



BA (Hons) Songwriting & Music Business

Course Handbook



2019
2020
2021
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2023
2024

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1. **Introduction**

This course handbook is the primary source of information for your course, BA (Hons) Songwriting and Music Business, however, it should be used in conjunction with the following sources of information. The course is delivered at BIMM Institute, part of BIMM University.

BIMM Institute College Homepage

Your BIMM Institute College Homepage can be found through bimmstudents.com by selecting your college. Once you have selected your college, navigate to *College and Course Information* where you will find your College Homepage and Course Homepage links.

This contains important information on the following:

- Key contacts
- College procedures
- Facilities information
- Useful tips for studying and living in your college's city
- Student Services
- General Health & Well-being
- Events, Masterclasses, Careers & Industry
- Artist Development & A&R
- Semester dates can be found [here](#).

BIMMStudents.com

bimmstudents.com is a one-stop portal for all key electronic resources and services students will require during their studies including the following:

- Microsoft Office 365 (including emails, cloud storage and apps)
- Lesson Timetables
- E-Library & Journals
- Room bookings
- IT Support and resources
- BIMM Extra
- BIMM Institute's Virtual Learning Environment ([Canvas](#))
- BIMM e-Books
- Creative Industries, Guests & Careers – Masterclasses and Career development
- Tutorial booking
- BIMM Connect – student networking.

Canvas

Canvas is BIMM University's Virtual Learning Environment (VLE). It is an online space containing materials and tools to support and enhance students' learning experience. This platform is an integral part of the student experience at BIMM Institute. It is not only an online

extension of the classroom but is also the place where students will submit digital assignments and receive grades and feedback.

It also contains a wealth of valuable guidance to support students during their studies. It hosts important information on assessment deadlines, guides to each module on the course, and student services information. Each module on the course has a dedicated space where students can access materials used in class and additional study resources.

Students will find links to college news and networking forums, annual monitoring reports, college Board of Studies and Student Representation forum minutes, and much more.

Module Specifications

The Module Specifications for this course are made available electronically [online here](#) and individually via the Course Structure Section of this handbook.

BIMM University Academic Regulations

Information on plagiarism, word counts, and further assessment guidelines can be found via the [Undergraduate Academic Regulations](#) and the [Student Assessment Handbook](#).

BIMM University Policies

All student-facing policies can be found on the BIMM website, under “[Student Policies and Regulations](#)”.

Procedures relating directly to student complaints and appeals can be found [here](#).

2. Student Responsibilities

You are expected to attend classes and submit work for assessment as well as engage in the required amount of self-directed study as quantified in the [module specifications](#). Expectations around student engagement is outlined in our [Student Engagement Policy](#).

Library resources are supplied through the BIMM University electronic library and dedicated physical reading rooms, and You are expected to use these resources in their own time.

Referencing- The Harvard Referencing System (HRS)

When researching a topic for any written assignment (e.g., essay, report or dissertation), students are expected to make use of a variety of sources including books, journal articles, newspaper articles, web pages and audio-visual material.

At BIMM Institute we use the Harvard Reference System. According to this system, we acknowledge our sources within text (in-text citations) and by including a Reference List at

the end of the work. Please see the BIMM Guide to Harvard Referencing on the Academic Study Skills site [here](#) for further details on how to reference the work.

3. Key Course Staff

All staff contributing to the course are highly experienced practitioners, and the majority have degrees or post-graduate qualifications.

Key Course staff names and contact details can be found on your Course Homepage, which can be found on bimmstudents.com

Details of the lecturer with responsibility for a particular module can be found on the relevant module pages on [Canvas](#)

4. Graduate Attributes

Those that study at BIMM are expected, upon graduation to exhibit the following attributes:

Employable and Entrepreneurial

BIMM graduates will act with professionalism and integrity. They will demonstrate entrepreneurial skills to their colleagues and potential employers including:

- exemplary communication skills
- efficient time management
- effective self-managed independent and team working
- respect for the opinions of others and the ability to receive criticism and use it constructively
- imaginative, creative and critical thinking
- effective problem solving
- digital literacy
- numeracy
- a strong sense of personal and professional identity.

Resilient and Adaptable

BIMM graduates will be confident and resilient enough to recover quickly from setbacks.

