

Module Specification

Module Title: Professional Studies – Artistic Management

Module code:	HBASHR028	NQF level:	Level 5
Credit value:	20 credits	Semester of study:	1 and 2
Applicable pathways:	Business, Classical, Film Music, Folk, Jazz, Popular, Production and Songwriting	Pre-requisites:	None

Module overview

This module addresses the pivotal role of the music industry manager and the key aspects that the role entails. These include advising performing artists on their careers and how the manager uses entrepreneurial skills to identify business ideas and opportunities through market analysis, identifying funding, creative thinking, innovation and forecasting. Students will also see how s/he needs to manage a creative organisation from bureaucracy to creative risk using emotional intelligence to manage a new project. They will access the importance of branding, the role of suppliers, radical design, innovation strategy, promotion of the creative cultural economy along with branding and the importance of authenticity.

Aims

This optional module develops skills and understandings that are required for managing creativity from organisational, national and international contexts. It forms part of the programme's professional studies strand and its commitment to enhancing employment opportunities.

The module aims to:

1. Consider a broad range of management roles and activities in a creative context.
2. Give students an opportunity to develop an understanding and critical awareness of current theories and approaches relevant to managing creativity, design and innovation in the workplace.
3. Develop an understanding of the importance of creativity, design and innovation on a personal, organisational and national level in a world characterised by the globalised economy.
4. Support employability including: understanding how music businesses are run, professional experience, reflection on personal development, consideration of career goals, and articulation of skills and knowledge gains.

Learning outcomes

On successful completion of this module, students will be able to:

1. Provide an understanding of the concepts of creativity, design and innovation, managing creative organisations and people, managing and marketing innovative and creative products and services.
2. Enable students to identify, analyse, discuss and debate the broad range of perspectives and practical issues concerning creativity and innovation in any organisational context.
3. To equip students with the knowledge and skills needed to improve their perspectives about managing and marketing creative designs and managing innovative people, organisations and cultures.
4. Demonstrate the application of the subject specific knowledge and transferable academic skills using different problem solving approaches requiring an external awareness.

Learning and teaching methods

The module will be delivered through a lecture and seminar series.

Lecture sessions will deliver key information as outlined in the indicative content relating to advising performing artists on their careers and how the manager uses entrepreneurial skills to identify business ideas and opportunities through market analysis.

Seminar sessions will be used for group-based discussions using material covered in the lectures. Students will be encouraged to apply principles linked to case studies by examining ideas along with their strengths and weakness.

Contact hours and directed study (over semesters 1 and 2)

Delivery type	Student hours
Indicative hours for learning and teaching activities	30 hours
Indicative hours of directed study	170 hours
Total hours (100hrs per 10 credits)	200 hours

Opportunities for formative feedback

Student will receive formative assessment during seminar sessions.

Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Case Study report forming a business and management analysis of an artist's career or specific phase in their career	2000 words	50%	1, 2, 3, 4
Creative management portfolio	2000 words	50%	1, 2, 3, 4

Re-Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Case Study report forming a business and management analysis of an artist's career or specific phase in their career	2000 words	50%	1, 2, 3, 4
Creative management portfolio	2000 words	50%	1, 2, 3, 4

Indicative Reading List

- Bilton, C. (2007) Management and creativity: from creative industries to creative management. Blackwell Pub.
- Passman, D. (2011) All you need to know about the Music Business. Penguin Books.
- Harrison, A. (2010) Music The Business: The Essential Guide to the Law and the Deals. Virgin Books.
- Krasilovsky, W and Shemel, S. (2010) This Business Of Music. Billboard Books.
- Music Managers Forum. (2010) The MMF Guide To Professional Music Management. Sanctuary Publishing.
- Davis, S. & Laing, D. (2009) The Guerilla Guide To The Music Business. Continuum International Publishing Group.
- Kemp, C. (2005) Music Industry Management and Promotion. 2nd edition. Elm Publications.
- Kusek, D & Leonhard, G. (2005) The Future of Music: Manifesto for the Digital Music Revolution (Omnibus Press).
- Bagehot, R. & Kanaar, N. (2008) Music Business Agreements. Sweet & Maxwell.