

Contemporary Creative Management Issues, Strategies and Techniques across the Music Industry 2

Module Information

2022.01, Approved

Summary Information

| | |
|---------------------|--|
| Module Code | 7503MIPM |
| Formal Module Title | Contemporary Creative Management Issues, Strategies and Techniques across the Music Industry 2 |
| 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 | 20 |
| Seminar | 30 |
| Tutorial | 10 |

Module Offering(s)

| Display Name | Location | Start Month | Duration Number Duration Unit |
|--------------|----------|-------------|-------------------------------|
| JAN-PAR | PAR | January | 12 Weeks |

Aims and Outcomes

| | |
|------|--|
| Aims | The aim of this module is to allow the student to further engage in critical investigation, research and analysis of music industry focussed strategic management, creative and technical issues and developments. This second module will give scope to a range of topics particularly relevant to the students' chosen specialisms and sector interests. The focus may be on a specified case study or a more general investigation of their particular area of interest and professional development. |
|------|--|

After completing the module the student should be able to:

Learning Outcomes

| Code | Number | Description |
|------|--------|---|
| MLO1 | 1 | Interrogate and evaluate the dynamic between business priorities and creative output. |
| MLO2 | 2 | Collate and analyse relevant objective information in order to evaluate it and form authoritative conclusions. |
| MLO3 | 3 | Critically examine the function of networks and relationships in creative economies. |
| MLO4 | 4 | Present complex arguments evaluating and considering theoretical knowledge and applied practise in a specific sector of the music industry. |

Module Content

| | |
|------------------------|--|
| Outline Syllabus | Building on the first Contemporary Creative Management Issues module, this module will further consider similar issues, but allow the student to independently focus more particularly upon their own specific sector, examining how these management techniques, technological innovations and global developments impact on their own sector and area of interest. |
| 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 |

Module Contacts

Module Leader

| | | |
|--------------|--------------------------|-----------|
| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|

Partner Module Team

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
|--------------|--------------------------|-----------|