Programme Specification: Live Music Management MA

Course record information

Name and level of final award	• Master of Arts - Live Music Management The award is Bologna FQ-EHEA second cycle degree or diploma compatible
Name and level of intermediate awards	• Postgraduate Diploma (Pg Dip) - Live Music Management • Postgraduate Certificate (Pg Cert) - Live Music Management
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	N/A
Westminster course title, mode of attendance and standard length	• MA Live Music Management FT, Full-time, September start - 1 year standard length • MA Live Music Management PT, Part-time evening only, September start - 2 years standard length
Valid for cohorts	From 2022/3

Admissions requirements

There are standard minimum entry requirements for all postgraduate 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/courses/postgraduate/how-to-apply.

Aims of the programme

MA Live Music Management is a course devoted to the study of Live Music, which has overtaken recorded music as the engine-room of the broader music industry and examines how live music and events interact with wider social and technological transformations .This course equips students to navigate this fast-changing and challenging environment, offering the opportunity to acquire a deep and systematic understanding of the music and events industries, including festivals, touring, clubbing and underlying concepts such as the "experience" economy and entrepreneurship, providing coherent, focused study, for those working in or interested in a career within live music, festivals, touring and events, worldwide. MA Live Music Management specifically enhances the employability of its graduates by incorporating a teaching model that includes frequent industry guest speakers (one per session in four of the seven modules) and opportunities for seasonally based internships through the courses engagement with industry and its practitioners. Graduate destinations include a wide and diverse range including: festival organisation, tour management, public and private sector venue management and operation, performance and talent pipelines and event marketing and promotion.

The course is composed of 6 20 credit and one 60 credit final project which together, offer a future facing integrated course on Live music and events. The Live Music Management module examines live music as a business, a thriving industry driving the wider music business forward - it provides business perspective. The Entrepreneurship module provides the necessary intellectual perspective needed to both study and develop career wise. Creating An Attraction provides the creative insight on what a live music event can be conceived as, and it's meanings to consumers. Event Planning Management explains how any such event is logistically organised from conception to execution. Strategy and Policy provides the regulatory and state / private perspectives on framing how live music operates. Performance offers the perspective of what it is like to work within this exciting and challenging world of live music. The 60 credit Project builds upon skills and experiences gained in previous modules, offering each student to create a major study relevant to their own unique identity and career trajectory.

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses

- Opportunities for part-time work, placements and work-related learning activities are widely available to students

- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision

- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

This course equips students to navigate the fast-changing and challenging environment of the music and events industries, offering the opportunity to acquire deep and systematic understanding, including festivals, touring, clubbing and underlying concepts such as the "experience" economy and entrepreneurship, providing coherent, focused study, for those working in or interested in a career within live music, festivals, touring and events, worldwide. Delivery is from one of the world's leaders in music business education, University of Westminster, highly regarded by the industry at large.

MA Live Music Management specifically enhances employability of graduates by incorporating a teaching model that includes frequent industry guest speakers (one per session in four of the seven modules) and opportunities for seasonally based internships through the courses engagement with industry and its practitioners. Entrepreneurship is embedded in this industry facing course to ensure the ability to work as a self-employed profession or launch your own business within music or the wider events industry as part of the career sequel envisaged for MA Live Music graduates.

Career development skills are embedded within module content to develop workplace relevance. A range of assessments test "real world" problems socially and culturally relevant to the anticipated global and diverse cohort. Graduate destinations include a wide and diverse range including: festival organisation, tour management, public and private sector venue management and operation, performance and talent pipelines and event marketing and promotion. Venue management is significantly featured in the proposed course as is fitting for UoW's portfolio of venues including P3 and Portland Hall.(For context , graduates from the sister MA Music Business Management are now working in the broader music industries with companies including Apple, Spotify, Universal Music Group, Sony,Pledge Music, Kobalt, Shazam and PIAS).

What will you be expected to achieve?

Course learning outcomes

Learning outcomes are statements of what successful students have achieved as the result of learning. These threshold statements of achievement and are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

Level 7 course learning outcomes: upon completion of Level 7 you will be able to:

- KNU1 Synthesise a deep understanding of academic and business concepts with practices and discourse within the music and events industries, working in cultural forms alongside challenging business environments. (KU)

- KNU2 Evaluate theoretical propositions (such as the experience economy and entrepreneurship) and assess their potential for application to the music, event and attraction industries. (KU)

- KNU3 Employ leadership and performance management through the application of critical thinking, synthesis and, problem identification to a level commensurate with a professional live music and events manager. (KU)

- KNU4 Create research reports to accepted business and academic standards, critiquing areas of theory and practice in music and events. (KU)

- KTS1 Apply to a professional standard marketing strategies within the live music and event attraction planning process that engage with a broad range of audiences. (KTS)

- KTS2 Employ leadership and performance management through the application of critical thinking, synthesis and, problem identification to a level commensurate with a professional live music and events manager. (KTS)

- KTS3 Articulate how economic, social, ethical and technological trends such as sustainability and environmental impact might influence current and future scenarios in live music and events and incorporate a critical ethical dimension to their practice. (KTS)

