



Level 4 Cert HE
Creative Music Business

Programme Specification
October 2021

Notting Hill Academy of Music with Rose Bruford College Cert HE in Creative Music Business Programme Specification

1. INTRODUCTION

The Cert HE in Creative Music Business offers you the opportunity to study the ever-shifting landscape of the contemporary music industry within a professional context, taught by working industry-experts and informed by a range of dynamic music business experiences. The curriculum covers a full range of current industry issues and themes that give you a broad contextual understanding of the modern music industry and how to work within it. Beginning with an introduction to the music industry landscape, you will also explore an exciting range of critical cultural theory that underpins your academic study, contextualised within contemporary music developments and debates.

Just as the programme is a blend of music industry knowledge, alongside the development of academic skills, you will also be taught by both academics and specialist industry practitioners. Notting Hill Academy of Music seeks to give you an immersive music industry experience. All your lecturers are working industry professionals and will teach the specialist subject relevant to their own career. Your assignments have been developed to reflect the real world of working within the industry and develop the skills you'll need to succeed in the professional world. Central to the ethos of this programme, is the aim to get you ready for industry by giving you access to the music business from the start.

This programme offers two pathways, one for those looking to focus on the business side of the industry and another for those who are interested in specializing either as an artist with a knowledge of business, or looking to manage the A&R and songwriting areas of the business specifically. Both pathways lead to the same outcome degree: a Cert HE in Creative Music Business.

Depending on your progression choices after Level 4, as a graduate, you will be able to enter a range of music industry professions equipped with the industry knowledge, academic and industry skills that companies require. Notting Hill Academy of Music alumni have gone on to work in A&R, record labels, copyright, streaming services and talent/creative management.

The programme sits within Rose Bruford College's (RBC) wider range of creative industries courses, all with a practical performance ethos. This environment provides many opportunities for collaboration on projects, events and performances. This unique multi-disciplinary context is key to the rich industry and creative experience of studying with NHAM and Rose Bruford College.

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2. GENERAL INFORMATION

UCAS Code	Name of Final Award	Programme Title	Duration	Mode of study
	Cert HE	Creative Music Business	9 months	Blended (online and on campus)

Teaching Institution	Notting Hill Academy of Music
Awarding Institution	Rose Bruford College of Theatre & Performance
External Examiner	Michael McNally
Programme Accreditation	
Relevant QAA subject benchmark(s)	Music (2019) Business and Management (2019)
Other Points of Reference	i. The UK Quality Code for Higher Education, which contains the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies ii. Guidelines for Preparing a Programme Specification (QAA) iii. NHAM Learning and Teaching Strategy iv. Development Events, with Industry

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3. AIMS OF THE PROGRAMME

As a student and future graduate of the Notting Hill Academy of Music and Rose Bruford College, our broad ambition is for you to...

...seek to make a positive difference to those around you, by working collaboratively to create value

...be curious, creative and take responsibility for your own life-long learning

...be mindful of the impact of your actions on others – those you work and study with, those in your professional and social community, in wider society, and globally

...respect and value diversity and difference, showing tolerance and understanding

...develop a range of transferable skills, to equip you for the wider world.

The Cert HE in Creative Music Business aims to:

1. Develop your understanding of the music industry from first principles introducing theoretical, analytical and cultural perspectives within practical and creative professional business contexts;
2. Explore and apply academic skills to practical industry contexts and challenges by giving you access to a range of professional experts and industry experiences;
3. Integrate transferable critical thinking, creative, problem-solving and collaborative skills, enabling you to apply these in real-world creative industry contexts;
4. Evaluate and navigate changing industry trends to develop creative business solutions and working practices that fit you for the industry of the future;
5. Develop you as an adaptable, reflective practitioner, confident in developing your own business ideas and enhancing your career opportunities within the music industry.

