

Programme Specification

BA (Hons) Music Production and Music Business

<i>School:</i>	School of the Arts
<i>Subject area:</i>	Production
<i>Entry from academic year:</i>	2023-24
<i>in the month(s) of</i>	September
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	York St John University
<i>Programme/s accredited by:</i>	N/A
<i>Exit awards:</i>	Certificate of Higher Education Music Production Diploma of Higher Education Music Production and Music Business BA (Ord) Music Production and Music Business
<i>UCAS code / GTTR / other:</i>	
<i>Joint Honours combinations:</i>	N/A
<i>QAA subject benchmark statement(s):</i>	Music (2019)
<i>Mode/s of study:</i>	Undergraduate periods of study ¹ for full time / part time
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	No
<i>Study abroad opportunities:</i>	No
<i>Opt-in YSJU Placement Year opportunity:</i>	Yes

Introduction and special features

BA (Hons) Music Production and Music Business is for students who want to develop their creative and technical expertise and create their own business in the creative industries. The industry needs tech-savvy entrepreneurs who can identify opportunities in the marketplace and create businesses to fill them. This practical course, with its solid foundation in creativity, technology and music business practices, will prepare you to do just that.

One of the fundamental principles of teaching on the music production programmes is that it is practical. This means that your learning is underpinned by project work as much as possible. You will work in a practice-led environment. You will work through a constant cycle of practical production work and feedback, from yourself, your peers and your tutors, enabling you to build up your production skills and a portfolio of examples at the same time.

You will explore your creativity in composition, studio recording and computer-based production. You will apply your skills in production scenarios to prepare you for work in the field of music production. You will work in small collaborative production teams, honing your enterprise and project management skills and developing robust operational practice to embed in the design of your own business.

You will develop a firm grasp of the music industry, its operations and its legal frameworks, and gain a solid understanding of copyright and publishing. The music industry moves fast and is always changing. You will

¹ The standard period of study will apply unless otherwise stated

study the current patterns, researching music's place in society and honing your critical thinking skills, developing the business acumen to predict and shape the industry of the future.

In small groups seminars you will explore your own ideas for new business ventures, assessing their viability through business planning and market research practices. In Level 6, you will be supported in setting up your own music business in one-to-one supervisions.

There are no limits on weekly studio time, giving you space to develop your production practice and explore the specifics of the technological aspects of your business ideas. The department has with an enviable stock of equipment that you can borrow. This gives you space to develop the confidence to design solutions to specific sound technology requirements, such as designing and assembling bespoke location recording rigs. Dolby Atmos and spatial audio formats can be explored in our new state-of-the-art critical listening and screening facility.

As an integral part of the student experience, you are challenged to apply your skills working on a commercial project at Abbey Road studios. This field trip, which is funded internally from the School of the Arts budget, focuses and consolidates your production learning, and provides the opportunity for a valuable credit at the start of your career.

Your learning on our programmes will also benefit from regular visits from industry partners, drawn from all areas of the industry including creative practitioners, business experts and lawyers.

All staff teaching on our music production programmes are research active and their work, much of which is published in the international arena, persistently informs the development of curriculum content across our degrees. Two of our staff are general editors and authors for the Routledge *Perspectives on Music Production* series, a flagship publishing initiative comprising monographs and edited collections of research on all aspects of the music production studies field. See here for further information:

<https://www.routledge.com/Perspectives-on-Music-Production/book-series/POMP>

Admissions criteria

You must meet the minimum entry requirements which are published on the programme specific webpage. In addition, you must have:

- foundation knowledge and experience of music production
- foundation understanding of business enterprise and the music industry

We will interview all candidates to enable you to demonstrate these additional abilities, so you do not need to be certified by specific qualifications (i.e., you don't need to have 'A' level Business Studies or equivalent).

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme aim(s)

BA (Hons) Music Production & Music Business aims to:

- prepare you with relevant critical and creative skills, equipped with the knowledge and skills in business and enterprise, to enable you to engage in music production business and entrepreneurship as effective music producers in the contemporary creative industries.
- ensure you have a critical and analytical understanding of music production and the music business, and the ability to engage in contemporary debates and discussions.
- provide you with a broad-based foundation of theory and practice using appropriate technology and techniques to produce music for a range of production outcomes.

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 4

- 4.1 Demonstrate a robust and broad-based understanding of contemporary music production technology and apply appropriate skills and techniques in the creation of a music product
- 4.2 Demonstrate a practical understanding of the rudiments of music (i.e. melody, harmony, rhythm, etc.) and their application in a range of creative musical contexts
- 4.3 Apply critical listening skills to identify musical and sonic features in a production context
- 4.4 Demonstrate a practical understanding of personal and project management theories, skills and techniques
- 4.5 Engage in scholarly research in music production and articulate theoretical ideas in written form
- 4.6 Analyse the historical, cultural and commercial development of the contemporary music industry
- 4.7 Demonstrate theoretical and practical application of relevant business skills for the music business and entrepreneurship

Level 5

- 5.1 Demonstrate a critical understanding of production technology and detailed production techniques in the creation of a music product
- 5.2 Demonstrate a critical understanding of music production in theory and practice appropriate to contexts and clients served by a SME in the music industry
- 5.3 Demonstrate a critical understanding of contractual agreements and fundamental concepts in the music industry, such as copyright
- 5.4 Deploy research methodologies in a business context to support the development of marketing strategies and new venture creation
- 5.5 Demonstrate a practical and theoretical understanding of contemporary web marketing and PR techniques utilising digital network technology and social media
- 5.6 Apply critical and analytical skills to research contemporary issues in music production, and evaluate contexts and concepts in written form
- 5.7 Synthesise knowledge and skills across music production in working in diverse audio and music related practical and commercial contexts