- KTS4 Create research reports to accepted business and academic standards, critiquing areas of theory and practice in music and events. (KTS)

- KTS5 Work in flexible and multicultural environments demonstrating collaboration, communication, negotiation and conflict resolution skills. (KTS)

- KTS6 Demonstrate ongoing critical reflection upon personal and professional development. (KTS)

- SS1 Evaluate theoretical propositions (such as the experience economy and entrepreneurship) and assess their potential for application to the music, event and attraction industries. (SS)

- SS2 Demonstrate advanced knowledge relating to sound, lighting, backline, stage design and health and safety to engage in the event operational environment. (SS)

- SS3 Apply to a professional standard marketing strategies within the live music and event attraction planning process that engage with a broad range of audiences. (SS)

- SS4 Articulate how economic, social, ethical and technological trends such as sustainability and environmental impact might influence current and future scenarios in live music and events and incorporate a critical ethical dimension to their practice. (SS)

- SS5 Create research reports to accepted business and academic standards, critiquing areas of theory and practice in music and events. (SS)

- SS6 Demonstrate ongoing critical reflection upon personal and professional development. (SS)

How will you learn?

Learning methods

All modules are designed to encourage both an independent learning culture and a significant team experience within a challenging and supportive environment. MA Live Music Management students will learn essential skills, concepts and methodologies necessary to manage current legal, financial, technological, logistical and music innovation as well as gain a critical understanding of Live Music management requirements through:

- Teaching and learning methods that are designed to promote and assist student centred, active learning and to enhance opportunities for flexible learning (whenever possible and appropriate). The course integrates Active Learning activities into sessions, such as collaborative case studies and problem based learning scenarios, think-pair-share exercises and problem based learning.

- Teaching & Learning include recording all sessions through Panopto, interactive lectures, Q&A sessions, site visits to commercial and public sector venues and spaces. Blackboard Ultra technology is deployed, enabling students to actively participate in class (quizzes, voting) and enable regular knowledge checks.

- Teaching, learning and assessment strategies are formulated to meet the learning outcomes of a diverse range of students with attention to issues of fair access and equal opportunity. Teaching is inclusive, seeking through the integration of mobile devices to broaden engagement, collaboration and participation. Learning materials are offered widely, including via MP3 technology as audio resources.

- A range of work experience is encouraged; experiential and work-based learning are both recognised.

Students are supported in developing the learning skills required of successful higher education study, with services and online resources. One-to-one or group appointments are available with Learning Advisers or Royal Literary Fund Fellows to discuss academic writing and other study skills. International students can also enrol on English for Academic Purposes modules, which seek to improve academic English skills required for essay writing etc. University of Westminster's Disability Learning Support team provide support and advice to students with disabilities or specific learning difficulties, as well as offering a dyslexia screening service.

Teaching methods

Teaching & Learning will be delivered through:

- Interactive lectures
- Industry guest speakers with Q&A sessions
- Interactive seminars
- Site visits to commercial and public sector venues and spaces
- Student-led discussions
- Video presentations and podcasts
- Guidebook style materials from business practice
- Policy and planning documents
- PR materials
- Industry documents
- Individual and group tutorials
- Collaborative group work
- Presentations

Assessment methods

Assessments offer students opportunities to self- select topics of personal relevance and to test "real-world" problems of social, cultural and global relevance that reflect individual learners' identities. All modules also feature formative assessments to fully support students' development with individual and group "follow-up" tutorials also available. The range of assessments is listed below and includes digital critiques, blog posts, business pitches, essays, reports, case studies, portfolios, presentations and one open and one closed examination.

- Individual essays and reports
- Individual and group presentations
- Digital critique presentations
- Case studies
- Portfolios
- Blog posts
- Business pitches and plans
- Examinations

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year. Additional free text information on the choices may also be included, for example where students must choose one of two modules.. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules

Level 7

Module Code	Module Title	Status	PT Year (where applicable)	UK credit	ECTS
7EVMN004W	Creating the Attraction and Event Experiencescape	Core		20	10
7EVMN001W	Event Planning and Management	Core		20	10
7MUMN011W	Live Matters: Music Performance as Culture and Industry	Core		20	10
7MUMN012W	Managing the music city: Policy and strategy issues in the live music economy	Core		20	10
7MUMN013W	Live Music Business and Commerce	Core	1	20	10
7MUMN014W	Entrepreneurship for Live Music	Core	2	20	10
7MUMN015W	Live Music Management Final Project	Core	2	60	30

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

N/A

Course management

The course is based within the College of Design Creative and Digital Industries (DCDI) whose innovative programmes are designed to both educate and enhance natural talent, as well as fully prepare graduates for careers in the creative industries and uniquely, draws upon expertise and modules from both the College's recognised School of Arts (WSA) and its Tourism and Events Management course.

Students are further supported by the University's Personal Tutoring system, providing proactive academic and pastoral support on a planned and regular basis, with one to one meetings usually at least once per month during teaching periods, to ensure that all students have the opportunity to achieve their full academic and personal potential.

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 are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2021©