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4. INTENDED LEARNING OUTCOMES OF THE PROGRAMME

A. Knowledge and Understanding

On successful completion of the programme you will be able to:

		Benchmark
A1	Understand the creative and business landscape of the modern music industry with its various contexts and inter-relationships.	Music 2.2, 3.1, 3.5, 3.6, 3.8 Business & Management 2.2, 2.3, 3.2, 3.3, 3.4, 3.7
A2	Contribute to debate on current issues within the music industry, evaluating critical approaches and ideas linked to businesses.	Music 3.1, 3.3, 3.4, 3.5, 3.6, 4.2, 5.5 Business & Management 3.5, 3.7, 3.9
A3	Apply product development and management thinking in your approach to creating, marketing and managing music and talent/creatives.	Business & Management 1.2, 3.7
A4	Understand and evaluate the impact of digital developments and innovation on the modern music industry.	Business & Management, 3.5, 3.7, 3.9,
A5	Know how to brand, market and promote talent/creative and music products.	Business & Management 1.2, 3.7 Music 2.11, 2.12, 2.3, 3.4, 3.7

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Learning & Teaching Processes (to allow you to achieve intended learning outcomes)	Assessment (of intended learning outcomes)
<p>Much of your learning will be through practical activities, where you will be encouraged to both 'think' and 'do'.</p> <p>Lectures deliver basic principles and knowledge that underpin practical music industry projects. You will consolidate this through independent study.</p> <p>You will contextualise your learning in projects, work-based learning opportunities, practical skill application, written assignments and presentations. In addition, you will have the opportunity to participate in industry projects, pitches and feedback with professionals and within a record label.</p> <p>Tutor support is available to advise you throughout the programme, but you will become increasingly independent of tutor guidance as you develop your ability to set your own questions, research tasks and learning strategies.</p> <p>The specific learning and teaching methods for each module are described in the module guides.</p>	<p>Your success in demonstrating the abilities described in the learning outcomes is assessed as part of each module. You are assessed through a combination of practical projects, presentations and written submissions.</p> <p>Practical assessments contribute to a diverse range of assessment types and may include both internal and external projects and presentations.</p> <p>Practical work may be accompanied by a report or commentary that allows you to reflect on and demonstrate your learning.</p> <p>Some projects are deliberately developed with built-in ambiguities, ensuring you develop the ability to adapt to dynamic and changing circumstances.</p>

B. Intellectual Skills

On successful completion of the programme you will be able to:

		Benchmark
B1	Debate and present current issues within the modern music industry.	Music 3.1, 3.3, 3.4, 3.5, 3.6, 3.8, 4.2, 5.5
B2	Create and develop music business and creative strategies aligned with goals.	Music 2.11, 2.12, 3.2, 3.4, 3.7, 4.2 Business & Management 3.5, 3.7, 3.9, 4.6
B3	Undertake research, using qualitative and quantitative data and analysis to make business decisions.	Business & Management 3.6, 3.9
B4	Influence others through creating compelling, evidenced pitches.	Business & Management 3.4, 3.9, 5.4, 5.5 Music 5.7
B5	Reflect on and evaluate strategies and plans to continually improve and develop practice, products and businesses.	Business & Management 2.3, 3.6, 3.9, 4.5, 5.3



