

HE Scheme of Work 2019/20

Level of study	7
Module title	Legal and Business Affairs
Module leader	Ian Penman/Alexandra Clark
Module learning outcomes (MLOs)	1. Critically analyse music industry contracts and contractual terminology and meaning; 2. Explore and evaluate the legal framework for intellectual property, examining issues and examples in the context of music and entertainment business.

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. Provide guidance for the creation of a business plan and pitch with the inclusion of specialist classes.				

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: - *INSERT WEBLINK TO YOUR NOW LEARNING ROOM HERE* -

Larger assets (e.g. audio, video etc.) for each session can be found here: - *INSERT LINK TO CONFETTI SERVER/ GOOGLE DRIVE HERE* -

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 <i>must</i> 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 03/10/19	N/A			

2	Basic contract law, terms, jargon Copyright lecture Trademark lecture 10/10/19	Summarise basic music business contract terms, copyright legislation and trademarking.	Topic introduction (30 minutes) – the module leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) – the module 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.	10am-4pm Ian Penman Alexandra Clarke newmedialaw.biz	
3	Music IP Trade Marks and Passing Off 17/10/19	Evaluate intellectual property in the music business. Investigate passing off and the role of trade marks.	Topic introduction (30 minutes) – the module leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) – the module 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.	10am-4pm Ian Penman Alexandra Clarke newmedialaw.biz	

4	Social Media: lecture on digital media, social media Films and TV: sync rights and music in film 24/10/19	Evaluate IP law in relation to online media and moving image.	Topic introduction (30 minutes) – the module leader will introduce the concepts to be discussed in the following class. Class Discussion (30 minutes) – the module 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.	10am-4pm Ian Penman Alexandra Clarke newmedialaw.biz	
5	Business plans 31/10/19	Summarise the elements of a business plan. Develop a business plan.	Topic introduction (30 minutes) – the guest tutor will introduce the concepts to be discussed in the following class. Industry Guest talk/presentation (2 hours) – the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Activity (2 hours) - Students research and prepare work to present to the group.	10am-4pm Steve Melhuish musicbusinessschool.co.uk	
6	Business case study Business development 07/11/19	Investigate a contemporary artist development and campaign management company. Create a campaign for a music artist or band.	Topic introduction (30 minutes) – the guest tutor will introduce the concepts to be discussed in the following class. Industry Guest talk/presentation (1.5 hours) – the guest will deliver a prepared presentation. Class Activity (2 hours) - Students research and prepare work to present to the group.	10am-3pm David Rowell Richard Engler www.autonomymusicgroup.com	
	14/11/19				READING WEEK

7	Business development skills, deal brokering, negotiation Live concert work, ticketing contracts	Investigate business development and negotiation skills. Summarise ticketing for live concerts.	Industry Guest talk/presentation (2 hours) – the guest will deliver a prepared presentation. Q&A Session (1 hour)	10am-1pm: Nigel Dewar-Gibb lewissilkin.com	
	Sponsorship/ Brand deals Digital startup landscape and Digital Rights	Appraise sponsorship and brand deals. Appraise IP in relation to digital media.	Industry Guest talk/presentation (2 hours) – the guest will deliver a prepared presentation. Q&A Session (1 hour)	2pm-5pm: Cliff Fluet lewissilkin.com	
21/11/19					
8	10am-2pm: Intellectual Property Management contracts Recording contracts Publishing / songwriting contracts	Appraise a range of key music business contracts.	Industry Guest talk/presentation (2 hours) – the guest will deliver a prepared presentation. Q&A Session (30 minutes) Class Discussion (30 minutes) - the guest will lead discussion on the student's new understanding of the subject.	Robert Horsfall, Pete Bott soundadvice.co.uk	
	28/11/19				

9	10am-1pm: AI & Blockchain in music 2pm-5pm: Funding - where's the money and how to get it 05/12/19	Summarise IP law in relation to AI and blockchain use in the entertainment industry. Appraise the music funding landscape in the UK. Pitch a business to a funder.	Industry Guest talk/presentation (2 hours) – the guest will deliver a prepared presentation. Q&A Session (1 hour) Industry Guests talk/presentation (1 hour) – the guest will deliver a prepared presentation. Class Activity (2 hours) - Students present to the industry guests.	10am-1pm: Cliff Fluet lewissilkin.com 2pm-5pm: Steve Melhuish and guests musicbusinessschool.co.uk	
10	*Tutorial - attendance is compulsory but individual time slots will be communicated nearer the date 12/12/19	Reflect and act on feedback on student's draft assessments.	Student Discussion (15 minutes) - the guest will lead discussion on the student's new understanding of the subject. Tutor feedback/discussion (15 minutes) – Tutor will provide feedback and feedforward for student work.	Steve Cole	
	SUBMISSION WEEK				
	HE CHRISTMAS BREAK				
	HE CHRISTMAS BREAK				
	HE CHRISTMAS BREAK				

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.

