

## Level 6

### Arts and Festivals Management Single Honours

Module Code	Module Title	Value
AMAN3000	Arts Management Dissertation	30
AMAN3024	Creative Enterprise and Advanced Placement	30
AMAN3040	Music Industry Management	30
AMAN3041	Media Industry Management	30

\* **NB** Students who choose **either** the Event strand **or** the Cultural Exchanges strand of this module will have to have an interview with the Module Leaders for both strands. Students must choose a reserve module.

**Module Title:** Arts Management Dissertation

**Module Code:** AMAN3000

**Module Leader:** Tony Graves

**Pre-requisites:** AMAN2010

#### **About the Module:**

The arts management dissertation aims to offer students the opportunity to explore in some depth a topic of their own choice, in which they will need to demonstrate competence in the application of an appropriate research methodology . It aims to develop competence in self managed study and to deepen the student's awareness of the value of in depth research. Support will include individual tutorial time and 7 lecture sessions, plus tutorial group seminars.

**Assessment:** Dissertation

**Module Title:** Creative Enterprise and Advanced Placement

**Module Code:** AMAN3024  
**Module Leader:** Tony Graves

**About the Module:**

The main aim of this module is to complete the student's preparation for employment by means of a four-week placement in an organisation of their choice. The module also reflects the changing environment within the arts which places increased emphasis on entrepreneurial skills by requiring students to develop their own idea for a creative business.

As a whole the module will enable you to:

- display a knowledge of the qualities and characteristics exhibited by entrepreneurs.
- explore the option of self employment as a potential career path
- gain experience in writing a business plan for a creative business
- observe and analyse the management of an organisation professionally engaged in arts activity;
- critically evaluate the work of the host institution both internally and within the wider framework of the arts in Britain and abroad;
- specialise in an area of Arts and Festivals Management in which you are interested;
- extend your experience of arts management within a work context; and
- extend your range of contacts.

The creative enterprise block will provide students with a framework from which to develop their own business model for a creative enterprise. It will be delivered via a series of lecture/workshop sessions which will take them through the key stages of developing a creative business idea and introduce them to tools such as evidence, blueprint and relationship modelling which are utilised in the workshop sessions to help develop the business idea.

The placement will build on the applied experience students will have gained from other elements of the course to provide practical experience of employment in an arts organisation. The placement should be challenging, involving students in work that is both complex and demanding and requiring a high degree of initiative, effectiveness and commitment. It is expected that students will have the opportunity to participate in several aspects of their host's work and to report on this to them.

**Assessment:** Creative Enterprise Portfolio; Placement Report; Host Report

**Module Title:** Events and Festivals Management

**Module Code:** AMAN3039

**Module Leader:** Tony Grave

### **About the Module:**

Events and Festivals Management module consists of 2 strands and students enrolled must choose one of the two options at the point of selecting this module. These are:

- The Events Strand - proposing and delivering a large scale event of the student's / students' own choice, in Leicester in week 23. (Places obtained via interview; reserve choice must also be made which must be another module).
- The Festivals Strand - programming and delivering Cultural eXchanges Festival, in week 22. (Places obtained via interview; reserve choice must also be made which must be another module).

### **The Events Strand**

The Events strand gives students the opportunity to create and produce an original event of their (collective) choice. This can be based on Campus or in an arts or cultural venue/site specific location within Leicester.

It is envisaged that a maximum of 3 groups will be formed in any one year. It may be the case that all students following this strand will wish to work on a single event. Each event group will be provided with a small budget determined at the start of the academic year. Students are expected to demonstrate their ability to project manage, and deliver the event addressing the key elements of time management, budgetary control and quality of project. Given the likely scale of budget it is envisaged that students will negotiate additional support in cash or kind with partners and/or sponsors.

### **The Festivals Strand**

The focus of the festivals strand is the events that are proposed for the Faculty's week long high profile Cultural eXchanges festival in February/March, funded via a Faculty budget. This festival will include performances, exhibitions, talks, readings, and symposia.

The Festivals strand is concerned with how you can become an effective manager of public events or small projects or festivals through applying some basic management skills in a co-ordinated way. The strand has been designed to meet the needs of aspiring artists (media, performing, visual) and arts managers who want to gain direct experience in event/project development and management.

The taught part of the module for both strands will include the following:

- Developing an outline for an event or project
- Planning: critical path analysis and logistical analysis
- Marketing the idea to potential funders/sponsors, media and the general public
- Finance: costing the project and keeping financial control
- People: leading and working in a team
- Law: legal framework; insurance; licences; contracts

**Assessment:** Group Project (Event/Festival Event and Individual Contribution); Event Manual; Individual Report

**Module Title:** Music Industry Management

**Module Code:** AMAN3040

**Module Leader:** Jacqui Norton

**About the Module:**

Music exerts a major influence on our everyday lives and the music industry ranks as one of the most successful elements of the UK's creative economy. The overall aim of this module is to increase general understanding of the sector and to develop personal confidence in it as a possible source of employment. The module provides an overview of the sector since 1945, tracking the emergence of the global system that we have today and considering key developments and influences in its history. It examines both the commercial and subsidised sectors and the role of Government and other national bodies, exploring their different roles and how they work together. It introduces students to some theoretical and philosophical frameworks for examining the workings of the music industry, the relationships between its many parts and the different styles and genres it produces, as well as exploring how different aspects of the sector are managed e.g. an orchestra or a rock band. This will include live (touring, festivals) and recorded work, and explore the relationship between artists and management, and the role of the latter in developing a band/an artist's career.

The module will also provide opportunity for students to develop their understanding of particular genres of music and any management issues that it faces - e.g. marketing and issues of access. Students will have the opportunity to share this in their seminar work.

**Assessment:** Essay; Group Research Project; Group Presentation;

**Module Title:** Media Industry Management  
**Module Code:** AMAN3041  
**Module Leader:** Tony Graves

**About the Module:**

This module is concerned with the management of the contemporary media industry. It will consider the social, cultural, political context in which the media operates. It will examine media organisations themselves, and it will look at media content, practices and audiences. The media as a whole can be seen to exert a major influence on people's lives, and collectively they rank as one of the most successful elements of the UK's creative economy. In particular the module will focus on the managing of a media product from the inception of an idea, through pre-production planning, to the pitching and commissioning of a programme.

The overall aims of this module are to increase understanding of the contemporary media sector, its management structures, the role of entrepreneurship and enterprise, its creative environment, and its career opportunities. The module also looks at the role of the Government in creating a commercial environment for cultural activities, as well as the role of national and international law and regulation. The module will encourage the development of personal and group skills, through the experience of creating programme ideas, developing an independent production company, and the process of pitching an idea to a commissioning editor.

**Assessment:** Essay; Group Portfolio; Pitch/Presentation