Template C4

Kingston University London

Programme Specification

Title of Course: *BA(Hons) Music Business top-up*

Date first produced	31/03/2021
Date last revised	17/06/2025
Date of implementation of current version	01/09/2025
Version number	7
Faculty	Kingston School of Art
Cross-disciplinary	
School	School of Arts
Department	Department of Performing Arts
Delivery Institution	Edinburgh College

This Programme Specification is designed for prospective students, current students, academic staff and employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes and content of each modules can be found in the course VLE site and in individual Module Descriptors.

SECTION 1: GENERAL INFORMATION

Award(s) and Title(s):	BA(Hons) Music Business top-up
Exit Award(s) and Title(s):	BA Music Business
Course Code *For each pathway and mode of delivery*	UPMUB1MUB10 UFMUB1MUB10
UCAS code *For each pathway*	W375

Awarding Institution:	Kingston University
Teaching Institution:	Edinburgh College
Location:	Edinburgh College
Language of Delivery:	English
Delivery mode:	Primarily campus based (up to 20% of scheduled L&T hours delivered online)
Learning mode(s):	Part-time Full-time
Minimum period of registration:	Part-time - 2 Full-time - 1
Maximum period of registration:	Part-time - 4 Full-time - 2
Entry requirements	Kingston University typically uses a range of entry requirements to assess an applicant's suitability for our courses. Most course requirements are based on UCAS Tariff points, usually stipulated as a range, and are sometimes coupled with minimum grades in specific relevant subjects. We may also use interview, portfolio and performance pieces to assess an applicant's suitability for the course. We recognise that every person's journey to Higher Education is different and unique and in some cases we may take into account work experience and other non-standard pathways onto University level study. Additionally, all non-UK applicants must meet our English language requirements.

	Please see our course pages on the Kingston University website for the most up to date entry requirements
Regulated by	The University and its courses are regulated by the Office for Students
Programme Accredited by:	N/A
Approved Variants:	Not Applicable
Is this Higher or Degree Apprenticeship course?	No

SECTION 2: THE COURSE

A. Aims of the Course

- To equip students with a broad range of key and transferable skills that will enable them to take up further study or work in a wide range of music based and related fields.
- To encourage students to develop their creative practise by equipping them with a broad range of knowledge and skills in the Business of Music.
- To develop the music business skills necessary for employment in the contemporary world of the working music industry professional through practical application, flexibility, successful networking, collaboration, imagination, and creativity.
- To foster an entrepreneurial and adaptive mindset.
- To embed a range of voices in the learning and teaching activities within the course and to allow spaces for LGBTQ+, ethnic minorities and students who are differently abled to engage fully in the course
- To extend students' understanding of the place of musical repertoires and genres within the contemporary music business landscape.
- To enable students to undertake creative work both individually and as a member of a team and to evaluate and refine their work and to demonstrate professionalism in its presentation.
- To enhance and develop students' skills in writing and thinking critically about the music industry.
- To develop students' knowledge and understanding of the ways in which social, political, cultural, and historical contexts affect music and music reception
- To equip students with the skills and knowledge they need to research topics relevant to the music business, and to introduce them to current issues within the industry.
- To develop students' intellectual, imaginative, and creative powers; their understanding and judgement; their problem-solving skills; their ability to communicate and their ability to perceive music within a broad intellectual context.

B. Programme Learning Outcomes

The programme learning outcomes are the high-level learning outcomes that will have been achieved by all students receiving this award. They have been aligned to the levels set out in 'Sector Recognised Standards in England' (OFS 2022).

