Programme Specification: Music Production, Performance and Business BA

Course record information

Name and level of final award	• Bachelor of Arts with Honours - Music Production, Performance and Business • Bachelor of Arts with Honours - Music Production, Performance and Business with Professional Experience The award is Bologna FQ-EHEA first cycle degree or diploma compatible
Name and level of intermediate awards	• Bachelor of Arts (BA) - Music Production, Performance and Business • Diploma of Higher Education (Dip HE) - Music Production, Performance and Business • Certificate of Higher Education (CertHE) - Music Production, Performance and Business
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Harrow
Language of delivery and assessment	English
QAA subject benchmarking group(s)	Music
Professional statutory or regulatory body	
Westminster course title, mode of attendance and standard length	• BA Music Production, Performance and Business FT, Full-time, September start - 3 years standard length with an optional year placement
Valid for cohorts	From 2023/4

Admissions requirements

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: https://www.westminster.ac.uk/study/undergraduate/how-to-apply

Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information:

https://www.westminster.ac.uk/current-students/guides-and-policies/student-matters/recognition-of-prior-learning

Aims of the programme

BA Music Production, Performance and Business responds to and seeks to meet the current and future needs in Professional Music created by radical changes in industry and society, which have seen the emergence of self-directed, technically autonomous, creative entrepreneurial practices in music.

The course facilitates students to develop their creative practice (both entrepreneurially and artistically) more fully alongside developing expertise across disciplines including music production, artistry, business, digital creative practice, songwriting, composition, technology, and musical/business innovation. The objective is to build confident, creative pioneers, capable of making lasting entrepreneurial, social and environmental changes to culture and society through their work, and subsequently equipping students for sustainable employability and entrepreneurial participation in commercial music markets globally.

Through close relationships with professional creative practitioners, the course will also develop students' critical understanding of the relationships between the wider music industries and the broad social, cultural and political environment in which they operate, allowing students to make informed decisions leading to successful employment and /or entrepreneurial participation. Furthermore, core skills, such as digital practices, marketing and branding, will additionally enable students to develop transferable skills widely applicable within both various music and also other professional working environments, in a range of contexts such as freelance working, being an artist, event management, creative entrepreneurship and digital innovations and communications.

The course utilises creative and aesthetic theories to develop students' capacity to synthesise a wide range of contextual knowledge and aesthetics informing innovative, creative work, crucially equipping students to navigate the complexity of the commercial landscape using critical evaluation, research and collaborative practice, and preparing students for potential further study, research and knowledge transfer in fields related to commercial music and the wider creative industries.

As part of an arts dedicated campus, the course also offers unique opportunities to collaborate with students from other academic disciplines including film, TV, radio, fashion and media, and provides networking opportunities with relevant professional societies and organisations. Our music industry links in the thriving London music community allow us to provide guest lectures from leading professionals and maximise opportunities for graduates to begin their careers whilst on the course. Our graduates have excellent employment opportunities and success rates, but it is clear that entry into the music industry as a producer, performer or business specialist is highly competitive, with no guarantee of success. Hard work, persistence, innovation, adaptability, opportunities, synergies, collaborations, identity and networking are personal skills and endeavours that all students must be committed to develop and cultivate in order to be agile in the music world of employment and enterprise.

As the 21st creative industries continue to morph and change, the course will enable future students to navigate uncertainty and complexity, exploring solutions integrating theory and practice, over a range of creative business challenges, against the backdrop of industries and societies in flux. The focus on creative practice, entrepreneurialism, and critical thinking will empower students as lifelong learners with the capability to analyse, experiment, reflective practice, and lead their own continuous personal and professional development.

Direct Entry to Level 5 or Level 6

Students who are direct entrants at Level 5 or Level 6 will need to demonstrate a relevant portfolio for their chosen specialism. The portfolio should evidence that their skills and knowledge in music production, performance and business are commensurate with those of a completing Level 4 or Level 5 student (as applicable). Direct entry students will also need to participate in an applicant interview either in person by telephone or video call.

Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

The prime focus of the BA Music Production, Performance and Business course is to develop the creative, critical, collaborative, commercial and aesthetic skills required for roles within the music industry. However, as reflected in the varied nature of both student placements and graduate employment destinations, our graduates are also equipped for careers in branding, marketing, events, trend forecasting, E-commerce and entrepreneurial start-ups. Overall this structure is designed to specifically equip students with the skills, knowledge and practical experience, along with the development of a professional demeanour that is the key to successful employment. Therefore, the skills and knowledge gained on the course will be directly relevant to a career in the music industry and the wider creative business environment and will directly reflect the university's ethos of educating for professional life.

Industry Bodies

The course aligns with UK Music industry bodies such as the PRS, PPL, Musicians Union, Ivor Novello's MPG & The Great Escape and builds vital relationships between industry and students through regular visits and field trips.

Placements

Students will be individually encouraged and supported to intern with various companies such as record companies, software and hardware manufacturers and music studios. The university has a wide network of opportunities and long-term relationships with companies such as Anjuna Beats, BMG, PIAS, Sony ATV and The Big Sync.

Authentic Working

In partnership with Westminster Employability, the course is a central hub for companies and freelancers seeking to work with students. Students will work on authentic real-world briefs with music industry professionals in songwriting, composing for media, marketing, branding and events.

At level 4, students are supported to learn core business skills such as creation, management and releasing music in the Artist Management and DIY Releasing. Furthermore, all students are supported by additional study and work skills lectures and tutorials which support their personal development plan.

At Level 5, all students undertake the creation and marketing of digital assets (in Music Marketing and Technology), explore personal branding (Creative Identities) and embark on supported real-work work experience in the work-based placement learning module. All students will complete a CV alongside critical reflective practice regarding employment in the industry.

At level 6, students can select a range of specialist modules to support their future careers in the music industry. The final major project will allow students the time and space required to develop show reels, businesses, and the necessary work experience needed to gain employment.

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students. Moreover, the BA Music Production, Performance and Business course will create innovative graduates who are pioneers in the music-related fields of the creative industries. The course will develop students' ability and confidence to use creative work to make lasting entrepreneurial, social, and environmental changes to culture and society.

What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall knowledge and understanding you will gain from your course (KU)
- Graduate attributes are characteristics that you will have developed during the duration of your course (GA)
- Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Level 4 course learning outcomes: upon completion of Level 4 you will be able to:

- 001 Collaborate effectively in groups, building team relationships that support the achievement of set goals in the context of creative working practices. (KTS)
- 002 Utilise a range of digital skills for effective production and communication of creative work (or assets). (PPP)
- 003 Research and analyse information from a range of authoritative and reliable sources and use analysis to make judgements and develop a coherent argument. (PPP)
- 004 Demonstrate creative practice incorporating risk-taking and critical reflection within the fields of music and associated creative industries. (GA)
- 005 Employ creative strategies and techniques in the creation of new work and ideas. (KU)
- 006 Identify the different roles of creative practitioners in the arts. (KU)
- 007 Recognise the role identity and branding play in the creative industries. (KU)
- 008 Apply contextual knowledge and aesthetics to creative work. (PPP)
- 009 Demonstrate the ability to reflect and evaluate on ongoing personal and professional development skills. (KTS)

Level 5 course learning outcomes: upon completion of Level 5 you will be able to:

- 001 Employ a wide variety of transferrable skills applicable to a variety of professional working practices. (KTS)
- 002 Evidence a practical and theoretical understanding of the role of music in the creative industries. (KU)
- 003 Operate within the complex domain of music requiring application of a wide range of techniques. (PPP)
- 004 Demonstrate creative practice incorporating risk-taking, innovation, critical reflection and professionalism within the fields of music and associated creative industries. (PPP)
- 005 Locate, extract and apply information from a variety of credible sources and evaluate these to develop marketing strategies. (KTS)
- 006 Justify contextual knowledge and aesthetics in the formation of creative work. (KU)
- 007 Evidence and critically reflect on professional creative working practices both alone and in collaboration with others. (GA)
- 008 Adopt interpersonal, digital and communication skills to a range of situations, audiences and degrees of complexity. (KTS)
- 009 Demonstrate the ability to reflect and evaluate on ongoing personal and professional development skills and to organise and undertake work experience. (KTS)

