

HE Scheme of Work 2019/20

Level of study	7
Module title	Foundation: Creative Music Management
Module leader	Harry Leckstein/James Collins
Module learning outcomes (MLOs)	1. To critically evaluate and respond to a range of creative industry business models, theories and strategies applied by contemporary music and entertainment practitioners in relation to commercial best practice, including brand management and organisational leadership 2. To analyse key concepts and roles of leadership and management in an organisational, social, environmental and multicultural context that is characterised by rapid change.

Module KPIs from 2018-2019				
Attendance:	76%			
Punctuality:	81%			
Submissions	Submitted: 100%		On Time: 100%	
Achievement at 1 st Exam Board:	100%			
Achievement at Referral Exam Board:	N/A			
Grade Profile following Referral Exam Board:	65%			
EvaSys Feedback	Teaching On The Module:	Assessment and Feedback:	Module Organisation and Resources:	Overall Satisfaction:
Module Action Plan				
1. New Module Leader brought in to ensure consistent quality of delivery.				
2. Class scheduling changed to address attendance/punctuality issues.				
3. Regular pre-class workshops introduced to discuss and re-interpret the previous week’s learning.				

This scheme of work is to be used in conjunction with the NOW learning room for this module. All learning resources (handouts, activity sheets etc.) are available via the following link: <https://now.ntu.ac.uk/d2l/le/content/620013/Home>

Please note:

- in the *active and inclusive learning activities* column please indicate how learners will receive feedback on their progress towards achieving the session learning outcomes via either individual, group, peer, self or plenary formats
- insert the session date (the default dates below are the week commencing dates)

Week number, session date, session topics and MLO(s)		Session learning outcomes (By the end of this session students will be able to...)	Active & inclusive learning activities, indicative timing & feedback type (What are your students doing, how are you assessing their learning and giving feedback?) Your scheme must include the following colour coding Practical Activity or Theoretical Activity	Session resources <i>These should be hyperlinked where appropriate to the location of the resource</i>	Key Dates (Formative & Summative Assessment Points Feedback Deadlines Exam Boards CCM, EvaSys, NSS, Showcase, IW)
1	Induction Day 02/10/19	N/A		Gallery Guests: • Tileyard Education	
2	The Food-chain of business and music business strategy 09/10/19	Summarise the business and income stream of a contemporary music artist.	Topic introduction (30 minutes) – the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) – the discipline leader will lead discussion on the student's current understanding of the subject. This is observed by the industry guests. Industry Guest talk/presentation (2 hours) – the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: • Tileyard Music	
3	Copyright, Royalties and Music Legal 16/10/19	Categorise and summarise the copyright and legal issues encountered by contemporary music artists and songwriters	Topic introduction (30 minutes) – the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) – the discipline leader will lead discussion on the student's current	Gallery Guests: • PRS • PPL • HMUK	

			understanding of the subject. This is observed by the industry guests. Industry Guest talk/presentation (2 hours) – the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.		
4	Label Structure, Traffic Light, SWOT 23/10/19	- Summarise the structure and function of a contemporary record label. - Analyse and implement several business strategy techniques.	Topic introduction (30 minutes) – the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) – the discipline leader will lead discussion on the student's current understanding of the subject. This is observed by the industry guests. Industry Guest talk/presentation (2 hours) – the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: - Pete Bott - Sonia Diwan - Alexandra Clark - Ian Penman	
5	Guest Lecture – Neill Thew 30/10/19	- Develop and refine their Academic writing skills - Investigate and experiment with Collaborative working techniques.	Topic introduction (30 minutes) – the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) – the discipline leader will lead discussion on the student's current understanding of the subject. This is observed by the industry guests. Industry Guest talk/presentation (2 hours) – the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by	Gallery Guests: Neill Thew	

