

## Programme Specification

### BA (Hons) Music Production and Creative Business

<i>School:</i>	Arts
<i>Subject area:</i>	Music Production
<i>Entry from academic year:</i>	2021-22
<i>in the month(s) of:</i>	September
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	York St John University
<i>Programme/s accredited by:</i>	Not applicable
<i>Exit awards:</i>	Certificate of Higher Education Music Production and Creative Business Diploma of Higher Education Music Production and Creative Business BA (Ord) Music Production and Creative Business
<i>UCAS code / GTTR / other:</i>	J931
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Music 2008 (also compliant with 2016 Draft)
<i>Mode/s of study:</i>	<a href="#">Undergraduate periods of study</a> <sup>1</sup> for full time / part time
<i>Language of study:</i>	English
<i>Paired with foundation year</i>	No
<i>Study abroad opportunities:</i>	No
<i>Placement year opportunity:</i>	Yes

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### Introduction and special features

Music Production & Creative Business is a contemporary version of a traditional degree subject: a music degree, whose focus is on enabling you to develop creative business plans and enterprises to sell music products created through the application of music technology. Our aim is to enable you to become creative and reflective business-women and men; to be a producer, musician and entrepreneur; to enable you to start-up and manage a successful creative business in music production.

The BA (Hons) Music Production & Creative Business programme is one of four programmes that revolve around producing music using contemporary digital technology. Each of the four programmes focuses on a different facet of music production. This programme focuses on establishing strong entrepreneurial traits in your practice, to enable you to effectively exploit your music production skills, and successfully manage your own business producing music for clients and other organisations.

We prepare you for work in the field of music production. As such, personal organisation, project management, business skills and entrepreneurship are foregrounded and provide the key focus throughout the programme. Intertwined with this is the academic research and evaluation of the contemporary music industry context.

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<sup>1</sup> The standard period of study will apply unless otherwise stated

As an integral part of the student experience on this degree you will be given the opportunity to take part in projects and activities and trips, recent examples include recording projects at Abbey Road Studios, visits to Valley Wood Studios, collaborating with industry partners and practitioners on film project, advertising, music videos, and others. These are alongside the annual student Music Production Research Symposium, Zenith Networking, Industry Day. Students also have the opportunity to contribute to the annual Azimuth Audio journal publication, as well as the ongoing online Azimuth Audio blog.

### **Admissions criteria**

You must meet the University's general entry criteria for [undergraduate](#) study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Accredited Prior \(Experiential\) Learning \(APL/APEL\)](#). We also consider applications for entry with advanced standing.

### **Programme aim(s)**

BA (Hons) Music Production and Creative Business aims to:

1. Prepare you to be effective producers in the music industry, equipped with the knowledge and skills in business and enterprise, enabling you to engage in music production business and entrepreneurship;
2. Ensure you have a critical and analytical understanding of music production, and the ability to engage in contemporary debates and discussions;
3. Provide you with the personal and project management skills, combined with the critical and creative skills, to be able to apply appropriate technology and techniques in the production of music for a wide range of audiences and markets.

### **Programme learning outcomes**

Upon successful completion of the programme students will be able to:

#### **Level 4**

- 4.1 Demonstrate an understanding of music production in theory and in practice across a range of applications, contexts and clients, with a particular focus on entrepreneurship within the music industry
- 4.2 Demonstrate an understanding of contemporary music production technology and apply appropriate skills and techniques
- 4.3 Engage in scholarly research in music production and articulate theoretical ideas in written form
- 4.4 Demonstrate an understanding of the rudiments of music (i.e. Melody, harmony, rhythm, etc.) and their mode of application in a variety creative musical contexts
- 4.5 Accurately communicate essential components of sound and recording identified through listening
- 4.6 Analyse the cultural and commercial development of the contemporary music industry, and demonstrate a detailed theoretical and practical application of relevant business skills
- 4.7 Demonstrate an understanding of project management, personal organisation and time management
- 4.8 Demonstrate knowledge of the underlying concepts and principles of sound and acoustics

## Level 5

- 5.1 Demonstrate a critical understanding of music production in theory and practice, and the ability to apply a broad range of technology and techniques appropriate to contexts and clients served by a SME in the music industry
- 5.2 Apply a critical understanding of production technology, the physical dimensions of sound, and detailed production techniques in the creation of a music product
- 5.3 Apply critical and analytical skills to research contemporary issues in music production, and evaluate contexts and concepts in written form
- 5.4 Demonstrate a critical understanding of the principles and processes involved in running a small-medium enterprise in the music industry
- 5.5 Identify and analyse, through listening, sound and music in a production context
- 5.6 Demonstrate a critical understanding of contemporary web marketing and PR techniques utilising digital network technology and social media
- 5.7 Demonstrate the ability to critically extend music production through practice in a related subject area

