

STAGE 3

Module	Professional Practice
Course code	BAMPH-PP
Credits	5
Allocation of marks	40% assignment 60% examination

Intended Module Learning Outcomes

On successful completion of this module the learner will be able to:

- i. Set up and manage a small business in accordance with legalities such as tax, business registration and insurance.
- ii. Manage personnel in accordance with employee rights and employer responsibilities.
- iii. Navigate the legalities of recording rights, arrangement rights, copyright, intellectual property etc.
- iv. Develop successful strategies for project pitching and presentation to third parties.
- v. Recognise the fiscal value of his professional expertise; cost, price and quote for this accordingly, and present this information to third parties.
- vi. Organise promotion of a small business through website design and internet marketing.

Module Objectives

This module aims to provide the learner with the skills necessary to provide a business service to the creative industries. The learner will be equipped with a working knowledge of the ethical and fiscal standards of the professional bodies and the practical understanding of the complex legal implications of intellectual property in the music industry. The module aims to develop the learners' presentation, CV, and job application skills as well as their marketing and selling skills on the internet.

Module Curriculum

Setting up and running a small business:

- Registration
- Taxation and accounting
- Personnel management
- Finances and fiscal obligations
- Overheads and expenditure considerations

Online business systems:

- Models for business websites
- Music catalogues

- Revenue streams

Copyright:

- Intellectual property
- Arrangement rights
- Recording rights
- Performance rights
- Royalties

Project pitching:

- CV preparation
- Media formats
- The NLP language of the “sell”

Presentation skills:

- Presentation structures and platforms
- Portfolio presentation.