



This specification provides a summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided.

The content of our courses is reviewed annually to make sure it's up-to-date and relevant. Individual modules are occasionally updated or withdrawn. This is in response to discoveries through our world-leading research; funding changes; professional accreditation requirements; student or employer feedback; outcomes of reviews; and variations in staff or student numbers. In the event of any change we will inform students and take reasonable steps to minimise disruption.

Programme Details

1. Programme title	Music, Management and Innovation		
2. Award type	Master of Arts		
3. Programme details	FHEQ Level: 7	Mode of Study: Full time Part time	Duration: 1 year 2 years
4. Faculty	Faculty of Arts and Humanities		
5. School	Owning: School of Languages, Arts and Societies Shared with: Management School		
6. Accrediting Professional or Statutory Body	None		
7. HECoS code <i>Select between one and three codes from the HECoS vocabulary.</i>	Code: 100643 Percentage: 100	Code: Percentage:	Code: Percentage:
<i>Programme code (internal use)</i>	LAST021 (Full time) LAST028 (Part time)		

9. Programme aims

The programme aims to:	
A1	Introduce students to core management discourses and focus on key principles and techniques at Masters' standard.
A2	Apply management principles to music contexts, particularly the management of organisations, events and visitors, and develop students' confidence in making such applications.
A3	Encourage a critical approach to the application of management principles, based on logical analysis and appropriate evidence.
A4	Provide teaching and academic guidance which is informed by active research and consultancy as well as knowledge of the relevant industries.
A5	Facilitate work by students to solve practical management.
A6	Enhance students' personal, transferable skills.
A7	Encourage students to become more proactive and assume responsibility for their learning, both during the programme and in the future.
A8	Provide a supportive and stimulating environment for students.
A9	Facilitate students' entry into the music industry, and the wider service sector, and enhance their capabilities for work in this industry.
A10	To enable a student to undertake a detailed investigation in Music Management.

10. Programme learning outcomes

Knowledge and understanding (K)	
On successful completion of the programme, students will be able to demonstrate knowledge and understanding of:	
K1	Data and concepts defining the nature of the music industries in contemporary society.
K2	Management principles, particularly core principles of economics, finance, human resource management, law and marketing.
K3	The operation of music organisations from profit and non-profit sectors.
K4	Management practices in the music industries in theory and practice.
K5	Research methodology and its application in arts management situations.
Skills and other attributes (S)	
<i>When considering the skills and attributes developed in this programme, please refer to the Sheffield Graduate attributes (SGAs). SGAs can be found here</i>	
On successful completion of the programme, students will be able to:	
S1	Initiate proactively appropriate question and search procedures in order to investigate a management situation/problem.

S2	Acquire and evaluate information appropriate to the analysis of management in the music industry.
S3	Make appropriate use of IT in support of analysis of management situations.
S4	Provide feasible options for solving management problems.
S5	Initiate and develop effective communication relationships with relevant parties in evaluating management situations and conducting management tasks.
S6	Work effectively in a team to pursue joint objectives.
S7	Give clear delivery of oral presentations, written client facing reports and research papers.
S8	Utilise research skills in order to appraise given management questions, hypotheses and situations.
S9	Conduct in-depth research and reporting on one applied management issue (through a dissertation).

11. Learning and teaching methods *(this should include a summary of methods used throughout the programme, including any unique features and should be written with a student focus as this information will display to current students and applicants i.e. prospectus)*

- 1) Induction before Semester 1 orients students to the industry under focus through designated reading and prior to Semester 2 familiarise students with the nature of upcoming practical work.
- 2) Lectures establish a foundation of knowledge and techniques of relevance to the industries and management practices being investigated.
- 3) Seminars develop understanding and facilitate skills and techniques relevant to the analysis of audiences, staff, organisations, markets and policies. They also develop communication skills and independent working.
- 4) Live group case studies (i.e. projects with external partners), are designed to promote experiential learning, engaging theory into practice through group practice with supported reflective and evaluative processes.
- 5) Guest practitioners participate in open interviews with student questioning, to enhance the understanding of management practices and ensure connection with the most contemporary issues.
- 6) Independent study is essential for successful completion of the programme, principally in the extended project but also in the assimilation of lecture material, preparation for seminars, conduct of case studies, and the production of assessed work.

12. Assessment and feedback methods *(this should include the range of types of methods used and should be written with a student focus as this information will display to current students and applicants i.e. prospectus)*

- 1) Reports for assessments in core modules in semester 1, rehearsing the form which the industry typically requires.
- 2) Exam in one module measuring understanding of financial processes and procedures.
- 3) Essays for modules where conceptual understanding is more important than vocational application.
- 4) Group plans and reports for modules taking teamwork through to the conclusion to emphasise the value of developing co-operative skills in this area.

- 5) Peer group assessment for group work modules, to enhance the shared responsibility of teamwork and to assess the process of group work.
- 6) Dissertation to assess conceptual understanding, data generation and analysis in an extended project.

Version Number:	Purpose / Change:	Cohort affected: (academic year and level)	Date change approved:
1			November 2023
2	Title Change	26/27 - All years	October 2025

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