Creative, Collaborative and Connected

BIMM graduates will be self-assured enough to form lifelong creative networks where they can connect and collaborate with others on activities or projects to generate value.

Globally Aware

BIMM graduates will be confident to act effectively in settings where language and culture are not familiar to them and will understand international context and practices both within, and beyond, their discipline.

Socially Responsible

BIMM graduates will understand how their actions can enhance the wellbeing of others and will be equipped to make a valuable contribution to society.

Professional

BIMM Graduates will demonstrate an informed understanding of their discipline or professional practice, and the ability to question its principles, practices and boundaries.

Intellectually Curious

BIMM Graduates will demonstrate initiative, self-reflection, academic integrity and ethical responsibility. They will possess powers of analysis, synthesis, and evaluation. They will appreciate disciplines and forms of professional practice beyond their own and draw connections between them.

Self-Aware

BIMM Graduates will be equipped to seek knowledge and to continue learning throughout their lives. They will set themselves high standards and will demonstrate qualities that enable them to be reflective and independent lifelong learners.

5. Course Summary

The BA (Hons) Songwriting and Music Business offers a unique combination of modules that allow you to nurture your talents as a songwriter while making the most of our unparalleled music industry connections. Opportunities include Songwriting techniques, styles and genres, writing better lyrics, creating music with technology, writing for film and TV, understanding music publishing, running your own label, digital music distribution, using social media, music law and many others. The BA (Hons) Songwriting and Music Business will equip you with a deep knowledge of your art and valuable experience of the industry that supports it.

You will be immersed in the flourishing BIMM community bringing ample opportunities to collaborate with a diverse range of talented peers and realise your artistic, academic and industry goals. Day to day interaction and collaboration with fellow songwriters, performers, producers and event management students within and outside the teaching environment will help you gain real world experience as you hone your skills.

Our tutors are experienced, inspiring and sought-after professionals with the expertise and experience to help you make the most of the course. Our Student Services and Careers Team will also be available to help you define and attain personal and professional goals. Immersed in the flourishing BIMM community, with ample opportunities to collaborate with a diverse range of talented peers, you be offered the chance to pursue your artistic, academic and industry ambitions to the full.

Day to day learning will be in large live rooms, smaller studio settings and in lecture-based classrooms. These settings facilitate a vibrant atmosphere of creativity and learning, where

the individual is always catered for. The curriculum spine, a set of modules that run throughout the degree and undertaken by all students, will cultivate your development and will help instil transferable and soft skills such as personability, professionalism, healthy work ethic, emotional resilience, critical thinking and contextual awareness.

Subject core topics will cover songwriting techniques, styles and genres, working with bands, music publishing and marketing to give you all the tools you need as a musician with a detailed knowledge of how the business really works. A vast range of optional modules will allow you to specialize in areas such as creative performance, session skills, songwriting, technology, composing for film and TV, arranging, recording, teaching and research.

The outcome will be a portfolio of work that equips you with the skills and drive to be successful in a fast-moving, competitive creative environment. You'll also have the opportunity to attend guest lectures and access to work experience opportunities that will develop your 'hands-on' industry knowledge through placements and internships with a wide range of music-focused employers or be supported in entrepreneurial ventures of your own design.

6. BA (Hons) Songwriting and Music Business Course Specification

Full Title of Course & Award:	BA (Hons) Songwriting and Music Business
Mode of Attendance:	Full-time
Length of Course:	This course is taught as a three-year course at Levels 4, 5 and 6.
Start Date:	<ul style="list-style-type: none"> • Initial validation: 2019 • First cohort intake: 10/2020 • Last revalidated: N/A
Awarding Institution:	BIMM University
Teaching Institution:	BIMM Institute
UCAS Code:	3C47
Language of Study	English
Final Award:	<ul style="list-style-type: none"> • Certificate of Higher Education (exit award only at Level 4) • Diploma of Higher Education (exit award only at Level 5) • Bachelor of Arts with Honours

FHEQ Level:	<ul style="list-style-type: none"> • 120 credits at Level 4 • 120 credits at Level 5 • 120 credits at Level 6
Reference Points:	<ul style="list-style-type: none"> • QAA Subject Benchmark in Music (November 2016); QAA Subject Benchmark Statement in Business and Management (2015) • FHEQ (2008) • QAA Quality Code (2017)
Minimum Period of Registration:	3 years
Maximum Period of Registration:	6 years
Admissions Criteria:	Minimum of 2 A-levels at Grade C or above (64 UCAS points), OR BTEC Level 3 equivalent, and 4 GCSEs at a minimum grade C/4 including English Language.
Date of Course Specification:	Last revised: March 2020

