

Module Specification

Module Title: Industry Studies 1

Module code:	HFDSHR003	NQF level:	4
Credit value:	20	Semester of study:	1 & 2
Module type:	Compulsory	Pre-requisites:	None
Available to:	FdA Electronic Music Production, FdA Music Production		

Module overview

This module is divided into two distinct halves. The first semester will focus on project management and entrepreneurship and will allow students to gain the confidence and skills to manage creative and commercial projects. Topics covered will include effective planning, time and resource management techniques, file management, record keeping, archiving and evaluation skills. The module will also give students the opportunity to consider potential leadership, management and delegation skills as well as developing their communication, teamwork and presentation skills.

The second semester will give students an understanding of the fundamental structure and workings of the creative industries. Subjects covered will include intellectual property and copyright law, royalties and collection agencies (e.g. PRS for Music, MCPS) and basic contractual procedure. Students will also have the opportunity to further develop their understanding of music production in a commercial context.

Aims

It is recognised that all music students need to be equipped with skills that maximise employability. Industry Studies 1 is a module that compliments the programme's practical and theoretical music production focussed modules and is designed to orientate the students with opportunities presented within the creative industries along with important skill sets that can be applied to further study.

The module aims to:

1. Introduce the student to the professional framework and mechanisms of the creative industries.
2. Support the realisation of future projects by developing project management skills.
3. Develop the student's understanding of the legal and commercial issues that underpin the creative industries.

Learning outcomes

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

LO1	Demonstrate abilities in idea generation and evaluation.
LO2	Manage and evaluate complex collaborative projects relevant to the commercial requirements of the creative industries.
LO3	Understand and evaluate the framework and fundamental financial and legal issues underpinning the creative industries.

Learning and teaching methods

Delivery will be through the lecture/seminar model.

Lectures are used for the effective delivery of key subject areas as outlined in the indicative content in order to encourage discussion in follow-up seminars.

Seminars will be used to promote discussion in order to evaluate and critically appraise what has been covered in the lectures. Seminars are essential for peer discussion so that students can synthesis information and consider how such information can be used creatively for effective learning. Examples include approaches to project management within a group scenario and the interpretation of legal frameworks and the analysis of case studies of music related business models.

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

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

Opportunities for formative feedback

Students will receive formative assessment of their progress through the seminar series. This is to enable students to consolidate skills and knowledge necessary to complete the summative assessment.

Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Group (oral) presentation	10 minutes	40	1,2
Research Portfolio	2500 words	60	3

Re-Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Written assessment – Presentation materials: summary with supporting evidence	500 words	40	1,2
Research portfolio	2500 words	60	3

Indicative Reading List

Essential

- Feist, J. (2013) Project Management for Musicians: Recordings, Performances, Tours, Studios & More (Music Business: Project Management), Boston MA: Berklee Press Publications.
- Harrison, A. (2017) Music: The Business (7th edition): Fully Revised and Updated, including the latest developments in music streaming. London: Virgin Books.

Recommended

- Bargfrede, A. (2017) Music Law in the Digital Age: Copyright Essentials for Today's Music Business - 2nd Revised edition, Boston, USA: Berklee Press Publications.
- Barker, S. and Rob C. (2009) Brilliant Project Management (Revised Edition): what the best project managers know, do and say, Harlow: Prentice Hall.

- Boyle, J. and Jenkins, J. (2017) Theft: A History of Music, California, USA; CreateSpace Independent Publishing Platform
- Billingham, V. (2008) Project Management: How to Plan and Deliver a Successful Project, Abergele: Studymates.
- Golding, C. and Hepworth-Sawyer, R. (2010) What is Music Production? A producers guide, the role, the people, the process, Burlington: Focal Press.
- Gray, D., Brown, S. and Macnufo, J. (2010) Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers, California, USA; O'Reilly Media.
- Herstand, A. (2017) How to Make it in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician New York, USA; Liveright.
- Passman, D. S., (2014) All You Need to Know About the Music Business: Eighth Edition, London: Penguin.