## Level 6

- 6.1 Synthesise critical, practical, technical and creative techniques and high-level project management skills to produce a high quality music product in the context of enterprise in the contemporary music industry, and critically evaluate the product and process in its technical, commercial and social contexts
- 6.2 Apply critical and creative skills and techniques to produce a high-quality music product
- 6.3 Apply a critical understanding of the contemporary music industry context to support your continuing professional development planning
- 6.4 Utilise research methodologies and analytical skills to sustain a coherent intellectual written critique, which synthesises insights, theories, practice and knowledge in contemporary scholarship in music production enterprise

## Programme structure

Code	Level	Semester	Title	Credits	Module status	
					compulsory or optional to take <b>C or O</b>	non-compensatable or compensatable <b>NC or X</b>
MUP4004M	4	1&2	Music Production Enterprise Portfolio	30	C	NC
MUP4005M	4	1&2	Sound Engineering and Music Technology	20	C	NC
MUP4006M	4	1&2	Introduction to Production Musicology	20	C	NC
MUP4007M	4	1&2	Making Music	10	C	NC
MUP4008M	4	1&2	Critical Listening Skills	10	C	NC
MUP4009M	4	1&2	21 <sup>st</sup> Century Music Business	10	C	NC
MUP4010M	4	1	Project Management and Productivity	10	C	NC
MUP4011M	4	2	Sound and Acoustics	10	C	NC

MUP5004M	5	1&2	Creative Business Portfolio	40	C	NC
MUP5005M	5	1&2	Studio Recording and Computer-based Production	20	C	NC
MUP5006M	5	1&2	Critical Studies in Music Production	20	C	NC
MUP5008M	5	1&2	Developing a Producer's Ear	10	C	NC
MUP5009M	5	1&2	Creative Business and Entrepreneurship	10	C	NC
MUP5010M	5	1	Marketing and PR for the Independent Musician	10	C	NC
MUP5013M	5	2	Music Production for the Moving Image	10	O	NC
MUP5014M	5	2	Sound Design for the Moving Image	10	O	NC
MUP5015M	5	2	DIY Musician	10	O	NC
MUP5016M	5	2	Electronic Music	10	O	NC
MUP5017M	5	2	Interactive Music Production	10	O	NC
MUP6004M	6	1&2	Your Creative Business Project	60	C	NC
MUP6005M	6	2	Advanced Mixing and Mastering	20	C	NC
MUP6006M	6	1	Progressing Your Music Production Career	20	C	NC
MUP6010M	6	1&2	Creative Business Research Project	20	C	NC

## Learning, teaching and assessment

The programme is structured such that you learn practical skills as well as creating your own productions and you learn how to evaluate and critique productions, all with the fundamental idea that you will improve your own music and your skills in communication and evaluation, so that you are educated to degree level and are employable.

Each module is carefully designed to meet one specific learning outcome and, as you have to demonstrate your ability in all Learning Outcomes to get your degree then you have to pass every module in this programme. Importantly though, some learning outcomes are about demonstrating how skills and abilities connect so that they are not just learnt and demonstrated in isolation to each other. In the 'real world' of work one needs the ability to combine a number of skills in order to be successful. This is the fundamental basis for how this programme works.

In level 4 you learn a wide range of skills and techniques across music production and you also have to submit work that brings these together into a 'portfolio'.

In level 5 these skills are developed whilst you also specialise further into your chosen area of study within music production and you will learn important real-life skills such as project management to help with your independence which you will demonstrate in the final year.

In level 6 you specialise towards your final production project that will demonstrate the culmination of all the skills and abilities you have learnt throughout the programme. Your final production portfolio will be a major work that you will have chosen and designed yourself demonstrating that you are a producer capable of moving into a career.

**Learning** in this programme is varied but with a leaning towards the practical 'doing' of production rather than just the 'study' of it. How to record, how to mix, etc. are learned in practice as well as learning the theory of them. We use an 'experiential' learning cycle of trying out things for real, then reflecting on them and using that critical reflection to improve what we do next.

**Assessments** are mostly through practical coursework projects, critical work may be written essays, journal articles or presentations and there are some 'tests' with regard to aural skills but no exams. Because this programme is based in 'real-world' experience the nature of assessments, particularly practical ones, are aimed at reflecting what is expected in the music industry.

### **Research informed teaching**

Every member of staff on the programme engages with research and professional activity ranging from the philosophy of music production to composing to creating the latest production techniques. Professional recordings, articles and books on music production subjects written by the staff are used in the teaching to help keep you up to date with the latest developments in both research and practice. You will be using these texts and material created by your teachers so that you can connect *directly* to the authors rather than being at a distance from them (i.e. faceless names on the book covers). In this way you gain confidence in being able to engage with the researchers and to co-create knowledge with them rather than only being receivers of knowledge.

### **Progression and graduation requirements**

The University's general [regulations](#) for undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

### **Internal and external reference points**

This programme specification was formulated with reference to:

- [University Mission Statement](#) [see page two]
- [Strategic Plan 2015-20](#) [see page four]
- [QAA subject benchmark statement](#)
- [Framework for Higher Education Qualifications](#)

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*Date written / revised: 08/01/18*

*Programme originally approved: 08/01/18*