7. Course Aims

This course will cater for students wishing to inform their music composition skills with contemporary industry knowledge and work experience. It will combine the creative elements of the Songwriting course with the real-world entrepreneurship skills in the music business curriculum. Candidates will be active musicians and songwriters in addition to potential music business practitioners and, as such the course will cater for the kind of pro-active individuals wishing to self-manage their own band or project, release their own material online or in physical format, develop their live presence, and use their experience at BIMM University to expand their horizons.

By combining a student's artistic creative practice with their interest in business it will facilitate progression into a wide range of careers, such as self-managed artist or songwriter, composer for film or TV, music publishing and copyright collection, live performance of original material, or professional qualifications in areas such as entertainment law or music and business education. For those wishing to widen their horizons the course will facilitate a broad portfolio approach, and for those with clearly defined career or entrepreneurial goals it will allow them to specialise at an early stage.

The qualification is designed to facilitate the graduate attributes identified in two Industry Advisory Panels (IAPs) conducted at BIMM Group (November 2018, February 2019) and meet the principles of the EHLST subject grouping.

The curriculum spine cultivates transferable and soft skills such as, personability, professionalism, healthy work ethic, emotional resilience, the origination and application of creative and critical thinking, and contextual awareness increasing the student’s contextualisation and comprehension of how contemporary practices have been influenced by exemplar historical practitioners.

The core modules provide a safe and supportive space where students can develop their skills and techniques in Songwriting and composition, gain practical experience using digital audio recording software and hardware, and produce a portfolio of their own original. As industry practitioners it allows them to explore a variety of commercial, digital and practical opportunities by developing competencies and expertise in recording and publishing, self-release and DIY, marketing & PR, budgeting and fiscal responsibility, digital literacy, project management skills and entrepreneurship.

The options allow students to specialise and develop their own unique areas of interest as professional practitioners in various sectors such as music theory, composition for film, tour management, video production, teaching, sound recording, rights management, music law, gaming and the psychology of music.

8. Course Structure

BA (Hons) Songwriting and Music Business consists of the following modules (click on each module for more details)

Code	Year & Semester	FHEQ Level	Module Title	Core/ Spine/ Option	Credits
Year 1					
COM411	1/1	4	The Creative Industries	Spine	15
SWR402	1/1	4	Songwriting Techniques	Core	15
SWR411	1/1	4	Collaborative Arranging for Songwriters	Core	15
MUB403	1/1	4	The Music Business	Core	15
COM412	1/2	4	The Creative Industries and You	Spine	15
SWR414	1/2	4	Digital Arrangement for Songwriters	Core	15
MUB404	1/2	4	Music Publishing	Core	15
MMC404	1/2	4	Marketing & PR	Core	15
Total Credits					(120)
Year 2					
Semester 1					
COM521	2/1	5	Defining Your Practice in Context	Spine	15
MUB501	2/1	5	Business & Enterprise	Core	15
SWR503	2/1	5	Music Creation with Technology	Core	15
Pick one of the following options:					

MMC503	2/1	5	Social Media & Digital Marketing	Option	15
SWR504	2/1	5	Music Publishing, Events & Releasing	Option	15
MUB502	2/1	5	Record Label Management	Option	15
SWR501	2/1	5	Complementary Instrument Skills for Songwriters	Option	15
PMP502	2/1	5	Composition and Arranging Techniques	Option	15
MMC504	2/1	5	Youth, Music and Social Change	Option	15
COM504	2/1	5	Touring and Live Events	Common Option	15
COM503	2/1	5	Creative Video Production	Common Option	15

Semester 2

COM522	2/2	5	Exploring Practice Through Collaboration	Spine	15
SWR507	2/2	5	Songwriting and Arrangement	Core	15
MUB506	2/2	5	Financing Creativity	Core	15

Pick one of the following options:

MUB517	2/2	5	Rights Management & Synchronisation	Option	15
MUB508	2/2	5	The Business & Culture of Electronic Music	Option	15
EVM504	2/2	5	Festival Management	Option	15
EVM505	2/2	5	Live Sound	Option	15
MMC506	2/2	5	Communication Techniques	Option	15
SWR508	2/2	5	Songwriting Portfolio	Option	15
SWR509	2/2	5	Sound Design & Writing for Media	Option	15
SWR506	2/2	5	Lyricism & Aesthetics	Option	15
PMP507	2/2	5	Creative Band Performance	Option	15
MSP507	2/2	5	Vocal Capture & Production	Option	15
COM506	2/2	5	Working in the Creative Industries	Common Option	15
COM505	2/2	5	Practical Learning and Teaching in the Creative Arts	Common Option	15

Total Credits (240)

Year 3

Semester 1

COM601	3/1&2	6	Final Project	Spine	30
SWR601	3/1	6	Showcase and Showreel	Core	15
MUB601	3/1	6	Audience Experience and Motivation	Core	15

Pick one of the following options:

MUB602	3/1	6	Creative Economics	Option	15
MUB604	3/1	6	Digital Arts & Branding	Option	15

MMC601	3/1	6	Communication in Practice	Option	15
MMC603	3/1	6	Digital Content Creation	Option	15
SWR602	3/1	6	Creative Performance with Mixed Media	Option	15
SWR603	3/1	6	Scoring for Drama	Option	15
EMP602	3/1	6	Electroacoustic Composition	Option	15
EVM603	3/1	6	Technical Event Production	Option	15
Semester 2					
COM612	3/2	6	Professional Portfolio	Spine	15
Pick two of the following options:					
MUB605	3/2	6	Business Ethics & Music Law	Option	15
MUB606	3/2	6	Music & Event Futures	Option	15
MMC605	3/2	6	Gaming Culture	Option	15
EVM604	3/2	6	Event Video Production	Option	15
SWR604	3/2	6	Creative Ensemble	Option	15
SWR605	3/2	6	Progressive Creative Technology	Option	15
PMP605	3/2	6	Theory & Analysis	Option	15
MSP605	3/2	6	Audio Post Production	Option	15
EVM604	3/2	6	Event Video Production	Common Option	15
COM606	3/2	6	Practical Learning & Teaching in the Creative Arts 2	Common Option	15
COM607	3/2	6	Diversity in the Creative Industries	Common Option	15
COM608	3/2	6	Psychology of Music	Common Option	15
Total Credits					(360)

Please note that the offering of option modules in individual colleges and in any given academic year will be subject to the availability of resources and sufficient student interest.

9. Higher Education Strategy

BIMM University is committed to providing high quality teaching and support for its students by addressing the differentiated needs of individual learners and ensures that all students have equal and fair access to learning resources. All learning and teaching approaches adopted by BIMM University are flexible, student-centred, diverse and appropriate to the skills and needs of individual students.

In order to provide relevant, diverse, quality learning experiences, the course implements the BIMM University Higher Education Strategy. This allows us to create inclusive, engaging learning activities that can address diverse learning and teaching styles, foster the culture of a

learning community and, through the outcomes, enable students to develop their own creative identity. This aims to help build students capacity to be innovative in dealing with obstacles set by the professional demands of the industry.

For more information see [BIMM University's Higher Education Strategy](#).

10. Assessment

BIMM University is committed to the development of reflective and entrepreneurial practitioners in music, and the emphasis on professional development is also reflected in the diet of assessment. For more information see our [Undergraduate Academic Regulations](#).

BIMM University is deeply connected to the wider creative industries, and the design of the curriculum and the assessment of learning outcomes is guided by this principle. Assessment design aims to echo 'real world' commercial briefs and scenarios alongside the academic skills of research, analysis and critique required for a qualification at this level.

Assessment Types

Regular formative and summative assessment will be used to inform day-to-day learning and teaching and future staff development.

Summative assessment

Diverse forms of assessment such as discussion, presentation, case study, essay, critical report, reflective video, software projects, installations, audio files, practical and performances provide students with the opportunity to fully explore the module learning outcomes, and addressing the grading criteria within realistic, industry relevant scenarios.

To make assessment explicit to both students and assessors, components of assessments are weighted where appropriate and where the whole portfolio piece of work contributes to the overall grade a holistic approach to assessment is implemented. Where there are separate learning outcomes assessed, they are split into smaller assessments, weighted correspondingly.

