

<b>Module Title</b>	<b>Professional Project: The Musician as Entrepreneur</b>		
<b>Brief Description</b>	<p>Professional Project modules call for sustained and intensive engagement in a particular area of professional practice, often overtly vocational in content.</p> <p>This module enables you, as a performing and/or composing musician, to enhance your entrepreneurial skills through the research and development of a business plan.</p> <p>A series of lecture/workshops with visiting professionals introduces key concepts in leadership and business for the creative industries. A placement with an arts organisation will put these concepts into practice, allowing you to witness first-hand the artistic, financial and relational challenges of starting and running a business in the arts sector.</p> <p>You will then use your experience as a creative musician, in conjunction with your newfound understanding of the cultural industries, to develop a business concept for the arts sector, under the guidance of a specialist mentor. The assessments will challenge you to research, test, contextualise and reflect upon all aspects of the business concept and its professional context through an individual presentation with questioning, and a substantial portfolio of coursework.</p>		
<b>Level</b>	SCQF 10		
<b>Credit Rating</b>	30 SCQF Credits / 15 ECTS credits		
<b>Status (Core/Option/CRSC)</b>	<input checked="" type="checkbox"/> Core <input type="checkbox"/> Option <input type="checkbox"/> Credit Rated Short Course		
	<p>If Core or Option please identify the programme(s)/year(s) below:</p> <hr/> <p>BMus (all pathways) Year 4</p> <hr/>		
<b>Pre-requisites</b>	Successful completion of BMus 3 C2 or higher in Freelance Musician		
<b>Co-requisites</b>	n/a		
<b>Anti-Requisites</b>	n/a		
<b>Maximum number of Students</b>	15	<b>Minimum number of Students</b>	4
<b>Learning Modes</b>	Hours per week/task	No. of Weeks	Total (hours)
Lectures	1.5	10	15
Placement	min. 20	variable	min. 20

Assessed Presentations	3	1	3
Mentoring	0.5	2	1
Independent Study			271
Total Notional Student Effort			<b>300</b>
<b>Module Co-ordinator</b>	Helen McVey		
<b>Module Aims</b>	<ul style="list-style-type: none"> <li>• To provide a professionally-orientated environment for students to develop their business and leadership skills.</li> <li>• To stimulate and challenge students to recognise and respond to commercial, cultural, political and other factors impacting on contemporary creative enterprises.</li> <li>• To prepare students for professional environments through professional engagement, including first-hand experience of a start-up or cultural enterprise organisation.</li> <li>• To enhance students' understanding of business and leadership skills for the arts sector.</li> </ul>		
<b>Module Content</b>	<p>A series of lecture/workshops with visiting professionals introduces key concepts in leadership and business for the creative industries. Alongside this, a placement with an arts organisation (e.g. a cultural start-up or an established arts enterprise) will put these concepts into practice, allowing you to witness first-hand the artistic, financial and relational challenges of starting and running a business in the arts sector.</p> <p>You will then use your experience as a musician, your newfound understanding of the cultural industries and your creative skills to develop a business concept, under the guidance of a specialist mentor.</p> <p>You will deliver an individual presentation to the class, where interrogation of your business plan by your assessors and peers will be a critical component of the assessment.</p> <p>Your final portfolio will present comprehensive documentation of the project.</p>		
<b>Learning Outcomes</b>	On successful completion of this module you will be able to:		
<b>LO1</b>	Develop an imaginative and well-informed proposal for a business opportunity in the arts sector		
<b>LO2</b>	Present high-quality business planning materials that evidence secure understanding of industry practices.		
<b>LO3</b>	Reflect on your leadership and entrepreneurial skills with critical awareness of your position in the cultural industries of today and tomorrow.		
<b>Assessment 1, Type and Weighting</b>	<p>You will be assessed through:</p> <ul style="list-style-type: none"> <li>• 40% (LO 1) <b>Individual presentation</b> (c. 25 minutes + questions); feasibility study of business concept, to include rationale,</li> </ul>		

	evidence of market/competitor research, and overview of financial planning.		
<b>Assessment Criteria for Assessment 1</b>	Assessors will look for: <ul style="list-style-type: none"> <li>• Imagination in concept and design</li> <li>• A methodical approach to planning and structuring of information</li> <li>• Awareness of business and financial challenges, informed by appropriate, up-to-date research</li> <li>• An ability to respond confidently and persuasively to questioning.</li> </ul>		
<b>Assessment 2, Type and Weighting</b>	You will be assessed through: <ul style="list-style-type: none"> <li>• 60% (LO 2, 3) <b>Portfolio of coursework</b> to include: written rationale, reflection on placement, full business plan, and other documentation as appropriate (5000 words).</li> </ul>		
<b>Assessment Criteria for Assessment 2</b>	Assessors will look for: <ul style="list-style-type: none"> <li>• Critical reflection that demonstrates sensitivity to awareness of cultural, financial, political and other factors impacting on your project.</li> <li>• Evidence of in-depth research</li> <li>• A discursive approach to evaluating your business model</li> <li>• High quality presentation of written and web materials</li> </ul>		
<b>Alignment of Assessment and Learning Outcome</b>			
		Assessment 1	Assessment 2
	LO1	X	
	LO2		X
	LO3		X
<b>Feedback</b>	<p>You will be assigned to a mentor who will offer specialist feedback on your project development and assessment preparation through two individual tutorials.</p> <p>Written tutor feedback is provided on both assessments.</p> <p>The assessed presentation provides ‘feed-forward’ into the portfolio. Questions from assessors and other students will also identify opportunities for improvement or further development in the portfolio.</p>		
<b>Recommended Resources</b>	See resources on Moodle, which are updated annually.		
<b>Other Relevant Details</b>	<p>Students must liaise with the module coordinator before the end of October to arrange a suitable placement and record this in their contract.</p> <p>An overall mark of C1 or higher in this module will lead to a ‘Music Business’ endorsement on your degree certificate.</p>		
<b>Next Steps</b>	Entry to the profession or postgraduate study.		