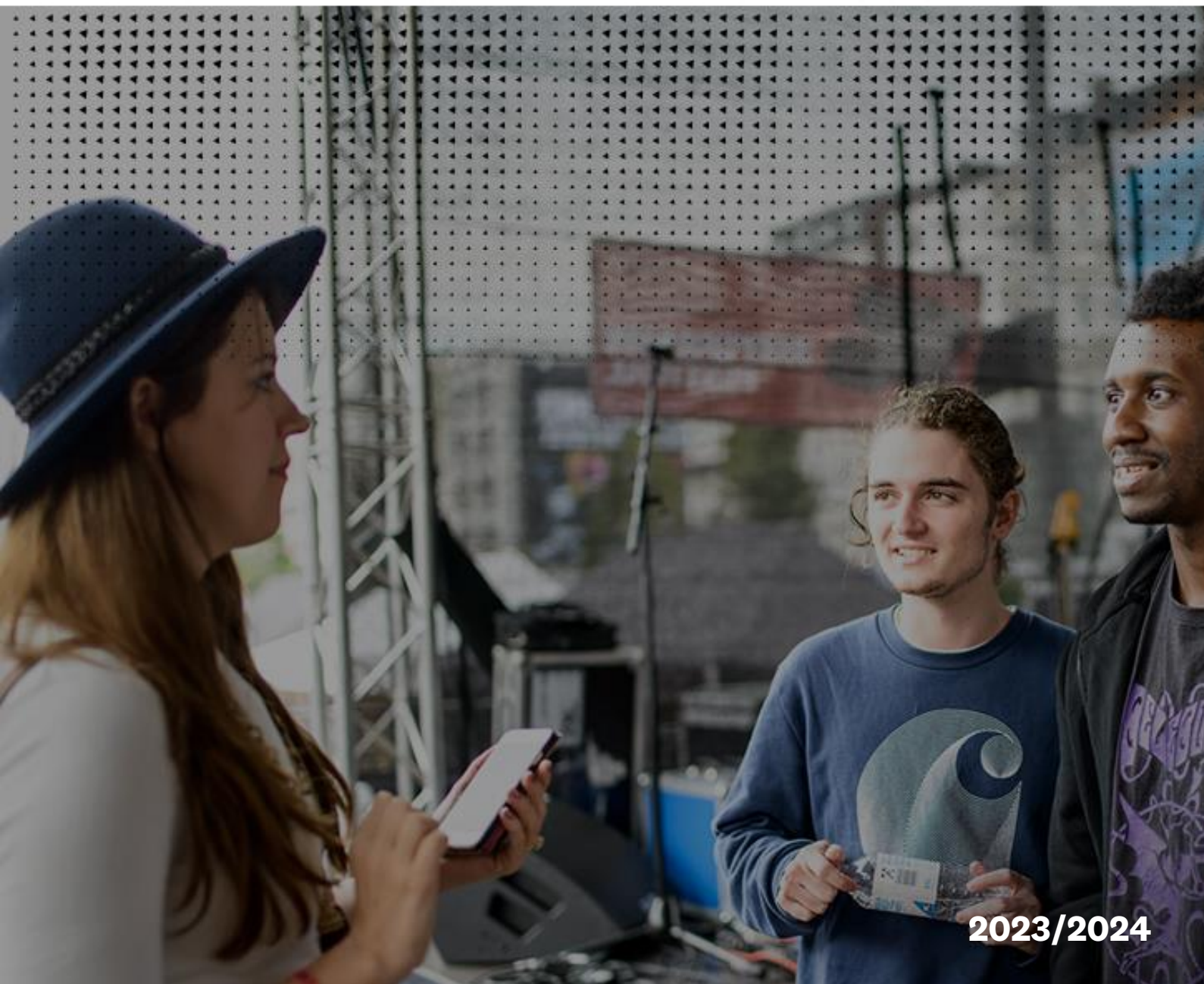# BIMM INSTITUTE

Foundation Diploma Music Business

Course Handbook

2023/2024

Click on any of the links below to take you directly to the page:

Contents

1. Information

This course handbook is the primary source of information for your course, Foundation Diploma 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
- Term dates can be found here.

BIMM Students

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 Reference 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 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 below:

- Head of School: Karl Breen (karlbreen@bimm.ie)
- Course Leader: Robbie Malone (robbiemalone@bimm.ie)
- Student Wellbeing Manager: Hannah Farrell (hannahfarrell@bimm.ie)

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 itconstructively;
- 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 set-backs, and adapt to changing circumstances in the creative and music industries.

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 practicesboth within, and beyond, their discipline.