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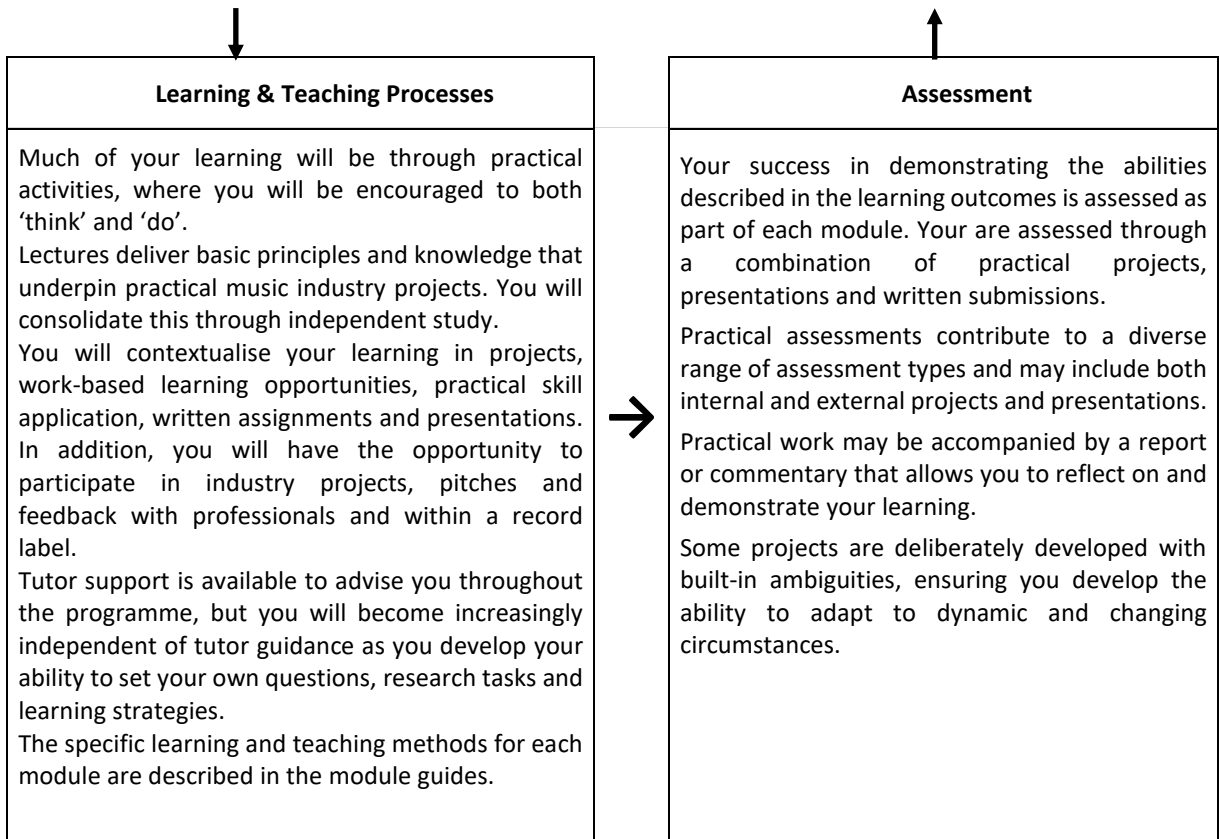
C. Practical Skills

On successful completion of the programme you will be able to:

		Benchmark
C1	Create, present and evaluate business models, plans, strategies and creative ideas.	Business & Management 3.5, 3.7, 3.9, 4.5, 5.6 Music 2.11, 3.1, 3.3, 3.6, 3.7, 5.4, 5.5
C2	Devise and evaluate business and personal promotional strategies and campaigns.	Business & Management 3.5, 3.7, 3.9, 4.5, 5.6 Music 2.11, 3.1, 3.3, 3.6, 3.7
C3	Promote creative ideas, events, content, music and talent/creatives.	Business & Management 3.9, 4.5, 5.6 Music 3.1, 3.3, 3.5, 3.7 4.3
C4	Understand and evaluate business contracts and how to negotiate them.	Business & Management 3.5, 3.9

