

Module Specification

Module Title: Specialist Study Music Business 3 (Enterprise)

Module code:	HBAMBU007	NQF level:	Level 6
Credit value:	40 credits	Semester of study:	1 and 2
Module type:	Compulsory	Pre-requisites:	Specialist Study Music Business 2
Available to:	BA (Hons) Music (Business)		

Module overview

Using knowledge and skills developed over the course of this programme, students will create their own business enterprise. Students will devise and present an imaginative and viable project brief, and whilst completing their project, will demonstrate significant management of resources and time, the ability to work individually and to reflect critically. In addition to a business plan students will consider, risk assessments and mitigation analysis, financial analysis, case studies that inform their decisions and a strategic marketing plan.

Aims

This final specialist study module is designed to allow students to bring a range of core skills together to develop their own enterprise. They will be encouraged to develop their enterprise to a point where it can be launched in the public domain. One-to-one teaching will continue to ensure that each student's specialist area is catered for.

The module aims to:

1. Draw upon students' knowledge and skills acquired throughout the programme to start up and develop their own enterprise.
2. Independently develop, plan and realise an extended project in the context of students' own business enterprise.
3. Give opportunity for the student to show significant management of resources and time, the ability to work individually and to reflect critically.

Learning outcomes

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

1. Demonstrate in-depth knowledge of arts and music business practices through the application of entrepreneurial abilities and skills.
2. Create a practical toolkit of resources including a critical assessment of a current market, strategic marketing, financial planning, creative branding, and management theory.
3. Cultivate personal employability skills through the development of creative enterprise skills.
4. Undertake a robust case study in the form of a coherent and effective formal business plan.

Learning and teaching methods

Delivery is by individual tuition and '**business in context**' workshops. This allows students to tailor their individual experience to specific areas of interest. This model allows for weekly formative feedback that focuses on their progress by offering guidance related to their on-going research activities. The workshop allows peer interaction and the sharing of ideas.

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

Delivery type	Student hours
Indicative hours for learning and teaching activities	128 hours
Indicative hours of directed study	272 hours
Total hours (100hrs per 10 credits)	400 hours

Opportunities for formative feedback

Students have on going formative assessment through their regular one-to-one meetings with their supervisor.

Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Business Plan	6000 words	100%	1, 2, 3, 4

Re-Assessment Method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Business Plan	6000 words	100%	1, 2, 3, 4

Indicative Reading List

Essential:

- Bessant, J. R (2011). Innovation and entrepreneurship. Chichester West Sussex, UK: Wiley.
- Burns, P (2011) Entrepreneurship and Small Business: Start-up, Growth and Maturity. 3rd edition. London: Palgrave.
- Deakins, D (2009). Entrepreneurship and small firms. Maidenhead: McGraw-Hill Higher Education.
- Down, S (2010) Enterprise, Entrepreneurship and Small Business. London: Sage Publications.
- Lowe, R and Marriott, S (2006) Enterprise: Entrepreneurship and Innovation: Concepts, Contexts and Commercialisation. Oxford: Butterworth Heineman.
- Stutely, R 2006. The Definitive Business Plan: The Fast Track to Intelligent Business Planning for Executives and Entrepreneurs. London: Financial Times Prentice Hall.

