



Course syllabus

Faculty of Arts and Humanities

Department of Music and Art

1MU811 Företagsekonomi för musikproducenter, 7,5 högskolepoäng
Business Administration for Music Producers, 7.5 credits

Main field of study

Music

Subject Group

Music

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by Faculty of Arts and Humanities 2013-05-22

The course syllabus is valid from autumn semester 2013

Prerequisites

45 credits from semesters 1, 2 and 3 in the Music Production Programme, 180 credits.

Objectives

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

- in general terms account for the conditions for running your own business in the music industry,
- account for basic concepts in business administration in general and their application in the music industry in particular,
- account for various models and forms of application in the sub-field of product estimation, focusing on the music industry,
- identify various models and forms of application for marketing adapted to the market conditions of the music industry,
- conduct basic financial planning and administration in their own field of work,
- problematise the role of creativity in the imitative and innovative processes of entrepreneurship,
- conduct basic environmental scanning in order to identify conditions, threats and possibilities for their own business.

Content

The course includes the following:

- planning,
- organisation,
- estimation,
- marketing from the perspective of music production.

The course includes an introduction to the fields of business and possibilities in the music industry. This includes basic theories, concepts and models for entrepreneurship in the complex music industry. One focus in the course is the process from a business concept to a company, including a business plan, field-specific regulations and economic conditions. The course also discusses environmental scanning in the music industry from multiple perspectives.

Type of Instruction

Teaching is delivered in the form of literature studies, lectures, seminars and practical case studies.

Examination

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

In order to receive the grade of Pass, the student must achieve the intended learning outcomes. The course is examined through a project plan or business plan as well as written assignments. A retake examination is provided within six weeks (within the framework of regular semesters).

Course Evaluation

At the end of the course, a course evaluation is conducted and compiled into a report, which is made available to students and filed and stored according to departmental regulations.

Other

Any costs in connection to assignments etc. are paid by the student.

Required Reading and Additional Study Material

Required Reading

Skärvad, Per-Hugo & Olsson, Jan, *Företagsekonomi 100 fakta*, Liber, 488 p. ISBN: 9789147099092, the latest edition.

Additional study material

Lundén, B, *Kulturarbetarboken*, Lundén Information, 243 p. ISBN: 9789170278198

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