Programme Learning Outcomes

	Knowledge and Understanding On completion of the course students will be able to:		Intellectual Skills On completion of the course students will be able to		Subject Practical Skills On completion of the course students will be able to
A1	Demonstrate in-depth knowledge and critical understanding of how repertoires relate to their respective audiences, their intrinsic and distinctive qualities and how these qualities relate to their socio-cultural conventions.	B2	Analyse and interrogate business and marketing data, information, and concepts and to communicate the findings in a considered, coherent and relevant form.	C4	Critically evaluate collaborative networks and utilise these effectively in the operation and development of music business processes in a considered manner.
A2	Demonstrate knowledge and critical understanding of artistic contexts and interconnectivity, including the relationship of music to historical, philosophical, cultural, and social practices and phenomena and other arts disciplines in respect to artist management	B3	Critically evaluate and compare sources of information for music research and of research methodologies appropriate to a variety of music business topics and to organise and present these in an effective and meaningful manner.	C1	Convey personal expression and imagination through the curating and development of appropriate marketing and promotional materials to a high standard of technical accomplishment.
A3	Demonstrate knowledge and critical understanding of processes: theoretical, texts, resources, concepts and systems in music business and related disciplines and how they sit in a contemporary context.	B4	Critically reflect on their own and other's practises and to engage with this reflection in a considered and meaningful way.	C2	Consider, explore and apply essential current and emerging components of the music business: Market Analysis, Artist Analysis, Digital Analytics,
		B1	Critically evaluate relationships between practice and theory in music business and to apply this	C3	Exercise critical judgement with respect to the needs of an artist/s and their artistic voice

			in the support and development of an artist/s		and, through this, demonstrate the ability to plan, evaluate, adapt, recommend and deliver a strategy for the development of the artist/s.

C. Future Skills Graduate Attributes

In addition to the programme learning outcomes, the programme of study defined in this programme specification will engage students in developing their Future Skills Graduate Attributes:
1. Creative Problem Solving
2. Digital Competency
3. Enterprise
4. Questioning Mindset
5. Adaptability
6. Empathy
7. Collaboration
8. Resilience
9. Self-Awareness

D. Outline Programme Structure

FULL TIME

YEAR 1
TB1 TB2

MU6421
Artist Development

30

MU6422
Digital Marketing and Promotion within the Music Industries

30

MU6423
Professional Project: Music Business

60

PART TIME

YEAR 1	YEAR 2
TB1 TB2	TB1 TB2
	MU6423
MU6421	Professional Project: Music Business
Artist Development	
	3
0	

MU6422
Digital Marketing and Promotion within
the Music Industries

3

0

This top-up degree programme is offered in full-time and part-time modes and leads to the award of BA (Hons) Music Business. The BA (hons) Music Business is made up of two 30-credit and one 60-credit modules. Full details of each module will be provided in module descriptors and student module guides. A student must complete 240 credits over the two-year HND. This part of the course constitutes the entry requirements to the Level 6 top-up degree. All students will be provided with the University's Undergraduate regulations and the Course Handbook. Intake is normally in September.

Progression to level 6 requires a B grade for the second year HND graded unit and a successful interview.

BA(Hons) Music Business top-up

Level 6							
BA(Hons) Music Business top-up							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**
Artist Development	MU6421	30	6	Year Long (TB1 & 2)	None	1	1
Digital Marketing and Promotion within the Music Industries	MU6422	30	6	Year Long (TB1 & 2)	None	1	1
Professional Project: Music Business	MU6423	60	6	Year Long (TB1 & 2)		1	2

Exit Awards at Level 6

Students exiting the programme without completing the full 120 credits but have successfully completed 60 credits at level 6 or above are eligible for the award of an Ordinary Degree.

E. Teaching, Learning and Assessment

Edinburgh College is committed to equality of opportunity and to a culture that respects difference. It is committed to providing an inclusive ethos and environment, where everyone feels welcome, supported, and respected. The College recognises that equality of access to education is crucial in unlocking many significant opportunities in life. It aims to help remove barriers and advance equality for groups who experience disadvantage in society. The College collaborates with community partners to ensure sufficient provision is made available to those in the region most at risk of not achieving a positive outcome. Edinburgh College strives to widen access and increase participation from the most deprived areas in the region and endeavours to enhance social mobility by engaging with the hardest to reach communities. The College wants to ensure that all its students feel respected and have an equal opportunity to fulfil their potential.

