

1 Qualification	2 Programme title	3 UCAS Code	4 Programme type
Batchelor of Science	Music and Creative Business	WN35	Modular Single Full time Part time
5 Main purpose and distinctive features of the programme			
<p>To provide students with knowledge on business in the music, creative and digital industries, a good understanding of e-Business and the place of creative business in the current environment</p> <p>To provide students with transferable skills for employment in a music and creative industries context or for postgraduate study.</p> <p>To permit students to enter employment in a broader context of business related to music and creative industries or to undertake further study (when taken as a Joint) or to further a career in education</p> <ul style="list-style-type: none"> • To permit students to undertake a period of work placement as an integral part of the second year of the program in order to gain first hand experience of a working music business or broadcaster – this will assist in the development of a project theme in the third year • To permit students to gain transferable skills and maintain a personal development portfolio 			
6 What a graduate should know and be able to do on completion of the programme			
<p>(a) Knowledge and understanding of the subject</p> <p>Demonstrate understanding of concepts and principles</p> <p>Describe the current status of the music, creative and digital industries</p> <p>Explain current issues and trends</p> <p>Discuss approaches to and methods for development, delivery and support of music ideas and projects</p> <p>Identify sources of information in relation to current status and future developments of the music, creative and digital industries.</p>		<p>(b) Subject specific practical and professional skills</p> <p>Design and develop ideas and projects for the music, creative and digital industries</p> <p>Support and manage change of a creative business environment using a variety and range of tools and techniques</p> <p>Undertake research in an area of the music, creative or digital industries</p> <p>Make sound professional judgements that are sensitive to legal, social and ethical factors in the field</p> <p>Apply subject specific knowledge and understanding to creative business situations</p>	
<p>(c) Cognitive skills in the context of the subject</p> <p>Independent learning, enquiry, research and citation</p> <p>Analysis, reflection and critical review and evaluation</p> <p>Problem stating and problem solving</p> <ul style="list-style-type: none"> • Conceptualisation and model building 		<p>(d) Other skills e.g. key/transferable developed in subject or other contexts</p> <p>Expression, communication and interpersonal skills</p> <p>Numeracy and quantitative skills</p> <p>Capacity to learn and investigate</p> <p>Self development</p> <ul style="list-style-type: none"> • Ability to work in appropriate working environment 	
7 Qualities, skills and capabilities profile			
<p>(a) Cognitive</p> <p>Analysis</p> <p>Numeracy</p> <p>Conceptualisation</p> <p>Theoretical problem solving</p> <ul style="list-style-type: none"> • Understanding of concepts and theories 		<p>(b) Practical</p> <p>Investigate and undertake research</p> <p>Analyse, evaluate and make judgements</p> <p>Solve problems</p> <ul style="list-style-type: none"> • Design and develop products for music, creative and digital industries 	
<p>(c) Personal and Social</p> <p>Develop and motivate self</p> <p>Work with others and respect their views</p> <p>Manage change</p> <ul style="list-style-type: none"> • Undertake life long learning 		<p>(d) Other</p> <ul style="list-style-type: none"> • Work in a professional and ethical manner • Be environmentally aware 	

<p>8 Duration and structure of programme/modules of study/credit volume of study units 3 years full time OR 4.5-5 years part time Honours degree = 360 credits; Intermusicte awards of : Diploma of Higher Education = 240 credits; Certificate of Higher Education = 120 credits All modules 20 credits unless otherwise stated</p>		
HE4	Core Modules	
	Group Project and Pitching	
	Management Skills	
	Managing People	
	Professional Development for the Creative Industries	
	Principles of Marketing	
	Know the Music, Creative and Digital Industries	
HE 5	Core Modules	
	Work Experience	
	IPR for music, Creative and Digital Industries	
	Online Media Creation and Marketing	
	Entrepreneurship	
	Operations Tools and Techniques	
	Research Methods	
HE 6	Core Modules	
	Organisational Strategy and Planning	
	ICT for Strategic Advantage	
	People and Project Management	
	E Marketing for Product Promotion	
	Innovation and Ideas Generation	
	Project	
<p>9 Learning, Teaching and Assessment Strategy Learning and Teaching methods</p> <ul style="list-style-type: none"> Lectures, practical work, directed reading, research and study, independent reading and research, tutorials, seminars, case studies, small projects <p>Assessment methods</p> <ul style="list-style-type: none"> Linked to the learning outcomes of each module Will include essays, practical work, presentations, reports, examinations (unseen, seen, case study based), project <p>Assessment Classification System</p> <ul style="list-style-type: none"> Pass mark for individual assessments : 40% All assessments for a module must be completed to a minimum pass standard Final degree classification based level HE5 and HE6 modules Honours Classification bands Note that marginal criteria operate within final 2% of each band category <p>70% + = First Class 60 – 69% = Upper Second Class 50 – 59% = Lower Second Class 40 – 49% = Third Class 35 – 39% = Borderline Fail < 35% = Fail</p>		
<p>10 Other Information Date programme first offered</p> <ul style="list-style-type: none"> 2002 (First Full cohort will be September 2002) <p>Admission Requirements Any one of:</p> <ul style="list-style-type: none"> 2 GCE 'A'/'AS' level passes with 260 points including 1 A2 pass BTEC National Diploma or Certificate with average of Merits Applied 'A' level double award Pass in kite-marked Access to HE course Other equivalent qualifications such as Irish Leaving Certificate, Scottish Higher Passes, International Baccalaureate <p>Additional requirements:</p> <ul style="list-style-type: none"> Applicants under 21 will normally also require 5 GCSE passes at grade 'C' or above, including English or equivalent Special consideration will be given to mature applicants aged 21 or over, without the above qualifications, who have relevant work/life experience <p>Indicators of Quality and Standards</p> <ul style="list-style-type: none"> External examiner monitoring and reporting <ul style="list-style-type: none"> Internal monitoring and review processes 		

