



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 2015-02-02

Revised 2017-06-01 by Faculty of Arts and Humanities.

The course syllabus is valid from spring semester 2018

Prerequisites

General entry requirements for university studies.

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 industry,
- identify various models and forms of application for marketing adapted to the market conditions of the music industry,

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 student must achieve the objectives. Grading criteria for the grade of Pass with Distinction will be specified when the course starts.

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.

For students who do not pass the first examinations, retake examinations are provided in accordance with local regulations at the 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 and the students who are taking the course when it is offered the next time. The evaluation is anonymous. The course evaluation is filed according to departmental regulations.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds 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. (2010) *Kulturarbetarboken*. Björn Lundén Information, 304 p. ISBN 9789170276279. Latest edition.

Parment, A. *Marknadsföring – kort och gott*. Liber, 224 p. ISBN 9789147089154. The latest edition.