Edinburgh College aims to create an inclusive curriculum by applying the principles of the Inclusive Curriculum Framework. The following are specific examples:

- The Student handbook contains a clear statement related to inclusive course values.
- The college uses a variety of delivery and assessment methods to accommodate different learning styles. Teaching methods are varied. This includes the use of the VLE (Moodle) practical and written work.
- Students can see themselves and their backgrounds reflected in the work they do as part of their individual projects and in collaborative work. They have freedom to explore this and there are spaces for all ableisms and gender and ethnic identities in all courses.
- Through the interaction of the three co-related degrees (BA Audio Production, BA Music, and BA Music Business) and across the wider college at all levels of study, there are embedded opportunities for cross-cultural interaction to help students recognise the value of working with people from diverse backgrounds.
- A range of speakers deliver seminars where students are exposed to culturally challenging views, opinions, and contexts.
- Students are included in the design and review of the curriculum through student assemblies, the student rep system, and surveys.
- Staff engage in regular and continuous professional development on equality and diversity, which is embedded in our compulsory training.
- Through peer review, reflection and the practical application of theoretical knowledge, students are being equipped to work in a global and diverse world.
- The student voice (current and alumni) has been a key part of the development of this degree and the other two co-related music awards. (BA Music and BA Audio Production).

Learning in music business entails the acquisition and utilisation of knowledge and the development of powers of analysis and criticism; students use the books, journals, audio/visual and electronic resources provided in the College's Learning

Resources Centre. E-resources and computer software packages aid students' individual study. The College's online virtual learning environment, Moodle, is used for provision of general module information, class notes, reading lists and web links. In some modules it plays a key role in module delivery by enabling virtual seminars as well as the dissemination of literature. Moodle also provides the opportunity to enhance learning through the use of interactive media such as interactive presentations, quizzes, surveys, schedulers and journals. Wikis and Glossaries provide ways of sharing good practice and research. In this programme, fora and workshops will be utilised for sharing feedback on pitches. Glossaries and databases will allow students to share additional practical music business sources and the quiz function will enable students to check their learning during planning stages. These will be invaluable in encouraging critical reflection. This is supplemented using Microsoft Teams.

Within the music industry, jobs are at a premium and, to this end, the aim of the course is to give students the experience, skills & knowledge to make them employable and to have an established, stand- alone business which they could continue after university. A business or business management start-up is part of the overall picture and is seen as being the focus of the 60-credit Professional Project module with emphasis on the live, recorded or publishing sector of the music industry.

The college aims to create a course that will create adaptable, creative, and entrepreneurial individuals with the skills, knowledge, and personal qualities to make an immediate contribution to any employment. Businesses are looking for graduates who have a proven record of accomplishment. The course aims to achieve this through encouraging engagement and collaboration with music and audio production students (embedded in the Professional Project module) and with an emphasis on mentoring, conferences, and other industry relevant activities. A graduate's reputation can be a valuable tool to gain employment and so the course will aim to help the student develop visibility in the local market. Through their work in, for example, artist development, public relations, digital skills, and public events, they will provide evidence of their skill and work ethic. Collaboration and networking will be introduced and encouraged early in the course and sharing the project module with students on the co-related degrees, BA Audio Production and BA Music, offers a rare opportunity in this respect for Music Business students. . The Kingston University, Future Skills level 6 (Apply), sits well alongside the activities in the course as it is required of students to be proactive, professional and creative as set out in the graduate attributes.

Large group lectures, focused on the communication of concepts, ideas and knowledge are central; within these, use is often made of small-group tasks and plenaries. Workshops form the key mode of delivery for skills-based modules where, following staff exposition of a topic, students obtain experience and understanding through hands-on engagement with the theory and knowledge in question.

Students being recruited from outside Edinburgh College will be given additional induction activities to enable them to be integrated into the progressing family of students.

