



Course syllabus

Faculty of Arts and Humanities
Department of Music and Art

1MV703 Företagsekonomi för musikbranschen, 7,5 högskolepoäng
Business Economics in the Music Business, 7.5 credits

Main field of study

Musicology

Subject Group

Musicology

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by Faculty of Arts and Humanities 2015-02-02

The course syllabus is valid from spring semester 2015

Prerequisites

The grade of Pass on at least 45 credits of the courses included in the Design of Music and Sound Programme.

Objectives

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

- account for basic concepts in business economics in general and the music business in particular,
- account for various models and forms of application in the sub-field of product estimation, focusing on the music business,
- identify various models and forms of application for marketing adapted to the music business market.

Content

The course includes the following:

- The organisation of a small company, with appropriate company types.
- Estimation and budgeting. Estimation of costs for a small company and how to charge for your services.
- Arranging events. Administration and organisation of events and concerts.
- Marketing from the perspective of music production.
- Practical case study. Planning and budgeting a music project documented in a report.

Type of Instruction

Teaching is delivered in the form of lectures, group exercises and seminars.

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 intended learning outcomes must be achieved.

The course is examined through written and practical presentations in various forms.

Examination is also based on the student's active participation throughout the course.

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.

Credit Overlap

This course cannot be part of a degree in combination with another course in which the content fully or partly correspond to the content of this course: The course overlaps with 1MU703 (7.5 credits).

Other

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

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