Appendix 3: CURRICULUM SKILLS MAP

Level	Module title	Learning to Learn	Communication	Group Work	Problem Solving	Self Management	Use of IT	Numeracy
HE4	Group Project and Pitching	TDA	TDA	TDA	TDA	D	TDA	D
HE4	Management Skills	D	TDA	TDA	TDA	TDA	TDA	TDA
HE4	Managing People	TDA	TDA	TDA	TDA	TDA		
HE4	Professional Development in the Creative Industries	TDA	TDA	TDA	TDA			
HE4	Principles of Marketing		TDA	TDA	TDA	D	TDA	D
HE4	Know the Music, Creative and Digital Industries	D	TDA	DA	TDA	TD	DA	
HE5	Work Based Learning		TDA	TDA	TDA	TDAS	TDA	
HE5	IPR Law for music, Creative and Digital Industries		TDA	D	TDA	TDA	TDA	
HE5	Online Media Creation and Marketing	DA	DA	TDA	TDA	DA	TDA	TDA
HE5	Entrepreneurship	TDA		TDA	D	TDA	D	D
HE5	Live Event Evaluation		TD	TDA	TDA	TD	TDA	TDA
HE5	Professional Issues in the Creative Industries	D	DA	TDA	TDA	DA	D	D
HE6	Project or Team Project for the Creative Industries				TDA	TDA	TD	
HE6	Company Structures	TD	DA	DA	TDA		TDA	
HE6	People and Project Management		TDA	TDA	TDA	TDA	TDA	TDA
HE6	E Marketing for Product Promotion	TD	DA		TDA	TDA	TD	TD
HE6	Innovation and Ideas Generation	TD	DA	TDA	TDA	DA	DA	

T = Taught

D = Developed

A = Assessed

T = taught
 D = developed
 A = assessed

• **Music and Creative Business – Curriculum Outcomes Map**

Level	Module Title	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	D1	D2	D3	D4	D5
HE4	Group Project and Pitching					X		X	X		X	X		X		X		X	X	X
HE4	Management Skills			X										X			X	X		
HE4	Managing People	X		X						X	X		X	X					X	
HE4	Professional Development in the Creative Industries	X		X		X			X	X	X		X	X			X		X	
HE4	Principles of Marketing	X	X	X		X			X	X	X		X				X		X	
HE4	Know the Music, Creative and Digital Industries	X	X	X		X			X	X	X		X			X		X		X
HE5	Work Based Learning	X			X				X	X	X			X		X			X	
HE5	IPR Law for music, Creative and Digital Industries	X	X						X			X		X				X	X	
HE5	Online Media Creation and Marketing		X				X		X		X			X				X		
HE5	Entrepreneurship	X	X						X	X	X		X	X			X	X		
HE5	Live Event Evaluation	X	X	X	X	X	X			X	X		X	X	X		X		X	
HE5	Professional Issues in the Creative Industries	X	X	X		X			X	X	X		X	X	X			X		X
HE6	Project or Team Project for the Creative Industries	X			X	X			X				X	X		X		X	X	
HE6	Company Structures	X	X	X					X				X		X			X		
HE6	People and Project Management	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
HE6	E Marketing for Product Promotion	X	X	X	X					X	X							X	X	X
HE6	Innovation and Ideas Generation	X			X	X			X	X	X			X		X		X	X	X

knowledge and understanding in the context of the subjects

- A1** demonstrate understanding of concepts and principles
- A2** describe current status of the music, creative and digital industries
- A3** explain current issues and trends
- A4** discuss approaches to and methods for development, operations and support of music ideas and project
- A5** identify sources of information in relation to current status and future developments of the music, digital and creative industries

Subject Specific Practical and professional skills

- B1** design and implement
- B2** support and manage change using a range of tools and techniques
- B3** undertake research in an area
- B4** make sound professional judgements that are sensitive to field factors
- B5** apply subject specific knowledge and understanding to situations

Cognitive Skills in the context of the Subject

- C1** independent learning, enquiry, research and citation
- C2** analysis, reflection, critical review and evaluation
- C3** problem stating and problem solving
- C4** conceptualisation and model building

other skills (eg key/transferrable) developed in subject or other content

- D1** expression, communication and interpersonal skills
- D2** numeracy and quantitative skills
- D3** capacity to learn and investigate
- D4** self development
- D5** ability to work in an appropriate environment

Appendix 4: ASSESSMENT SUMMARY TABLE

Level	Module title	Core/ Specialism	Essay	Report	coursework	PDP	Present- ation	Product	Other
HE4	Group Project and Pitching	C		x		x	x		x
HE4	Management Skills	C			x		x		
HE4	Managing People	C			x		x		
HE4	Professional development in the Creative Industries	C			X x		X x		
HE4	Principles of Marketing	C			X x				
HE4	Know the Music, Creative and Digital Industries	S			x		x		x

HE5	Work Based Learning	C			Xx							x
HE5	IPR Law for music, Creative and Digital Industries	C			x						x	
HE5	Online Media Creation and Marketing	C			Xx							
HE5	Entrepreneurship	C						x				x
HE5	Live Event Evaluation	C									x	x
HE5	Professional Issues in the Creative Industries Project	c			Xx							x
		c										
HE6	Team Project for the Creative Industries	C			xx							Xx
HE6	Company Structures	C										Xx
HE6	People and Project Management	C			x							x
HE6	E Marketing for Product Promotion	C										
HE6	Innovation and Ideas Generation	S									x	