1. **Title of the module:**

CMAT6030 Business Plan Development

1. **School or partner institution which will be responsible for management of the module**

Centre for Music and Audio Technology (CMAT)

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

1. **The number of credits and the ECTS value which the module represents**

15 Credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Term 1

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BA Music Business and Production

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**
2. Demonstrate a knowledge of music business innovation and enterprise development, markets and business planning and be able to prepare a business plan and strategy to meet the challenges of the industry.
3. Demonstrate an awareness of stakeholder involvement in businesses including start-ups in the music industry, accounting and financial disciplines.
4. Analyse and evaluate business data and employ the analysis in evidence-based decision-making.
5. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
6. Gather, evaluate and synthesize evidence including the identification of reliable academic sources.
7. Analyse data and formulate and express relevant arguments and hypotheses.
8. Examine assumptions, concepts and hypotheses critically in the light of evidence, to make informed choices and to apply insights from one area of study to another.
9. Utilise relevant skills in information communication technologies and use of electronic information sources.
10. Work independently, understanding one’s own learning style and work regime.
11. Plan and set priorities, and engage and understand time management.
12. **A synopsis of the curriculum**

It is now a requirement that businesses, including start-ups prepare a business plan to reassure stakeholders that it is worthwhile investing their time and money in the business. Banks now need reassurance that the management behind the business has researched their market and have a clear plan for development. This module takes the student through the process of preparing and producing a comprehensive business plan including market research, cash flow and profit and loss projections. The student is encouraged to utilise robust research practices and to engage with strategic critical thinking. The business plan, including a SWOT analysis, forms the basis of a presentation which the student can use should they wish to approach investors or banks going forward.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Brabec, J. and Brabec, T. (2011). *Music, money, and success: the insider’s guide to making money in the music business*. New York: Schirmer Trade Books.

Dann, A. and Underwood, J. (2003). *How to succeed in the music business*. London: Omnibus.

Krasilovsky, M. W., Shemel, S. and Gross, J. M. (2003). *This business of music: the definitive guide to the music industry*. New York: Billboard Books.

Passman, D. S. (2011). *All you need to know about the music business*. London: Penguin.

Rudsenske, J. S. and Denk, J. P. (2005). *Start an independent record label*. New York: Schirmer Trade Books.

Wood, M. B. (2014). *The marketing plan handbook*.

1. **Learning and teaching methods**

This module will be taught by lectures, seminars and a feedback tutorial.

Contact hours: 22

Independent study hours: 128

Total study hours: 150

1. **Assessment methods**

13.1 Main assessment methods

Business Plan (2,500 words) 100%

* 1. Reassessment methods

Like for like

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |
| Private Study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Lectures | **X** |  | **X** | **X** |  | **X** |  |  |  |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |
| Feedback Tutorial | **X** |  |  |  |  | **X** |  |  | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| Business Plan | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The Centre recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway, CMAT

1. **Internationalisation**

Music Industry businesses are now conducted on a global platform, especially in the digital domain. Students need to address international legal frameworks, operational procedures and business contexts when preparing business plans and strategies.

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**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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