

Overview

Programme Code	36279
Programme Title	Music Industry Professional Management
Awarding Institution	Liverpool John Moores University
Programme Type	Masters
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	
Link Tutor(s)	David Jackson

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Master of Arts - MA	See Learning Outcomes Below
Alternative Exit	Postgraduate Diploma - PD	undertake complex exploration and evaluation of professional music industry working contexts and personal practice in the light of critical frameworks and peer professional practice; negotiate and exercise sophisticated judgement in complex and unpredictable professional music industry projects and appraise leadership in professional contexts; formulate and apply sophisticated management strategies in the music industry projects and contexts; review and interpret evidence and communicate conclusions; critically evaluate and reflect upon personal practice and create advanced career plans; appraise options for and design practice as research strategies in the field of music industry management and personal practice.
Alternative Exit	Postgraduate Certificate - PC	undertake complex exploration and evaluation of professional music industry working contexts and practice in the light of critical frameworks; negotiate and exercise sophisticated judgement in complex and unpredictable professional music industry projects; formulate and apply sophisticated management strategies in the music industry projects and contexts; review and interpret evidence and communicate conclusions; critically evaluate and reflect upon personal management practice; critically appraise a wide range of research strategies in the field of music industry management.

Alternate Award Names	
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External Benchmarks

Subject Benchmark Statement	
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Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Part-Time, Face to Face	September	Liverpool Institute for Performing Arts	2 Years

Aims and Outcomes

Educational Aims of the Programme

Advance, renew and develop existing music industry focused skills and knowledge and critically evaluate its efficacy and future direction in the context of industry conditions.

Develop a professional career plan and initiate opportunities informed by knowledge at the forefront of your academic and professional discipline.

Develop strategies for investigation in the music industry and the wider creative arts economies through the drafting and refining of questions and premises, the analysis of applied professional work and the ability to reason on the basis of evidence.

Learning Outcomes

Code	Description
PLO1	Critically evaluate complex perspectives around current critical debates and concepts regarding applied professional practices within a range of music industry environments and economies.
PLO2	Develop and apply documentation to disseminate their work and professional practices.
PLO3	Design and conduct research and present findings.
PLO4	Collaborate on and communicate creative and economically sound intentions in a complex, sophisticated professional music industry and creative working environment.

Code	Description
PLO5	Engage, using sophisticated strategies, in the creative and managerial processes of the contemporary music and creative industries economies recognizing a wide range of approaches.
PLO6	Negotiate the challenges of working in complex and unpredictable situations e.g. making decisions independently or in dialogue with peers and/or external bodies.
PLO7	Engage with relevant industries and develop as a collaborator, working skilfully and professionally with others and contributing to effective project management.
PLO8	Reflect upon personal development and engage in professional career planning.
PLO9	Evaluate a wide range of advanced professional techniques and engage in sophisticated judgement regarding their use.
PLO10	Comprehensively debate the condition of the student's chosen economic and creative sector within the Music Industry, its networks, platforms and partnerships.
PLO11	Critically interrogate applied work and professional skills as research.
PLO12	Critically compare and evaluate relevant theoretical knowledge and its impact upon work and creativity across the broad music industry.
PLO13	Critically evaluate and reflect upon their own and others' relevant professional work practices and roles.
PLO14	Systematically gather evidence and evaluate its significance and propose conclusions.
PLO15	Analyse and evaluate a range of professional music industry roles and careers.
PLO16	Utilise and Develop specialist skills and understanding in the field of the music industry.

Programme Structure

Programme Structure Description

A student must complete the following credits to achieve an exit award:

Post Graduate Certificate - 60 credits: 7500MIPM Research, Critical Analysis and Professional Development 1 (20 credits), 7502MIPM Contemporary Creative Management Issues, Strategies and Techniques across the Music Industry 1 (20 credits) and 7504MIPM Professional Practical Project 1 (20 credits).

Post Graduate Diploma - 120 credits: all six core modules, including both 'Professional Practical Project' modules (7504MIPM and 7505MIPM)

Master - 180 credits: all six core modules, plus one 60 credits optional module.

The subject, theme and nature of the student's final 60 credit dissertation module will, after negotiation and agreement with the Programme and Module Leaders, allow the final award to bear a bracketed designation, appropriate to the student's area of research and career development. Options are: Artist Management, Live Music Events, Music Marketing, Music Rights, Music Supervision. This bracketed designation is only available to the Masters award and will not be used in regard of the alternative exit awards, Post-Graduate Certificate and Post-Graduate Diploma. These exit awards will be named as either 'PG Certificate or PG Diploma - Music Industry Professional Management'.