			the industry guests.		
6	Berenschott, Essay writing, Porters 06/11/19	• Develop and refine their Academic writing skills. • Investigate and utilise business analysis techniques.	Topic introduction (30 minutes) – the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) – the discipline leader will lead discussion on the student’s current understanding of the subject. This is observed by the industry guests. Industry Guest talk/presentation (2 hours) – the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student’s new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: • Elle Hadley	
	13/11/19				READING WEEK
7	Music Publishing and Synchronization 20/11/19	• Summarise the music publishing and synchronisation industry from the perspective of contemporary music artist, songwriter and business perspective.	Topic introduction (30 minutes) – the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) – the discipline leader will lead discussion on the student’s current understanding of the subject. This is observed by the industry guests. Industry Guest talk/presentation (2 hours) – the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student’s new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: • Notting Hill Music • A&G • Electric Pineapple • Soundvault	
8	Artist Management, Managing Production Process 27/11/19	• Summarise the structure, process and function of artist management.	Topic introduction (30 minutes) – the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) – the discipline leader will lead discussion on the student’s current understanding of the subject. This is observed by the	Gallery Guests: • Sean Hargreaves • Jon Kelly • Goetz • Paul Whalley	

			industry guests. Industry Guest talk/presentation (2 hours) – the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	• Dru Masters	
9	Live Events and Touring: Guest Andy Reynolds 04/12/19	• Categorise and summarise the issues involved in live event production and touring, from both a business and artist perspective.	Topic introduction (30 minutes) – the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) – the discipline leader will lead discussion on the student's current understanding of the subject. This is observed by the industry guests. Industry Guest talk/presentation (2 hours) – the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: • Andy Reynolds • Talentbanq • Kat Melling	
10	Marketing and Entertainment Comms Business plan writing, pitching and fundraising 11/12/19	• Summarise the business and management issues involved in writing, publishing and licencing music for use in marketing. • Develop, and write a business plan. • Pitch a business proposal and plan to a potential stakeholder.	Topic introduction (30 minutes) – the discipline leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) – the discipline leader will lead discussion on the student's current understanding of the subject. This is observed by the industry guests. Industry Guest talk/presentation (2 hours) – the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the discipline leader will lead discussion on the student's new understanding of the subject. This is participated in by the industry guests.	Gallery Guests: • Jo Hart • Loz Long • Mark Stein	

	SUBMISSION WEEK	
	HE CHRISTMAS BREAK	
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How will you engage with the following specifically for this module? :	
Consideration of different pedagogical approaches	Mixture of practical, group work and masterclasses
Core skills team(maths and English)	N/A
NTU Library services	Online library access and LinkedIn Learning introduction session.
NTU Employability team	N/A
SST	N/A
ALS – Access plans, inclusive sessions and resources	N/A
Guest lectures	Regular Guest lectures organised by Academic Team
NOW learning room	Class notes and resources will be made available each week.
Cert Mentor	
Peer support (level below)	N/A
Cross Course Collaboration	Students will work cross-programme, sharing discipline delivery with other Tileyard Education courses. We aim to encourage collaboration between all of these complimentary fields.
Cross CMG Collaboration	N/A
Tech/I.T In session support	Provided by lecturer and TYE Facilities Manager
Tutorial Process	Bookable through BeeBop
Sustainability	Futures Thinking: All disciplines are forward looking, and cover emergent technologies and markets as well as the current fields. Guest lectures and workshops will be held throughout the year with industry leaders, looking ahead at the future shape of the field. We aim to develop students to become lifelong learners, with a skillset and understanding that goes beyond the narrower focus of their immediate needs. Critical and Creative Thinking: The assignment briefs are kept open to allow and encourage students to explore and develop their own approach. We believe that to succeed as an industry professional, that originality and quality are both essential, and aim to encourage this philosophy in our students. Participation and Participatory learning:

	The students are embedded within the Tileyard community, where they will engage directly and participate with the industry. Systemic Thinking: Assignments are and disciplines are designed to ensure students synthesise and combine from all elements of their studies.
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