Formative assessment

Formative assessment is developmental and provided via in-class activities. This is an informal type of assessment, and it can provide a fun, safe and non-judgemental scenario for students to evaluate their own knowledge. The use of assessment for learning by tutors, along with the use of peer and self-assessment is encouraged for students. When portfolios are being developed, the implementation of Mahara is an excellent example of formative, portfolio-based pedagogy, which leads on to blended learning strategies.

Full Details are in our [Student Assessment Handbook](#).

The assessment calendars for each year of this course are as listed further in this document.

11.1 Year 1 (Level 4) Assessment Calendars

Year 1: Semester 1 Assessment Calendar

Week	COM411 – The Creative Industries (spine)	SWR402 - Songwriting Techniques (core)	SWR411 – Collaborative Arranging for Songwriters (core)	MUB403 - The Music Business (core)
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13	A1: Assessment Portfolio 20 hours of project work (100%)			
14		A1: Audio Composition including chart & lyrics, Written Report or AV Report 6 minutes & 650 words or 3 minutes (100%)	A1: Audio composition (2-5 mins) + Reflective Account (1000 words) (100%)	A1: Industry Schematic Diagrams & Current Developments Analysis 2500 words (100%)
15				

Year 1: Semester 2 Assessment Calendar

Week	COM412 - The Creative Industries & You (spine)	SWR414 - Digital Arrangement for Songwriters (core)	MUB404X - Music Publishing (core)	MMC414 - Marketing & Branding (core)
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13	A1: Assessment Portfolio (100%)			
14		A1: 2-5 minute Composition + 5 Minute DAW Screencast (100%)	A1: Video Presentation 10 minutes (100%)	A1: Analytical report (2000 words) (100%)
15				

11.2 Year 2 (Level 5) Assessment Calendars

Year 2: Semester 1 Assessment Calendar

	COM521- Defining Your Prac- tice in Context (spine)	MUB501X - Business & Enterprise (core)	SWR503 - Music Creation with Tech- nology (core)	SWR501 - Comple- mentary Instrument Skills for Songwriters (op- tion)	PMP502 - Composi- tion and Arranging Techniques (option)	MUB502 - Record Label Management (op- tion)	COM504 - Touring and Live Events (op- tion)	COM503X - Creative Video Production (option)
1-12								
13			A1: Recorded composi- tion + Report 3 minutes + 1000 words (100%)	A1: Performance (2 songs) + Viva 5 - 10 minutes + 10 minutes (100%)	A1: Composition/Ar- rangement Audio + Analysis 3 minutes + 1000 words or 5-minute video presentation (100%)	A1: Critical Analysis 2500 words (100%)	A1: Written Plan 2000 words (100%)	A1: Video Produc- tion + Reflective Video Commentary 3 minutes + 1- 2 minutes (100%)
14	A1: Research Case Study (3000 words or 20 minute nar- rated Presentation) (100%)	A1: Business Plan 2500 words (100%)						
15								

Year 2 Semester 2 Assessment Calendar

	COM522 - Exploring Practice Through Collaboration (spine)	MUB506 - Financing Creativity (core)	SWR507 - Songwriting & Arrangement (core)	SWR508 - Songwriting Portfolio (option)	SWR509 - Sound Design & Writing for Media (option)	SWR506 - Lyricism & Aesthetics (option)	PMP507X - Creative Band Performance (option)	MSP507X - Vocal Capture and Production (option)	MUB517 - Rights Management & Synchronisation (option)	MUB508 - The Business and Culture of Electronic Music (option)	COM506 - Working in the Creative Industries (options)	COM505X - Practical Learning & Teaching in the Creative Arts 1 (option)
1-12												
13	A1: Portfolio - Assets equivalent to 25 hours of project work (100%)				A1: A/V submission: Audio composition synched to supplied footage + Video report 6 minutes + 5 minutes (100%)	A1: Audio Submission of Composition(s) 6 minutes & Writing rationale with lyrics 1000 words (100%)		A1: Vocal Production Project Session 3-8min of audio 2000 word report or 5-10 minute or A/V report (100%)		A1: Case Study 2500 words (100%)	A1: Practical Lesson Observation & Viva Practical Lesson Observation 30 Minutes & Viva 15 minutes (wks. 13-14) Portfolio 1000 words plus a Scheme of Work, 5 lesson plans and all resources (wk13) (100%)	
14		A1: Patchwork Assessment 3000 words (100%)	A1: Audio submission of recorded original composition(s) 6 minutes & 1000 word essay (100%)	A1: Submission of Recorded Compositions 6-9 minutes (100%)			A1: Ensemble Performance Three songs, not exceeding 15 minutes in total (100%)		A1: Portfolio 2500 words (100%)			A1: Report 2000 words + Digital Portfolio (100%)
15												