Level 6

- 6.1 Synthesise critical, practical and technical business techniques and high-level project management skills to develop and deploy a business concept in the context of enterprise in the contemporary music industry
- 6.2 Critically evaluate business outcomes and processes using established ideas, concepts and techniques
- 6.3 Apply critical business skills and techniques to produce a feasibility analysis
- 6.4 Demonstrate a critical understanding of the music industry in historical, technical, commercial and social contexts and current directions to predict future developments in music production business
- 6.5 Utilise research methodologies and analytical skills to sustain a coherent intellectual written critique, which synthesises insights, theories, practice and knowledge in contemporary scholarship
- 6.6 Apply a critical understanding of the contemporary music industry context to support your continuing professional development planning

Programme structure

Code	Level	Semester	Title	Credits	Module status	
					Compulsory (C) or optional (O)	non-compensatable (NC) or compensatable (X)
MUP4012M	4	1	Sound Engineering and Recording Studio Practice	20	C	X
MUP4013M	4	1	Digital Audio Workstation (DAW)	20	C	X
MUP4015M	4	2	Music Production Practice 1	20	C	X
MUP4019M	4	2	Creative Composition	20	C	X
MUP4016M	4	1&2	21 st Century Music Business	20	C	X
MUP4017M	4	1&2	Music and Technology Studies	20	C	X
MUP5019M	5	1	Studio Recording, Synthesis and Sampling	20	C	X
MUP5023M	5	1	Copyright and Contracts in the Music Industry	20	C	X
MUP5025M	5	2	Marketing in the Music Industry	20	C	X
MUP5024M	5	1&2	New Venture Creation and the Entrepreneur	20	C	X
MUP5021M	5	1&2	Critical Studies in Music and Technology	20	C	X
Choose one 20 credit module from the options below						
MUP5022M	5	2	Mixing Music	20	O	X
MUP5028M	5	2	Live Sound Reinforcement	20	O	X
MUP5029M	5	2	Song Production	20	O	X
MUP5030M	5	2	Songwriting	20	O	X
MUP5031M	5	2	Sound Design for the Moving Image	20	O	X
MUP5032M	5	2	Music Production for the Moving Image	20	O	X
MUP5033M	5	2	Electronic Dance Music	20	O	X
MUP5034M	5	2	Live Performance Recording	20	O	X
MUP5035M	5	2	Music and Sound for Videogames	20	O	X
MUP6013M	6	1&2	Major Project: Music Business	60	C	NC
MUP6014M	6	1&2	Dissertation	20	C	X
MUP6015M	6	1	Progressing Your Career	20	C	X
MUP6017M	6	2	Creative and Music Industry Futures	20	C	X

Please note that not all options may be available every year as they depend on student demand and staff availability.

Any modules that must be passed for progression or award are indicated in the table above as non-compensatable. A non-compensatable module is one that must be passed at the relevant level (with a mark of 40) in order to progress.

Learning, teaching and assessment

The programme is structured such that you learn practical skills as well as creating your own productions and engaging in the development of business ideas, and you learn how to evaluate and critique those productions and business proposals, all with the fundamental idea that you will improve your own music, your business awareness, and your skills in communication and evaluation, so that you are educated to degree level and employable.

The **module diet** has been carefully created to enable you to develop your knowledge and skills across the range of skills needed in order to be a successful and effective entrepreneur in the music business and the wider creative industries. For example, at Level 4 the modules focus on theory and practice in both the musical and technical skills needed to produce music, and these are set in the context of the music business and the study of production practice past and present. This forms a strong foundation and is studied in common with students on the BA (Hons) Music Production programme. These themes are maintained, deepened and expanded as the programme progresses through to Level 6.

At Level 6 you engage in a major production project, which allows you to specialise in a broad area of music production practice. This sits alongside the dissertation module and represents the culmination of all the skills and abilities you will have learned throughout the programme. Your final production portfolio will be a major work that you will have chosen and designed yourself demonstrating that you are a producer capable of moving into a career in this field.

Learning in this programme is varied but with a leaning towards the practical 'doing' of production rather than just the 'study of' it. How to record, how to mix, etc. are learned in practice as well as learned in theory. We use an 'experiential' learning cycle of beginning with practice, reflecting on this practical activity, and using critical reflection to improve future practice.

Assessments are mostly through practical coursework projects, critical work may be written essays, journal articles or presentations with regard to practical skills, but no formal examinations. Because this programme is based in 'real-world' experience the nature of the assessments, particularly the practical ones, are aimed at reflecting what is expected in the music industry. Formative assessment is included where supportive of your development on a module, alongside the development group supervisions which form the central feature of your practical learning through doing.

Research Informed Teaching

Every member of staff on the programme engages with research and professional activity ranging from the philosophy of music production to composing to creating the latest production techniques. Professional recordings, articles and books on music production subjects written by the staff are used in the teaching to help keep you up to date with the latest developments in both research and practice. You will be using these texts and material created by your teachers and industry partners so you can connect *directly* to the authors rather than being at a distance from them (i.e. faceless names on the book covers). In this way you gain confidence in being able to engage with the researchers and to co-create knowledge with them rather than only being receivers of knowledge.

Progression and graduation requirements

The University's [general regulations](#) for undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

Internal and external reference points

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)
-

Date written / revised:

Programme originally approved: