6.21 Module 21: Professional Practice

Module Title	Professional Practice
Module NFQ Level (only if an NFQ level can be demonstrated)	8
Module number/Reference	BAAMT303
Parent Programme	BA (Hons) in Music Production
Stage of Parent Programme	3
Semester	1
Module Credit Units (FET/HET/ECTS)	ECTS
Module Credit number of Units	5
List the teaching and learning modes	FT
Entry requirements (statement of knowledge, skill and competence)	Learner has earned Level 5 qualification. No previous applications technology ability is required.
Pre-requisite module titles	None
Co-requisite module titles	None
Is this a capstone module? (Yes or No)	No
Staff qualifications (academic, pedagogical and professional/occupational) and experience required. (staff includes workplace personnel who are responsible for learners such as apprentices, trainees and learners in clinical placements)	Staff are required to have at least a Masters qualification in a business related discipline in addition to Industry experience. Staff are expected to have the Certificate in Training and Education qualification from Griffith College or its equivalent.
Staff/learner ratio per centre (or instance of the module)	For lecture load, ratio of 1:50 lecturer to learner is required and in lab sessions the maximum allowed is 1:25 The lecturer will also have 1 hour per week set aside in their timetable for 1:1 contact with learners who require it or have particular items they want to discuss.
Maximum number of learners per centre (or instance of the module)	50
Duration of the Module	One Academic Semesters, 12 weeks teaching
Average (over the duration of the module) of the contact hours per week.	3
Physical resources and support required per centre (or instance of the module)	One lecture hall with capacity at least 50 and one computer lab with capacity of 25.

Analysis of Required Learning Effort										
Effort while in contact with staff										
Classroom and Demonstrations		Mentoring and small group tutoring		Other (Specify)		Directed e-learning (hours)	Independent learning (hours)	Other hours (specify)	Work-based learning hours of learning effort	Total Effort (hours)
Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner					
24	1:50	12	1:25				89			125
Allocation of marks (within the module)										
					Continuous Assessment	Supervised Project(s)	Proctored practical	Proctored Written Examination		Total
Percentage contribution							90%		60%	100%

6.21.1 Module Objectives

This module aims to provide the learner with the skills necessary to provide a business service to the creative industries. The learner is 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.

6.21.2 Minimum Intended Module Learning Outcomes

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

MLO 21.1   Set up and manage a small business in accordance with legalities such as tax, business registration and insurance.

MLO 21.2   Navigate the legalities of recording rights, arrangement rights, copyright, intellectual property etc.

MLO 21.3   Develop successful strategies for project pitching and presentation to third parties.

MLO 21.4   Organise promotion of a small business through website design and internet marketing.

6.21.3 Rationale for inclusion of the module in the programme and its contribution to the overall IPLOs.

As an audio professional, working in a commercial environment, it is important to know your legal rights and ensure they are adhered to. An individual involved at any stage of the creative process, whether that's writing or arranging, may be entitled to royalties on sales/distribution of the product. As well as the legal issues, any individual setting up a business must conform to statutory requirements, i.e., tax compliance, company registration etc. This module will inform the learner of these issues as well as developing the skill to promote themselves and/or their business. This module will contribute to the learning required for Programme Learning Outcome 11 while also contributing to outcomes 8 and 9.

6.21.4 Information Provided to Learners about the Module

Learners enrolled on this module will receive a copy of the module descriptor and assignment briefs, including an outline of the criteria for assessment.

Previous examples of assignments are also presented to the class.

6.21.5 Module Content, Organisation and Structure

The module is organised to deliver theory through lectures (2 Hours) and supervised tutorials (1 Hour). During tutorials, each learner will have a workstation allowing the lecturer to work individually with learners to demonstrate and explain the material.
The lectures each week will combine lecture delivery and discussion on the material.

Each lecturer has a time allocated for one-to-one meetings with learners as required. These are not mandatory sessions but available either where the lecturer wishes to discuss an element of the module with a learner, or a learner requests a meeting to discuss a particular topic. These sessions focus on academic issues only.

Module Content

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.

6.21.6 Module Teaching and Learning Strategy

Learners are taught using a combination of lectures and tutorials.

During tutorials, each learner will have a workstation/exercise allowing the lecturer to work individually with learners to demonstrate and explain the material.