Additional Year course learning outcomes: upon completion of Additional Year you will be able to:

- P001 Develop a range of professional and commercial skills required within the music industry and contemporary business environment through the completion of an extended period of professional practice in the work placement year. (GA)
- P002 Develop the ability to be attuned to the business environment and solve problem innovatively and creatively through practical learning experiences. (PPP KTS CS)
- P003 Demonstrate an awareness of the ethics and responsibilities of a music producer in the context of contemporary global practices. (GA PPP KTS CS)
- P004 Produce outcomes in form of project based experience that articulate ideas related to the critical issues that have been explored throughout the course. (KU GA PPP KTS CS)

Level 6 course learning outcomes: upon completion of Level 6 you will be able to:

- 001 Critically evaluate and apply creative solutions to real-life business problems in a range of contexts such as freelancing, being an artist, event management, creative entrepreneurship and digital innovations and communicate these solutions effectively and convincingly. (PPP KTS)

- 002 Navigate uncertainty and complexity to explore solutions integrating theory and practice in a range of creative business challenges against the backdrop of an industry in flux. (GA)

- 003 Recognise interpolation between production, performance and business in music and the creative industries. (GA)

- 004 Evidence professional creative discipline including music production, composition, songwriting, live music, music and synchronisation, performance, business and entrepreneurialism, (PPP)

- 005 Demonstrate fundamental knowledge and understanding of the functions and implications of the Systems Model of Creativity in a domestic or international context. (KU)

- 006 Specialise in a defined role within music and the related industries. (KU)

- 007 Evidence independent learning and be critical, creative thinkers with the capacity for analysis, experimentalism, risk-taking and reflection. (KTS)

- 008 Apply a range of digital skills to communicate a unique brand identity to a core audience. (KTS)

How will you learn?

Learning methods

The teaching methods of the course embrace independent learning and encourage a self-motivated student who will respond to informal and formal teaching and learning practices. Students are expected to continue to advance their knowledge and understanding by researching within their specialism and networking inside the music industry to develop their abilities and understanding to high professional level. Examples of independent learning methods used on the course include:

- Independent research used for student led project work usually involving gathering and researching recordings, videos, performances, publications and other sources of information and making contact with professional organisations within the music industry.

- Learning contracts are used in some modules to formalise the agreement of work plans negotiated between the student and module leader/tutor.

- Learning within industry, enabling students to develop and reflect on their personal external experiences (whether employed or voluntary) in order to develop a critical understanding of professional practice.

Teaching methods

Teaching on the course is dynamic to the needs of each module with strategies for teaching and learning published in each module handbook. The teaching and learning methods on the course include the following:

- Lectures to facilitate knowledge exchange and as a springboard for students' research and discussion on a given subject.

- Seminars to support students' deeper comprehension of knowledge through small group discussions of detailed theoretical content, techniques, ideas and peer review of creative outputs.

- Individual tutorials are used to support individual projects and to provide one-to-one supervision towards students'' specific and personal learning needs.

- Role-playing games, mock negotiations, collaborations and real public engagements on musical tours underline our philosophy that students learn best by doing.

- For performance specialist students, instrumental/vocal workshops for small groups of students to develop instrumental ability and repertoire tutored by specialist instrumental staff; ensemble workshops to develop group performance skills and the development of repertoire supporting both performance and other areas of creative outputs; musicianship classes to further develop musical listening and thinking skills.

- For production specialist students, studio workshops, expert masterclasses and lab based sound manipulation assignments enable learning of professional level practical skills.

- For business specialist students, creative business workshops, business ideas and strategy development classes including guest masterclasses and live projects enable learning directly relevant to the industry.

Assessment methods

Assessment is an integral part of the learning process and it is designed to promote critical thinking, problem solving, effective communication. The course offers a variety of assessment to students which aim to develop both the professional and transferable skills required for academic and professional success and appropriately assess the learning outcomes of the particular modules.