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C5	Use a range of product development and management tools to create business plans, content, strategies and music products.	Business & Management 2.3, 3.5, 3.7, 3.9
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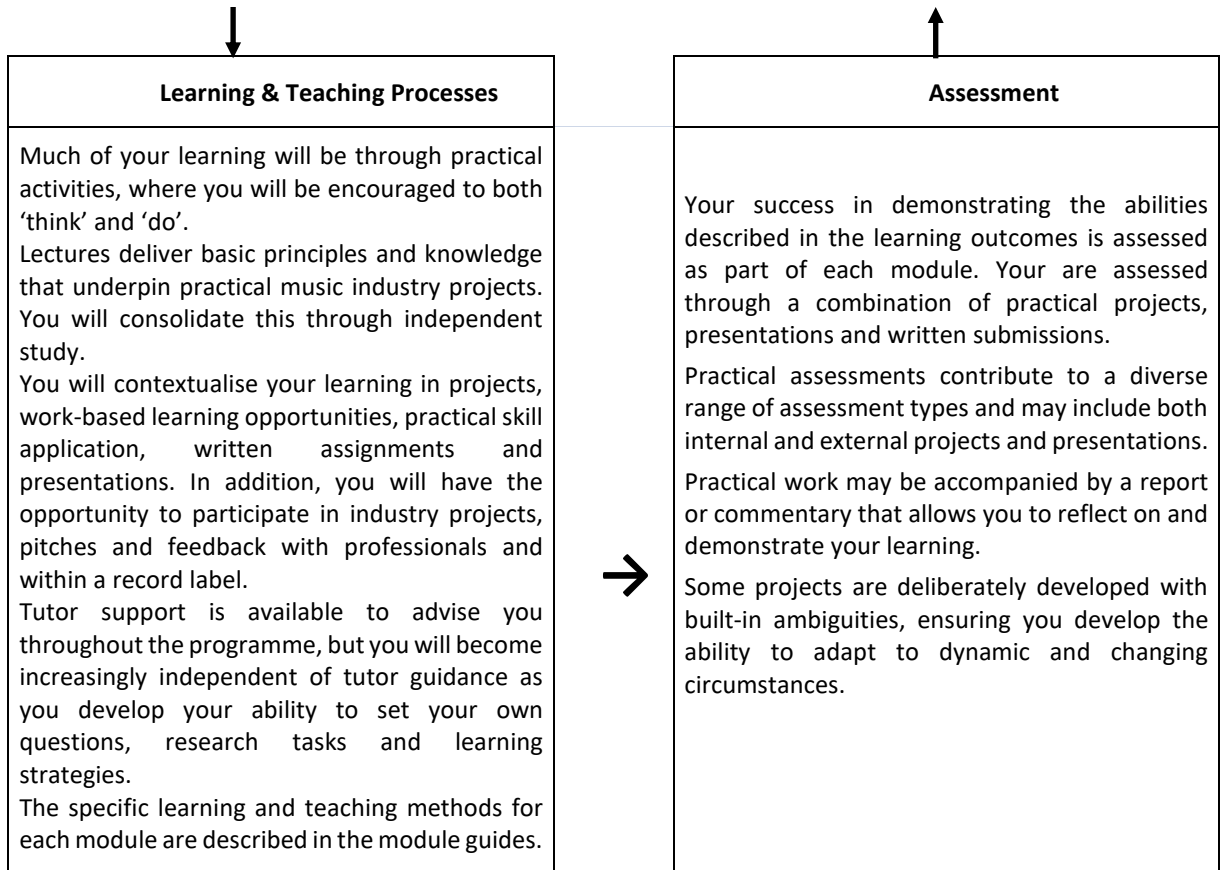
D. Transferable Skills/Personal Qualities

On successful completion of the programme you will be able to:

		Benchmark
D1	Apply leadership and entrepreneurial skills to create and/or manage businesses, projects, products or tasks professionally.	Business & Management 2.3, 3.1, 3.2, 3.3., 3.4, 3.5, 3.6, 3.9 Music 3.1, 3.8
D2	Collaborate with others on a range of projects to divide workload, think critically, solve problems	Business & Management 3.1, 3.9, 4.4, 4.8 Music 3.7, 3.8
D3	Influence others using evidence-based pitches, plans, strategies and presentations.	Business & Management 3.4, 5.5 , Music 3.3, 5.7
D4	Organise yourself and your work to meet deadlines and succeed.	Business & Management 3.9 Music 4.5, 5.7

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D5	Use critical and cultural theory to underpin your understanding of industry and business, to influence others.	Business & Management 3.5, 3.9, 4.2, 5.5 Music 3.1, 3.3, 3.4, 3.6, 3.7, 3.8
D6	Communicate clearly and confidently to others using both the spoken and written word.	Business & Management 3.9, 4.5 Music 3.1, 3.5, 3.7, 3.8, 4.5



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5. THE STRUCTURE OF THE PROGRAMME

Modules and Credit Weighting

Module Code	Module Title	Credits	ECT Credits
Level 4			
CMB401	Critical and cultural perspectives	20	10
CMB402	Landscape of the music industry	20	10
CMB 403*	Creative industry careers development (Music Business pathway elective)	20	10
CMB407*	Career development for artists and songwriters (A&R and songwriting pathway elective)	20	10
CMB404	Creating and developing music products	20	10
CMB405	Live streaming, digital content and events	20	10
CMB 406**	Starting a creative business (Music Business pathway elective)	20	10
CMB408**	Company formation for creatives (A&R and songwriting pathway elective)	20	10

Programme Structure

Level 4	
Semester 1	Semester 2
TERM ONE.	TERM TWO. TERM THREE.
Critical and cultural perspectives Landscape of the music industry	
Creative industry careers development* Career development for artists and songwriters* Creating and developing music products	
	Live streaming, digital content and events Starting a creative business** Company formation for creatives **