Activity	Teaching / Learning Strategy	Learning Environment
Lecture (24 hours)	Lectures / participative discussions / case studies of business processes and practices	College
Tutorial (12 hours)	Support and feedback for module assignments / guidance with academic writing / preparation for commercial practice	College
Assignment (48 hours)	Practice learning and perfecting professional practice skills	College
Independent Work (41 hours)	Directed and self-directed learning / home study	College / Home

6.21.7 Timetabling, Learner Effort and Credit

The module is timetabled as one 3-hour session to the whole class. This will consist of a 2-hour lecture, and a 1-hour studio or lab tutorial.

The number of credits assigned to this module is our assessment of the learner effort required. It is our view that 10 ECTS of learner effort is required by learners coming new to the material to achieve the learning outcomes required.

6.21.8 Work-based Learning and Practice-placement

There is no work based learning or practical placement involved in the module.

6.21.9 E-Learning

The College VLE is used to disseminate notes, advice and online resources to support the learners. The learners are also given access to Lynda.com as a resource for reference.

6.21.10   Module Physical Resource Requirements

Requirements are for a fully equipped lecture hall and access to one or more recording studios. In the recording studios, there should be an analogue and digital processing equipment. Industry standard monitoring will be required for each studio for analysis of material.

6.21.11   Reading Lists and Other Learning Materials

Recommended Reading
Halloran, M. (2008) *The musician's business and legal guide.* Upper Saddle River NJ: Pearson Prentice Hall.
Knabb, C. [et al] (2013) *Music is your business: the musician's Four Front strategy for success.* Seattle WA: FourFront.
O'Kane, B. (2010) *Starting a business in Ireland: a comprehensive guide and directory,* Cork: Oak Tree Press.

Supplemental Reading

Avalon, M. (2016) *Confessions of a record producer: how to survive the scams and shams of the music business.* San Francisco: Backbeat Books.

Beauchamp, T. [et. Al.] (2013) *Ethical theory and business,* Upper Saddle River N.J.: Pearson/Prentice Hall.

Bethel, E. (2014) *Posters and presentations.* Houndsmills Basingstoke: Palgrave Macmillan.

Byrne, D. (2013) *How music works.* San Francisco: McSweeneys.

Carolan, E. (2010) *Media law in Ireland.* Dublin: Round Hall Sweet and Maxwell.

Duarte, N. (2009) *Slide:ology: the art and science of creating great presentations.* Sebastopol: O'Reilly.

Ess, C. (2013) *Digital media ethics.* Cambridge: Polity.

Figliulo, M. (2015) *Creating a Business Plan.* Lynda.com

Vrontikis, P. (2013) Running *a Design Business: Presentation Skills Lynda.com*

6.21.12 Specifications of Module Staffing Requirements

For each instance of the module, there will be one lecturer qualified to at least Master's level in Business or equivalent, and with a relevant third level teaching qualification (e.g. Certificate in Training and Education). Depending on numbers a lab assistant may be required. Where this is the case the Assistant will be required to have a sound understanding of music technology and computer based workstations, either through industry experience or academic qualification. For example, a postgraduate student of Audio and Music Production may be suitable to assist the lecturer in lab sessions. Any lab assistant will work under the supervision of the lecturer.

6.21.13 Module Summative Assessment Strategy

Name	Weight	Description	Learning Outcomes
Assignment and Presentation	40%	Document and presentation evidencing implementation of practical aspects of module in a professional context. This is a marketing strategy	19.3 – 19.4
Report	60%	Assess learner's assimilation and understanding of the material covered. A Business Plan. As part of the plan, learners will be required to attend scheduled meetings with a tutor for feedback. This will contribute to a continuous assessment element.	19.1-19.2

6.21.14   Sample Assessment Materials

Assessment 1

Marketing Presentation

You are to develop, plan and present a music marketing campaign. The campaign could for example focus on the promotion of a musical product, or an individual artist or collective. The specific nature of the presentation will be negotiated through the tutorial process.

Presentations will typically focus on:
- The specific aspects of your product and or artist, and include examples of their work
- The intended target audience and relevant demographic
- A tailored marketing campaign
- The USP of your product
- A visual identity

The presentation must be between eight and ten minutes in duration. You will be given a one - minute warning at nine minutes and asked to stop if your presentation reaches ten minutes. The presentation must make full use of software presentation resources to present audio, music, text, design, graphics, photography and video.

The presentation must be rehearsed with the materials/resources you intend to use and an appropriate balance between examples and your delivery must be applied.