Methods of assessment show a commitment to adopting "varied, authentic and inclusive means of assessment." This also means exams are no longer a means of assessment with all of the assessments reflecting activities that take place creatively and within the music industry such as:

- Productions and mixes
- Presentations
- Reports
- Songs
- Music and Sound design for games and other media
- Live Performances
- Live Events
- Marketing Plans
- Releases
- Contracts
- Interviews
- CV's
- Creative Assets such as Music Videos, social media posts and blogs
- Podcasts
- YouTube Mini documentaries
- Research reports

Assessment Rationale

- The Music Production, Performance and Business, the course, through authentic assessments, aims to create graduates who are:
- Critical and creative thinkers: Able to critique and interrogate the validity of information and its' source; to use this information to inform and create commercial solutions.
- Literate and effective communicator: Able to express ideas in written, visual and verbal formats and articulate clearly using appropriate current technology
- Entrepreneurial: Able to scope and assess new business opportunities and plan resources accordingly. Able to work in and lead teams and committed to continued professional development.
- Global in outlook and engaged in communities: Internationally networked via work experience and studying alongside international peers
- Social, ethically and environmentally aware: Resilient and able to understand and manage complexity, diversity and change within an ethical framework.

The prime focus of the Music Production, Performance and Business course is to develop the academic, aesthetic, practical and commercial skills required to be a self-directed, technically autonomous creative pioneer capable of making lasting entrepreneurial, social and environmental changes to culture and society through their work. Graduates are also equipped for careers in branding, music education, data and research, artist development, sonic branding, business analysis, trend forecasting, E-commerce, creative start-ups and marketing roles.

Overall this structure is designed to specifically equip students with the skills, knowledge and practical experience, along with the development of a professional demeanour that is the key to successful employment. The skills and knowledge gained on the course will, therefore all be directly relevant to a retail head office as well as the wider business environment and will directly reflect the university's ethos of educating for a professional life.

Equality, Diversity and Inclusion

BA Music Production, Performance and Business features authentic, real-world assessments designed in conjunction with current research into equality diversity and inclusion. The course focuses on different modules of communication such as podcasts, short films, interviews and presentations in recognition of the way digital skills are transforming the creative industries. Students will also collaborate on practical tasks such as creating and performing at events and professional, track and topline songwriting. These Collaborative assessment models are aligned with standard industry practice in the creative industries where individuals are expected to work together in teams to meet self-directed and professional briefs.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	001, 001, 002, 002, 002, 003, 003, 004, 004, 005, 005, 006, 007, 008, 009, P002, P004
Literate and effective communicator	001, 002, 002, 004, P002, P004
Entrepreneurial	001, 001, 001, 002, 002, 002, 003, 003, 004, 004, 004, 005, 005, 005, 006, 006, 006, 007, 007, 008, 008, 009, P002, P004
Global in outlook and engaged in communities	001, 002, 002, 004, 004, 007, 007, 008, P003
Socially, ethically and environmentally aware	002, 003, 004, 004, 007, 007, 008, 009, P003

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are compulsory and must be undertaken by all students on the course.
- **Option** modules give you a choice of modules and are normally related to your subject area.
- **Electives**: are modules from across the either the whole University or your College. Such modules allow you to broaden your academic experience. For example, where electives are indicated you may choose to commence the study of a foreign language alongside your course modules (and take this through to the final year), thereby adding further value to your degree.
- Additional information may also be included above each level for example where you must choose one of two specific modules.

Modules

Level 4

Music Production, Performance and Business offers flexibility to operate between the soft pathways of Production, Performance and Business. Students will be advised by both the course leader and their personal tutor to take one module from the following 20 credit year-long modules starting in semester 1:

- Producing Music;
- The Performing Artist;
- Introduction to the Music Industries and Entrepreneurship;

And one of the other option modules, or an elective, starting in semester 2.