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6. STUDENT INDUCTION, SUPPORT AND DEVELOPMENT

Student induction and support takes place at Notting Hill Academy of Music where you will receive information on your academic programme and student support services:

At the programme level:

- You receive a Student Handbook at Registration.
- Each module throughout the programme is introduced with a briefing by the module coordinator.
- You are allocated a personal tutor from the programme team, to provide both academic and pastoral support.
- Peer learning and mentoring, both within your year group and programme are intrinsic to the programme's learning and teaching strategy.
- You will receive written feedback on all assessment tasks, and will be debriefed in a tutorial following the majority of practical projects, to encourage reflection on practice and to identify future learning goals.

At the Academy level

- Welfare advice and counselling is available to all students.
- A Support and Equality Officer is available to all students (students are contacted at admissions stage and invited to disclose any disabilities).
- Dyslexia support is available.
- You will take part in the Academy's Personal Development Planning scheme. During the programme, students discuss their personal and professional development with a programme tutor, and plan future action.
- Ongoing study support is provided through the tutorial process and through online support materials.

The programme is designed to be developmental and on completion of a Cert HE in Creative Music Business, you will be ready to progress to Level 5. At Level 4, induction and study support equip you for degree-level study, while regular tutor contact with core programme staff ensures that you are aided in putting all aspects of your studies into the context of the contemporary music industry and your developing professional practice.

7. CURRICULUM MAP: MODULES AGAINST INTENDED PROGRAMME LEARNING OUTCOMES

	Code	Module title	Knowledge and understanding					Intellectual skills					Practical skills					Transferable skills and personal qualities						
			Credits	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6
L e v e l 4	C M B 401	Critical and cultural perspectives	20	X	X		X	X											X			X	X	
	C M B 402	Landscape of the music industry	20	X	X	X	X	X		X					X				X		X	X		
	C M B 403	Creative industries career development	20	X	X		X	X	X	X	X	X	X	X	X	X	X			X	X		X	
	C M B 407	Career development for artists and songwriters	20	X	X		X	X	X	X	X	X	X	X	X	X				X	X		X	
	C M B 404	Creating and developing music products	20	X			X			X	X	X	X		X	X		X			X	X		
	C M B 405	Live streaming, digital content and events	20			X		X		X	X			X	X	X		X		X			X	
	C M B 406	Starting a creative business	20	X		X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	CMB 408	Company formation for creatives	20	X		X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

8. CRITERIA FOR ADMISSION

Notting Hill Academy of Music operates a fair and transparent admissions policy, welcoming applications from students from a wide range of backgrounds and stages in their life. The common requirement for all applicants is a passion to make a career within the music industry, to be assessed as able to benefit from and succeed on the course and be aged 18 or over. Applicants should normally hold Level 3 qualifications, either two GCE 'A' levels, a single AVCE Double Award or a BTEC National Diploma; or other equivalent qualifications.

Notting Hill Academy of Music also welcomes applications from learners without formal qualifications at this level, as learning and experience is often gained in different settings outside the classroom, and this experience elsewhere will be taken into account where it can be assessed as equivalent to Level 3. To support this, we have an alternative application route comprising a structured interview where your knowledge, skills and experience relevant to the programme will be explored, followed by the submission of a 1500 word essay related to your career ambitions within the music industry. Admissions decisions will take both the interview and essay into account.

9. PROGRESSION AND ASSESSMENT REGULATIONS

Please refer to Rose Bruford College Undergraduate Academic Regulations.

10. MECHANISM FOR PROGRAMME REVISION

The programme is regularly reviewed through Notting Hill Academy of Music and Rose Bruford College's annual programme monitoring process. As part of this process, the Programme Committee receives feedback from students, external examiners and academic staff. Recommendations for any revisions to the programme can be discussed as part of this annual monitoring process.

Any proposed modifications by the programme team should be considered initially at Notting Hill Academy of Music and then forwarded to Rose Bruford College's Academic Registrar and Vice Principal. Each programme is subject to an Annual Programme Review undertaken by the Teaching, Learning and Quality Committee where any proposed changes and updates are discussed with appropriate External Examiners. Proposed modifications, together with the completed proforma will then be sent to Rose Bruford College's Academic Development Committee for consideration.

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