At level 6, all students will take the previously mentioned 60-credit Professional Project module. Two other 30 credit core modules complete the programme: 'Artist Development' and 'Digital Marketing and Promotion within the Music Industries'. These core modules have pathway choices built in to allow students to focus on their specialities. All students are encouraged to make use of the individual support for written work and the seminars on academic writing available in the Learning Centre (Edinburgh College Library), which is open throughout the week.

Students whose native language is not English are strongly encouraged to take advantage of the tuition provided by the college's English Language Support Programme. The required IELTS level is 6 in line with the partner institution, Kingston University and successful external candidates will be expected to pass a college test at I.E.T.S level 6 equivalent. It is expected that progressing students who have been with the college for two years will have reached a satisfactory standard of written and spoken English and this will be confirmed by the teaching team. Students are encouraged to undertake language development if necessary. The College's English as a Second Language department can advise: mailto:esol@edinburghcollege.ac.uk External candidates planning to apply for this course, can also apply for English language courses at the college in preparation.

In Music Business at level 6 most assessment is by coursework and practical exams, such as presentations and written work. Assessments are designed to be inclusive. A strong feature of all modules is the use of a range of formative feedback techniques such as class discussion, peer review, in-class tests, "soft" assessments, and both written and verbal evaluation of work by staff. Through feedback and feedforward, students will have the opportunity to learn from errors and to gain confidence in their work before formal summative assessment takes place.

F. Support for Students and their Learning

Students are supported by:
- A Module Leader for each module
- A Curriculum Manager to help students understand the programme structure
- Personal Tutors to provide academic and personal support
- Technical support to advise students on IT, the use of software and the technical operation of the studios and to advise and support them in the creation of curricular and extra-curricular studio projects
- A designated programme administrator
- A Partner Liaison Officer to clarify the relationship between the college and the partner.
- An induction week at the beginning of each new academic session
- Pre-induction sessions at the National Library of Scotland before the start of the academic year.
- A Student Voice Committee (SVC)
- LinkedIn learning is a resource accessed through Moodle which supports the learning activities of students on the course.

- Moodle – a versatile on-line interactive intranet and learning environment
- The Learning Centre that provides academic skills support
- Student services who provide advice on issues such as finance, regulations, legal matters, accommodation, international student support and a wellbeing team.
- Student support staff who support disabled students and those with special needs
- ECSA (Edinburgh College Student Association)
- Careers and Employability Service: CV drop ins, tutorials, sessions on maintaining a professional profile and the annual Employability Day (careers fayre)
- Academic and Pastoral support is provided by the personal tutor as part of the Professional Project module as well as Edinburgh College Student Support and Services. Part-time Students are assigned a personal tutor from year one.

G. Ensuring and Enhancing the Quality of the Course

The University has several methods for evaluating and improving the quality and standards of its provision. These include:
- External examiners
- Annual Monitoring and Enhancement
- Continuous Monitoring of courses through the Kingston Course Enhancement Programme (KCEP+)
- Student evaluation including Module Evaluation Questionnaires (MEQs), level surveys
- Moderation policies
- Feedback from employers

H. External Reference Points

External reference points which have informed the design of the course. These include:
- PSRB standards
- QAA Subject benchmarks
- Apprenticeship standards
- Other subject or industry standards

Please delete or edit as required, for example if course is not an Apprenticeship then delete 'Apprenticeship standards'.

I. Development of Course Learning Outcomes in Modules

This table maps where programme learning outcomes are **summatively** assessed across the **core** modules for this course. It provides an aid to academic staff in

understanding how individual modules contribute to the course aims, a means to help students monitor their own learning, personal and professional development as the course progresses and a checklist for quality assurance purposes.

Module Code		Level 6		
		MU6423	MU6422	MU6421
Knowledge & Understanding	A1	S	S	S
	A2	S	S	S
	A3	S	S	S
Intellectual Skills	B2	S		S
	B3	S		S
	B4	S	S	S
	B1	S	S	S
Practical Skills	C4	S	S	S
	C1		S	S
	C2	S	S	S
	C3	S		S

Students will be provided with formative assessment opportunities throughout the course to practise and develop their proficiency in the range of assessment methods utilised.

Additional Information