

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

This programme will be subject to the following assessment regulations:

- Academic Assessment Regulations

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 students and course administration
- Central student services, including teams supporting academic skills development, career success, student 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 student 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 QAA Master's Degree Characteristics Statement
- The BNU Qualifications and Credit Framework
- The BNU Grading Descriptors
- The University Strategy

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	P1	P2	P3	T1	T2	T3
Demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice	X	X	X		X	X			X			X		
Demonstrate a comprehensive understanding of techniques applicable to their own research or advanced scholarship	X				X			X			X			
Demonstrate originality in the application of knowledge, together with a practical understanding		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	P1	P2	P3	T1	T2	T3
of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline														
Demonstrate a conceptual understanding that enables the student: <ul style="list-style-type: none"> - to evaluate critically current research and advanced scholarship in the discipline - to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses 	X	X		X	X		X	X		X	X	X	X	X
Deal with complex issues both systematically and creatively, make sound		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	P1	P2	P3	T1	T2	T3
Benchmark / Standard requirement														
judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences														
Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level		X		X		X	X	X				X	X	X
Continue to advance their knowledge and understanding, and to develop new skills to a high level	X				X			X	X					X
Show the ability to explore, evaluate, apply or challenge associated scholarship and research.		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	P1	P2	P3	T1	T2	T3
Show an awareness of the implications of an interdisciplinary approach to music for creation, innovation and research						X				X			X	
Show critical awareness of issues of debate or uncertainty raised from analysing musical materials	X			X			X	X	X	X	X			
Demonstrate an individual musical personality or 'voice', through advanced technical skills and deeper levels of interpretative insight				X		X	X	X			X	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)			
	Module Code (Core)	K1	K2	K3	K4	K5	C1	C2	C3	P1	P2	P3	T1	T2	T3
Level 7															
Managing Talent (20 credits)	X	X	X	X	X					X	X				
Music Business Entrepreneurship (20 credits)	X	X	X	X		X		X		X					
Research Methods (20 credits)															
Extended Independent Work (60 credits)	X					X			X				X		
Artist and Repertoire Development (20 credits)	X	X	X		X	X			X				X		