



Course syllabus

Faculty of Arts and Humanities

Department of Music and Art

1MU822 Musikbransch III - Företagsekonomi, 7.5 credits
The Music Business III - Business Administration

Main field of study

Music

Subject Group

Music

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2019-06-18

Revised 2022-09-01 by Faculty of Arts and Humanities.

The course syllabus is valid from spring semester 2023

Prerequisites

60 credits from semesters 1, 2 and 3 of the Music Production Programme, 180 credits.

Objectives

After completing the course, the student should be able to

- describe in general terms the music industry's conditions for self-employment
- present and explain basic concepts in the field of business administration in general and their application in the music trade in particular
- choose relevant models and applications in marketing adapted to the market conditions of the music industry
- perform basic financial planning and calculations in their own business
- problematise the role of creativity in the imitative and innovative processes of entrepreneurship
- conduct basic market research to identify conditions, threats, and possibilities for their own business.

Content

The course introduces the student to the music industry's wide-ranging possibilities and fields of business, including basic theories, concepts, and models of entrepreneurship in

the music industry. In the course, we work with turning innovative ideas into sustainable business ideas. The course focuses on different processes in organisation, planning, and marketing of small businesses. This includes cost calculation, cost estimation, and financial conditions, as well as drawing up a business plan. The course also includes market research in the music industry.

Type of Instruction

Teaching is delivered in the form of literature study, lectures, and seminars.

Examination

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

The course is examined through a written examination and a final project assignment. In order to receive the grade of Pass, the student must achieve the objectives. Grading criteria for the grade of Pass with Distinction will be specified in writing when the course starts.

If the university has decided that a student has the right to special educational support due to a disability, the examiner may offer an adapted test or allow the student to conduct the test in an alternative form. For students who do not pass their first examinations, retake examinations are provided in accordance with Local regulations for courses and examinations at the first and second levels at Linnaeus University.

Course Evaluation

At the end of the course, a course evaluation is conducted. Results and analysis of the course evaluation are communicated to the students who have taken the course. Students who are taking the course when it is offered the next time are informed of the results at the start of the course. The evaluation is anonymous.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 1MU811 Business Administration for Music Producers, 7.5 credits.

Other

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

Required Reading and Additional Study Material

Audretsch, David & Thurik, Roy. (2004). "A model of the entrepreneurial economy." *Papers on Entrepreneurship, Growth and Public Policy*, Jena, 17 pages.

Hansen, David & Lumpkin, Tom. & Hills, Gerald. (2011). "A multidimensional examination of a creativity-based opportunity recognition model." *International Journal of Entrepreneurial Behaviour & Research*, Bingley, Volume 17. 20 pages.

Landström, Hans. (2005). *Entreprenörskapets rötter*, Lund: Studentlitteratur. In selection, 12 pages. Available via the course learning platform.

Nidumolu, Ram & Prahalad, Krishnarao Coimbatore & Rangaswami, Madhavan (2013). "Why Sustainability Is Now the Key Driver of Innovation." *Engineering Management Review*, IEEE. 41, Web, 16 pages.

Nilsson, Nils. *Entreprenörskap – Att se och handla på möjligheter*, Liber: Stockholm,

220 pages, the latest edition.

Osterwalder, Alexander et al. *Business model generation: a handbook for visionaries, game changers, and challengers*, Hoboken, N. J.: Wiley. (Ch.1) 38 pages, the latest edition. Provided by the department.

Sarasvathy, Saras. (2008). "What Makes Entrepreneurs Entrepreneurial?" *SSRN Electronic Journal*. University of Virginia, 8 pages.

Additional study material

Anderton Chris et al. *Music Management, Marketing and PR*, Sage Publications Ltd. 240 pages, the latest edition.

Lundén, Björn, *Kulturarbetarboken*, Lundén Information: Näsvisken, 243 pages, the latest edition.

Parment, Anders, *Marknadsföring kort och gott*, Liber: Stockholm, 224 pages, the latest edition.

Skärvad, PerHugo & Olsson, Jan. *Företagsekonomi 100 fakta*, Liber: Stockholm, 488 pages, the latest edition.