Award of Certificate of Higher Education available

Module Code	Module Title	Status	UK credit	ECTS
4MUSH006W	Artist Development in Practice	Core	20	10
4MUMN008W	Artist Management and DIY Releasing	Core	20	10
4CTAD001W	Creativity and Collaboration	Core	20	10
4MUPR007W	Music Production Fundamentals	Core	20	10
4MUMN009W	Introduction to Music Publishing	Option	20	10
4MUMN006W	Introduction to the Music Industries and Entrepreneurship	Option	20	10
4MUPR008W	Producing Music	Option	20	10
4MUSH008W	Songwriting Track and Topline	Option	20	10
4MUSH009W	The Performing Artist	Option	20	10
		Elective	20	10

Level 5

Music Production, Performance and Business offers flexibility to operate between the soft pathways of Production, Performance, and Business. Students will be advised by both the course leader and their personal tutor to take one module from the following 40 credit year-long modules starting in semester 1:

- Music Production Studio and Live;
- The Artist Performer Studio and Live;
- The Business of Live Music;

And one option module, or elective, starting in semester 2.

Award of Diploma of Higher Education available

Module Code	Module Title	Status	UK credit	ECTS
5MUMA003W	Music Marketing and Branding	Core	40	20
5CTAD002W	Work Based and Placement Learning	Core	20	10
5MUSH010W	Composing for Media	Option	20	10
5MUPR006W	Music Production Studio and Live	Option	40	20
5MUMN007W	Synchronisation: Music and Brands	Option	20	10
5MUSH011W	The Artist Performer Studio and Live	Option	40	20
5MUMN008W	The Business of Live Music	Option	40	20
		Elective	20	10

Additional Year

Students must pass both modules to be awarded the title 'with Professional Experience'

Module Code	Module Title	Status	UK credit	ECTS
6CTAD002W	Industry Placement Semester 1	Option	60	30
6CTAD003W	Industry Placement Year Semester 2	Option	60	30

Level 6

Music Production, Performance and Business offers flexibility to operate between the soft pathways of Production, Performance, and Business. Students will be advised by both the course leader and their personal tutor to take one module from the following 20 credit year-long modules starting in semester 1:

- Advanced Audio Production;
- Artistry Innovation and Technology;
- Starting a Business in the Music Industry;

and either two 20 credit option modules, one 20 credit option and one 20 credit elective or one 40 credit option.

Award of BA available,

Award of BA (Honours) available.

Module Code	Module Title	Status	UK credit	ECTS
6MUSI008W	Final Major Project	Core	40	20
6MUSI009W	The Freelance Music Professional	Core	20	10
6MUPR002W	Advanced Audio Production	Option	20	10
6MUSH008W	Artistry, Innovation and Technology	Option	20	10
6MUMN003W	Data and Analytics in the Music Industry	Option	20	10
6MUMN002W	Music Contracts and Intellectual Property	Option	20	10
6CTAD001W	Research Essay	Option	40	20
6MUMN004W	Starting a Business in the Music Industry	Option	20	10
		Elective	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

Course management

The course will be managed by a dedicated full-time Course Leader (CL) and three-level leaders (LL) (level 4, Level 5 and Level 6). Each will take responsibility towards student induction, progression, satisfaction and employability and so will be collectively responsible for ensuring all aspects of equality and excellence on the course. The CL and LLs, along with a student's individual personal tutor and specific Module Leaders, will be an approachable first point of contact for any course or personal issues related to studying at the University of Westminster and on this course. The course also has a Lead Personal Tutor to support all colleagues in the task of personal tutoring.

As part of the Westminster School of Arts, the CL and other staff interact regularly with their counterparts in other areas of the School and with staff teaching at postgraduate level, giving students an insight into the creative fields around them and the potential for work and study beyond the undergraduate degree.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than

60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students1 can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at https://www.westminster.ac.uk/student-advice

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at https://www.westminster.ac.uk/students-union

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university. a representative from industry and a Student Advisor.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.

- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;

- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.

- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate, if they take full advantage of the learning opportunities that are provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students.   Copyright in this document belongs to the University of Westminster. All rights

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