

Module Specification

Module Title: Professional Studies – Live Music Management

Module code:	HBASHR023	NQF level:	Level 6
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

In this module students will engage with both the process of event management planning techniques, and the practice of staging a live event. This event must be targeted to a specific audience and should be commercially viable. The huge range of opportunities available to students with regards to the event that they deliver requires that each group must negotiate the specific event content and format with the module leader in order to ensure consistency in standards and quality across all events. In addition to staging a live event, students are required to engage in a critical appraisal of the processes utilised in the development and delivery of the event, encouraging them to engage in the process of event evaluation.

Aims

This optional module develops skills and understandings that are required for live music events. It forms part of the programme's professional studies strand and its commitment to enhancing employment opportunities and a portfolio career.

The module aims to:

1. Give the student the relevant skills to enable the effective planning, organisation and execution of a Live Music Event.
2. Provide an overview of the growth, role and consolidation of the UK Music events industry drawing upon current trends and practices within live music staging and promotion and the role and place of technology.
3. Enable students to develop the skills and knowledge for the strategic planning and identification of the operational requirements for a diverse range of live music events.

Learning outcomes

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

1. Demonstrate appropriate event planning and operational skills, including the capacity to professionally initiate, negotiate and service commercial/social contracts with relevant parties.
2. Demonstrate an ability to work collaboratively with a range of internal and external event stakeholders.
3. Examine and consider every aspect of production, presentation and management of live music events including staging and promoting small, medium and large-scale events.
4. Communicate and present findings of the management and evaluation of a chosen Music Event.

Learning and teaching methods

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

Lectures are used for the effective delivery of key subject areas as outlined in the indicative content.

Seminars will be used to promote discussion in order to evaluate and critically appraise what has been covered in the lectures. Key concepts are introduced and illustrated through lectures, direct reading and seminars. The students' understanding is further enhanced through student centred learning exercises, open workshops and industry liaison. The students will then plan, organise and run a live music event. This module is largely self-directed study and practice based, with workshops and lectures aiding the progress of the event with practical advice and academic underpinning.

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

Students will have opportunities for on-going formative assessment as part of their seminar series.

Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Group presentation	10 minutes	30%	1
Coursework (portfolio)	3000 words	70%	2, 3, 4

Re-Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Video presentation	10 minutes	30%	1
Coursework (portfolio)	3000 words	70%	2, 3, 4

Indicative Reading List

- Yeoman, I, Robertson, M, Ali-Knight, J, Drummond, S & McMahon-Beattie, U (eds). (2004) Festival and Events Management: An International Arts and Culture Perspective. Oxford: Butterworth-Heinemann.
- Allen, J, O'Toole, W, McDonnell & Harris, R. (2005) Festival & Special Event Management, 3rd Edition. Sydney: John Wiley & Sons Australia Ltd.
- Tarlow, P. (2002) Event Risk Management and Safety London: Wiley Event Management Series.
- Berridge, G. (2006) Event Design and Experience Elsevier. Oxford.
- Tum, J, Norton, P and Wright, J. (2006) Management of Event Operations Elsevier. Oxford.

Additional Information

Students are given information, advice and guidance relating to all Health and Safety aspects to enable them to plan, organise and run a live music event. This includes guidance on risk management and completion of risk assessments. Students are required to sign a contract outlining all the *additional* requirements of this module. Events will only be approved subject to completion of a satisfactory risk assessment of the event and venue which is completed by Leeds College of Music. Events can only take place once they have been approved by Leeds College of Music. Students are required to adhere to all aspects of the official risk assessment.

Students will be responsible for all costs associated with their events.