

Module Specification

Module Title: Professional Studies 2: Artistic Management

Module code:	X_SHR5E016P	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/Jazz/Popular/Production/Folk/Songwriting)		

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.

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

Student will receive formative assessment during seminar sessions.

Assessment Method

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

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

[Module resource lists are available via Key Links](#)