# **Module Specification**

**Module Title:** Professional Studies 2: Artistic Management

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| **Module code:** | HBASHR043 | **NQF level:** | Level 5 |
| **Credit value:** | 20 credits | **Semester of study:** | 1 and 2 |
| **Module type:** | Optional | **Pre-requisites:** | None |
| **Available to:** | BA (Hons) Music (Business) (Classical) (Film Music) (Folk) (Jazz) (Popular) (Production) (Songwriting), FdA Music Production and FdA Electronic Music Production | | |

**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 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. Investigate contemporary concepts of creativity, design and innovation, as applied to the management of music artists, creative products and services.
2. Discuss cases of successful music managers, their marketing of creative products and managing artists, organisations and cultures.
3. Identify appropriate financial, tax and legal considerations fundamental to effective operation as a music manager.
4. Construct appropriate strategies for developing music artists and their creative products.

**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)**

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| --- | --- |
| **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**

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| --- | --- | --- | --- |
| **Description of assessment** | **Length/Duration** | **Weighting** | **Module LOs addressed** |
| Case Study - business and management analysis of an artist’s career | 2000 words | 50% | 1, 2 |
| Creative management portfolio | 2000 words | 50% | 3, 4 |

**Re-Assessment Method**

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| --- | --- | --- | --- |
| **Description of assessment** | **Length/Duration** | **Weighting** | **Module LOs addressed** |
| Case Study - business and management analysis of an artist’s career | 2000 words | 50% | 1, 2 |
| Creative management portfolio | 2000 words | 50% | 3, 4 |

**Indicative Reading List**

Essential:

* Bilton, C. (2007) Management and creativity: from creative industries to creative management. Blackwell Pub.

Recommended:

* 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.