The part-time programme will be delivered as follows

Year 1:

4 modules which are 7500MIPM Research, Critical Analysis and Professional Development 1 (20 credits), 7501MIPM Research, Critical Analysis and Professional Development 2 (20 credits), 7502MIPM Contemporary Creative Management Issues, Strategies and Techniques across the Music Industry 1 (20 credits), and 7504MIPM Professional Practical Project 1 (20 credits).

Year 2:

3 remaining modules of which one is the 60 credits optional module.

Programme Structure - 180 credit points

Level 7 - 180 credit points

Level 7 Core - 120 credit points

CORE

[MODULE] 7500MIPM Research, Critical Analysis and Professional Development 1 Approved
2022.01 - 20 credit points

[MODULE] 7501MIPM Research, Critical Analysis and Professional Development 2 Approved 2022.01 - 20 credit points	
[MODULE] 7502MIPM Contemporary Creative Management Issues, Strategies and Techniques across the Music Industry 1 Approved 2022.01 - 20 credit points	
[MODULE] 7503MIPM Contemporary Creative Management Issues, Strategies and Techniques across the Music Industry 2 Approved 2022.01 - 20 credit points	
[MODULE] 7504MIPM Professional Practical Project 1 Approved 2022.01 - 20 credit points	
[MODULE] 7505MIPM Professional Practical Project 2 Approved 2022.01 - 20 credit points	
Level 7 Optional - 60 credit points	OPTIONAL
[MODULE] 7506MIPM Final Practical Project Based Dissertation Approved 2022.01 - 60 credit points	
[MODULE] 7507MIPM Research Based Dissertation Approved 2022.01 - 60 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

At Masters level we have the expectation that students operate in complex situations or face complex problems which require sophisticated judgement. That judgement should be clearly explained by reference to appropriate evidence. In addition, there should be clear engagement with new and emergent areas in their chosen field.

FHEQ descriptors are clear in this regard “deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences” (FHEQ B1) and “originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline” (FHEQ A3)

With this in mind students are introduced to the ideas, policy arguments and critical concepts in the performing arts and music industry in particular and asked to reflect on the presence of these issues in their own work. They are introduced to the principles of documentation and evidence recording in the performing arts so that any insights gained from the embodiment of ideas in practice can be supported or illustrated by data.

The course culminates in student led work-based practice which require the asking of contemporary key questions, answered in the project work and evidenced by records and documentation.

The programme will share with other Masters provision sessions on research methodologies and the particulars of practice research. Discrete sessions on management research will be provided in addition. The technique modules will consider the latest developments in management approaches particular to the music industry and consider ethical and economic issues associated with the industry. The core philosophy is the way in which students develop and sophisticated understanding of how work-based evidence and creative practice is documented and analysed to investigate key questions for the subject area.

Given the emphasis upon experiential evidence and its scrutiny, a key to the success of the learning is the way in which students share as they progress both their practice and their ideas. Students will work on individual projects and study but will also participate in group work where collaboration, shared interests and experience will be explicit, and teaching will include group evaluation and debate. Our plans for digital approaches will maximise sharing and peer learning.

This emphasis upon on-going discussion is also reflected in the assessment strategy where the viva is used alongside approaches to evidence gathering as a way of drawing out depth in practice and identifying new directions. On-going dialogue means, by definition, that formative feedback is embedded in the practice.

The recently reconfigured VLE in the Institute allows for easily facilitated forums and on-going contact between students and between staff and students. The VLE enables the digital sharing of work and the provision of individual learning profiles. An integrated on-line mark entry and feedback system will mean easy and efficient access to formal feedback and ways of searching feedback from across the course to identify common issues and strengths. Other digital initiatives such as the use of Panopto and LinkedIn Learning will support digital sharing and self-directed learning with a emphasis upon professional, work based content.

Summative feedback will be given on coursework in line with the LJMU policy given in the Programme Specification.

The Programme Leader has responsibility for ensuring that the programme has developed an assessment schedule

before teaching commences. This will be managed at a local level by the Director of School/Head of Department.

Opportunities for work related learning

The design and delivery of this programme is such that all students will be engaged in professional and work based learning as an essential and distinctive element within the programme.

Entry Requirements

Type	Description
Alternative qualifications considered	Undergraduate Degree in a cognate area, normally at 2:1 or above or equivalent professional practice. This programme seeks to admit students who have an established level of professional practice either through employment or through recognised or appropriate training at undergraduate level. Entry will be by interview with portfolio as appropriate. The emphasis on interview and portfolio when appropriate allows for individual assessment. The course places emphasis on individual methodologies for critical analysis and design of research and as such supports a diverse range of applicants. All classes are conducted in English. The level of proficiency in English expected is IELTS 6.5.

Extra Entry Requirements