

Contemporary Creative Management Issues, Strategies and Techniques across the Music Industry 1

Module Information

2022.01, Approved

Summary Information

Module Code	7502MIPM
Formal Module Title	Contemporary Creative Management Issues, Strategies and Techniques across the Music Industry 1
Owning School	Liverpool Screen School
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Liverpool Institute for Performing Arts

Learning Methods

Learning Method Type	Hours
Lecture	16
Seminar	40
Tutorial	4

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	The aim of this module is to allow the student to engage in critical investigation, research and analysis of music industry focussed strategic management, creative and technical issues and development. Critically examining how these debates and issues impact upon the broad music and associated industries and their cultural outputs. The focus will be on a general and wider investigation of the music industry.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse innovative approaches to management and creativity within a chosen sector of the Music Industry.
MLO2	2	Collate documentation for analysis and form complex conclusions.
MLO3	3	Professionally and coherently present and argue an analysis and conclusion based on their research and investigation.
MLO4	4	Use theories concerning management and creativity to inform research and subsequent findings.

Module Content

Outline Syllabus	This module will critically consider how management techniques, technological innovation and global business developments impact on the music and wider creative industry economies and culture.
Module Overview	
Additional Information	

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentation	50	0	MLO1, MLO2, MLO3, MLO4
Essay	Critical analysis	50	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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