11.3 Year 3 (Level 6) Assessment Calendars

Year 3: Semester 1 Assessment Calendar

S1 weeks:	COM601- Final Project	MUB601X - Audience Experience & Motivation	SWR601 - Showcase & Showreel	SWR602 - Creative Performance with Mixed Media	SWR603 - Scoring for Drama	MUB602 - Creative Economics	MUB604X- Digital Arts & Branding	COM607 - Diversity in the Creative Industries	MMC603X - Digital Content Creation
1-6									
7	A1: Project Proposal 1200 words or 10-minute digital presentation (20%) Week - 7 - 9 Semester 1								
8									
9									
10									
11									
12									A1: Website / online channel Various (see below) plus 750-word critical reflection (100%)
13				A1: Performance of compositions & components Performance: No longer than 20 minutes + Handout/	A1: Video submission & Report Composition 6-minutes (in a video file up to 10 minutes in length)	A1: Creative Economic Essay 2500 words (100%)	A1: Design Portfolio & Evaluative Report 2,500 words & design portfolio (100%) A1: Multi-media Project As	Podcast or essay (30-minutes audio or 3000 words) (100%)	

				programme: Up to 500 word document PDF (100%)	Report: 1000 words (100%)		arranged with lecturer (not more than 15 minutes to digest the content), plus 1,000 words reflection (100%)		
14		A1: Consumer Analysis 2500 Words (100%)	A1: Submission of composition(s) 9 minutes + Visual Branding (100%)						
15									

Year 3: Semester 2 Assessment Calendar

S2 weeks:	COM601 - Final Project	COM612 - Professional Portfolio	SWR604 - Creative Ensemble	SWR605 - Progressive Creative Technology	PMP605 - Theory & Analysis	MUB605 - Business Ethics & Music Law	MUB606 - Music & Event Futures	COM606X Practical Learning & Teaching in the Creative Arts 2	COM608X - Psychology of Music
1-11									
12									
13	A2: Negotiated Project Portfolio: Negotiated project portfolio or negotiated performance (To be negotiated) + Reflective analysis (1000 words or equivalent) (80%)	A1: Personal and Professional Development Portfolio Negotiated Portfolio or 10-minute digital presentation (100%)	A1: Performance No longer than 20 minutes (100%)	A1: Audio Submission of up to 6 minutes of original music Project Report Video 7 minutes (100%)	A1: Essay 3000 words (100%)			A1: Practical Lesson Observation & Viva 30 minute lesson plus 20 minute viva (wks. 13-14) 2250 words plus a	A1: Essay 3500 words (100%)
14						A1: Business Case Study or Report 3000 words (100%)	A1: Report, Podcast or other mode agreed with tutor 3500 words (100%)	Scheme of Work, 5 lesson plans and all resources (wk. 13) (100%)	
15									

12.1 Learning Outcomes: BA (Hons) Songwriting and Music Business: Year 1 (Level 4)

Knowledge and Understanding. Able to:

- A1. Recognise the roles and responsibilities of key music industry business and professionals and describe the flow of revenue between them.
- A2. Identify and describe key areas of operation in business and management.
- A3. Demonstrate technical and technological components relevant to composition in a range of popular music styles
- A4. Paraphrase popular music traits using aural and instrumental skills.

Intellectual (thinking) skills. Able to:

- B1. Relate developments in your field of study to key cultural theories and make connections with your own practice.
- B2. Use appropriate research tools to gather and evaluate data in inform your practice. Recognise and reference ideas of others in your own work.
- B3. Propose logical and reasoned solutions to technical problems. Reflect on external feedback and personal experience.
- B4. Communicate ideas clearly a range of modes of expression, through structured and coherent arguments.

Subject practical skills. Able to:

- C1. Identify practical skills and tasks specific to the creative industries.
- C2. Explain compositional approaches in different popular music styles
- C3. Select and utilise digital technologies in an appropriate manner.
- C4. Demonstrate appropriate stylistic concepts in the creation of musical outputs.

Key/Transferable skills. Able to:

- D1. Identify personal strengths and weaknesses and engage with support and reflective thinking to address areas for development.
- D2. Plan your workload effectively to be able to carry out creative projects and meet assessment deadlines.
- D3. Identify opportunities for collaborative work, and the personal skills required to succeed in these contexts.
- D4. Use appropriate technology to support your learning and development.

12.2 Learning Outcomes: BA (Hons) Songwriting and Music Business Year 2 (Level 5)

Knowledge and Understanding. Able to:

- A1. Apply high level diagnostic and creative skills to music business related activities.
- A2. Distinguish and examine key areas of operation in business and management.
- A3. Contextualise technological and musical advances in popular music composition.
- A4. Analyse industry standard principles and apply them to music creation independently and with guidance.

Intellectual (thinking) skills. Able to:

- B1. Contextualise and critically evaluate your own work and the work of others, relating and applying theory to practice.
- B2. Make informed and well- reasoned judgements through critical engagement with research, demonstrating an awareness of interdisciplinary approaches.
- B3. Identify and propose creative reasoned solutions to technical and conceptual problems. Invite external feedback and draw on a range of perspectives.
- B4. Communicate ideas effectively to specialist and non-specialist audiences in a range of contexts, showing critical awareness.

Subject practical skills. Able to:

- C1. Contrast and compare technological, rhythmic, melodic and harmonic musical components in popular music composition.
- C2. Analyse a range of business data, using appropriate sources of information and methodologies.
- C3. Contrast and compare performance, compositional and theoretical approaches applied to the communication of ideas to an audience.
- C4. Experiment with new skills and techniques in income generation, IT and data analysis and collaborative entrepreneurship.

Key/Transferable skills. Able to:

- D1. Use well-informed reflective self-awareness to interpret and address factors affecting your learning and practice.
- D2. Define, review and reflect on personal and professional goals to plan and manage projects.
- D3. Demonstrate skills of collaboration and teamwork, showing sensitivity for the well-being of others and the diversity of people and ideas.
- D4. Engage appropriately with a variety of industry standard digital tools to make connections and communicate ideas.

12.3 Learning Outcomes: BA (Hons) Songwriting and Music Business Year 3 (Level 6)

Knowledge and Understanding. Able to:

- A1. Analyse developments at the forefront of key aspects of compositional techniques.
- A2. Integrate discipline-specific knowledge and understanding in the implementation of vocational projects, both independently and in collaboration with others.
- A3. Assess and resolve problems of uncertainty and complexity pertinent to the music industry, predicting future outcomes.
- A4. Devise an original perspective on contemporary issues in business and management, using a wide range of sources and a proactive, independent approach to learning.

Intellectual (thinking) skills. Able to:

- B1. Articulate a critical awareness of the reciprocity of theory and practice.
- B2. Use systematic critical analysis, and synthesis of complex information to support enquiry into contemporary practice.
- B3. Evaluate solutions to complex issues, drawing on appropriate research, some of which is at the forefront of the discipline.
- B4. Communicate complex concepts and arguments, acknowledging the uncertainty of knowledge.

Subject practical skills. Able to:

- C1. Synthesise a range of cognitive and intellectual skills with competencies specific to business and management.
- C2. Evaluate a range business data, using appropriate sources of information and methodologies.
- C3. Apply compositional techniques and technological processes from across the discipline to achieve a desired aesthetic.
- C4. Appraise a range of compositional and theoretical techniques in the communication of ideas to both specialist and non-specialist audiences.

Key/Transferable skills. Able to:

- D1. Self-manage projects, drawing on an awareness of personal and professional values that motivate you to direct your own learning and development.
- D2. Exercise personal and professional responsibility, make rational decisions and take initiative in complex and unpredictable contexts.
- D3. Use skills of emotional intelligence to work effectively with others in professional and creative contexts.
- D4. Research and employ appropriate technologies to enhance your creative and professional practice.