Socially Responsible

BIMM graduates will understand how their actions can enhance the wellbeing of othersand 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 Specification

Full Title of Course & Award:	**Foundation Diploma Music Business**
Mode of Attendance:	**Part-Time**
Length of Course:	**This course is taught as a one-year part time course at Level 6 (UK Level 4)**
Start Date:	**Initial validation: 2018** • **First cohort intake: 2018/19**
Awarding Institution:	**BIMM University**
Teaching Institution:	**BIMM University**
Language of Study	**English**
Final Award:	**Foundation Diploma Music Business**
FHEQ Level:	• **UK Level 4 – 60 Credits** **(Rep. of Ireland Level 6 – 30 credits)**
Reference Points:	• **QAA Subject Benchmark in Business (2016)** • **QQI benchmark in Business (2018)** • **FHEQ (2008)** • **QAA Quality Code (2017)**
Minimum Period of Registration:	**1 years**
Maximum Period of Registration:	**2 years**

Admissions Criteria:	• The minimum entry requirement is interview and thesuccessful completion of one module at Leaving Certificate level (1O6) or QQI Level 5. • The primary entry requirement for mature applicantsis interview only.
Date of Course Specification:	Last revised: September 2018

6. Course Aims

BIMM Institute Dublin's Foundation Diploma Music Business offers students a specialised, condensed and accessible programme of study unlike any other Business course in the country. The programme design focuses on future employment in fields as diverse as Music Promotion and Marketing, Artist Management, Tour Management, Physical and Digital Music Distribution, e- commerce in the Music Industry, Music Publishing and Live Music Events and Touring.

This programme is dynamic in its appeal as it offers music industry professionals the opportunity to upskill on a part time basis, but is also suited to individuals with no prior knowledge of the industry who wish to use it as a spring board for further study or entrepreneurship.

BIMM Institute Dublin wishes to fill the gap between the requirements of a 'traditional' business student and one who wishes to gain a practical knowledge of the music industry in Ireland and abroad.Students undertaking this course have unique access to the BIMM creative and professional music community within its Dublin 8 campus and to industry professionals in the wider BIMM Group which currently spans the UK and Germany. The teaching team consists of key, practicing music industry professionals, offering students a direct link to the personnel, structures and organisations which makethe music industry tick.

Recognising the need for alumni to find employment in an extremely competitive industry, the qualification has a vocational emphasis and (in addition to academic skills) focuses on the following areas:

- Copyright
- Streaming Models
- Distribution
- The Live Industry
- Working within the industry

7. Course Structure

The Foundation Diploma Music Business course consists of the following modules (click on each module for more details):

Code	FHEQ Level	Module Title	Credits

Year 1				
DMB411	4	Live Music Industry	7.5	15
DMB412	4	Music Business Fundamentals	7.5	15
DMB413	4	Music Publishing	7.5	15
DMB414	4	Recorded Music Industry	7.5	15
		Total Credits	30 ECTS	60 FHEQ

8. 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*.

9. 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.

1)   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.

2)   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-judgmental 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.

10.   Foundation Diploma Music Business - Assessment Calendar

Week	DMB411	DMB412	DMB413	DMB414
	Live Music Industry	Music Business Fundamentals	Music Publishing	Recorded Music Industry
Semester One				
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13	A1: Viva Voce Presentation – 20mins (100%)			
14		A1: Business Essay and Current Development Analysis - 2000 words (100%)		
15				
Semester Two				

1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13			A1: Written Exam – 80 mins (100%)	
14				A1: Report - 2,500 words (100%)
15				

11. Learning Outcomes

Knowledge & Understanding. Able to:
A1.   Recognise the roles and responsibilities of key music industry business professionals and describe the flow of revenue between them.
A2.   Identify and describe key areas of operation in business and management.
A3.   Outline examples of current economic, operational, organisational and/or technological problems in contemporary business and entrepreneurship.
A4.   Explain areas of ongoing debate and/or enquiry in the field of business, management and/or entrepreneurship.

Intellectual Skills. Able to:
B1.   Demonstrate awareness of key issues in the area of Music Business
B2.   Communicate ideas clearly using a range of modes of expression, through structured and coherent arguments
B3.   Learn and apply new concepts within a variety of contexts
B4.   Understand and articulate formal, legal and technical concepts

Subject Practical. Able to:
C1.   Demonstrate awareness of practical skills and tasks specific to the music business industry
C2.   Utilise information technology appropriately and efficiently
C3.   Identify practices and structures within professional contexts
C4.   Demonstrate awareness of professional protocol and practices related to the field of music

Key/Transferable Skills. Able to:
D1.   Employ Information and Communication Technology (word-processing, e-mail, online sources and other electronic information services) appropriately
D2.   Undergo disciplined professional development: learn new techniques, obtain new skills and competencies, identify career options
D3.   Employ initiative and time management skills to carry creative and other projects to completion on time and to specification
D4.   Utilise interpersonal skills to communicate ideas clearly and unambiguously within collaborative contexts
D5.   Demonstrate the ability to engage in academic research and present fully referenced finding.