



Course syllabus

Faculty Board of Humanities and Social Sciences
School of Cultural Sciences

1MU703 Företagsekonomi för musikbranschen, 7,5 högskolepoäng
Business Economics in the Music Business, 7.5 credits

Subject Group

Music

Level of classification

First Level

Progression

GIF

Date of Ratification

Approved by the Board of the School of Cultural Sciences 2010-10-29

Revised 2011-10-31. Revision of literature

The course syllabus is valid from spring semester 2011

Prerequisites

Passed result 45 credits from previous courses included in the Design of Music and Sound Programme.

Expected learning outcomes

After completing the course, the student should be able to:

- present elementary concepts in business economics in general and the music business in particular
- present various models and forms of application for the sub field product estimation with special focus on the music business
- locate various models and forms of application for marketing that is suitable for the music business market

Content

The course includes the following elements:

- planning
- organisation
- estimation
- presentation
- marketing from a music business perspective
- practical case study - an artist and/or musical product is analysed from a consumer perspective

Type of Instruction

Teaching may be in the form of lectures, group assignments, "blended learning" and seminars. If the course is conducted as a distance tuition course, all communication is conducted via the learning platforms.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

In order to pass the course, students need to meet the expected learning outcomes. Examination occurs through written, oral and practical presentations of different kinds. The active participation of the student is an important part of the course and forms a continuous basis of assessment.

A resit is offered within six weeks (within the framework of regular terms) and the number of resits is limited to five (in accordance with the Higher Education Ordinance 6 chap. 21§).

Course Evaluation

When the course has finished, an evaluation is compiled. The results are reported back to students and then archived according to the rules of the School.

Other

Students are required to pay for any additional expenses in connection to assignments etc.

Required Reading and Additional Study Material

Lundén, B. *Kulturarbetarboken*. Björn Lundén Information, 304 p. ISBN 9789170276279

Parment, A. *Marknadsföring - kort och gott*. Liber, 224 p. ISBN 9789147089154