



<b>Unit title</b>	Identify New Opportunities and Revenue Streams for the Music Industry
<b>SQA code</b>	H6KB 04
<b>SCQF level</b>	7
<b>SCQF credit points</b>	5
<b>SSC ref</b>	MRL2

## History of changes

**Publication date:** March 2012

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<b>Version number</b>	<b>Date</b>	<b>Description</b>	<b>Authorised by</b>
02	20/11/2014	Update to Unit assessment information.	Qualifications Officer

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Title	Identify New Opportunities and Revenue Streams for the Music Industry	
Learning Outcomes		Assessment Criteria
The learner will:		The learner can:
1	Understand the role of industry and different trading formats.	<p>1.1 Explain the role of:</p> <ul style="list-style-type: none"> <li>◆ the publishing industry</li> <li>◆ the recording industry</li> <li>◆ live performance in the music industry</li> </ul> <p>1.2 Explain the different trading formats in the music industry.</p> <p>1.3 Describe the types of projects that are likely to attract funding.</p>
2	Be able to identify business opportunities in the music industry.	<p>2.1 Analyse the impact of historical industry trends on current and future developments.</p> <p>2.2 Identify music trends to exploit, working closely with colleagues.</p> <p>2.3 Communicate and network effectively to explore potential business opportunities and sources of funding by:</p> <ul style="list-style-type: none"> <li>◆ keeping up to date with current web based communication tools</li> <li>◆ attending music industry events, conferences, showcases and social networking initiatives</li> <li>◆ participating in music industry communication forums, debates, chat rooms and blogs</li> </ul> <p>2.4 Evaluate the impact of networking on:</p> <ul style="list-style-type: none"> <li>◆ business potential</li> <li>◆ current and future funding opportunities</li> </ul>

<b>Learning Outcomes</b>	<b>Assessment Criteria</b>
<p><b>The learner will:</b></p> <p>3 Be able to propose business opportunities in the music industry.</p>	<p><b>The learner can:</b></p> <p>3.1 Determine the timescales, resources and deliverables for business plan for at least two business opportunities, working closely with colleagues.</p> <p>3.2 Obtain relevant information to meet deadlines.</p> <p>3.3 Set up and maintain a database and spreadsheet to record information.</p> <p>3.4 Present knowledge and findings to colleagues and managers using effective and appropriate communication tools.</p>
<p>4 Be able to prepare and submit funding applications in the music industry</p>	<p>4.1 Research and evaluate potential sources of funding and income streams for each business opportunity, including:</p> <ul style="list-style-type: none"> <li>◆ funding foundations</li> <li>◆ companies</li> <li>◆ individuals</li> </ul> <p>4.2 Evaluate the guidelines and criteria of the different funding streams.</p> <p>4.3 Research material for the application to funding bodies.</p> <p>4.4 Prepare and submit at least 2 funding applications to appropriate funding streams and sources.</p>

<b>Additional information about the Unit</b>
<b>Unit purpose and aim(s)</b>
<p>This Unit is about identifying market opportunities, exploiting new and existing revenue streams and supporting colleagues in developing business plans.</p> <p>The learner will need to keep up to date with trends in music, with particular focus on consumer and digital trends and emerging revenue streams.</p>
<b>Details of the relationship between the Unit and relevant national occupational standards (if appropriate)</b>
Developed from Creative and Cultural Skills National Occupational Standards
<b>Details of the relationship between the Unit and other standards or curricula (if appropriate)</b>
N/A
<b>Assessment requirements specified by a sector or regulatory body (if appropriate)</b>
N/A

## Assessment (evidence) Requirements

Assessors must ensure that learners provide evidence to cover all the Learning Outcomes and Assessment Criteria.

This Unit is designed to assess the skills of learners in the workplace. Evidence of occupational competence should be generated and collected through performance in workplace conditions. This includes the knowledge-based Learning Outcomes and Assessment Criteria of the competence Units.

These conditions would be those typical to the learner's normal place of work. The evidence collected under these conditions should also be as naturally occurring as possible. It is accepted that not all employees have identical workplace conditions and therefore there cannot be assessment conditions that are identical for all learners. However, assessors must ensure that, as far as possible, the conditions for assessment should be those under which the learner usually works.

Collection of evidence of performance can be used to substantiate, support and expand the evidence base for competent performance. This may include:

- ◆ Observation
- ◆ Product and photographic evidence
- ◆ Relevant active documentation, reports, presentations

### Performance Evidence: Observation

Observation of performance at work. Assessors must provide information about the context of the assessment.

### Performance Evidence: Products

Work products (such as reports, letters, memos, printouts, presentations, etc) are valuable items of performance evidence. Assessors are encouraged to assess work products and record the location of evidence within their assessment records. Assessment centres using 'paperless portfolios' should first discuss their approach to assessment with their awarding body.

## Guidance on Methods/Instruments of Assessment

This Unit is designed to assess the knowledge of learners in the workplace. Learning Outcomes may be assessed by a work-based assessment or by observation/product evidence/witness testimony. Online assessment may also be used. The collection of supplementary evidence of performance can be used to further substantiate, support and expand the evidence base for competent performance where this is necessary. This may be required depending on the size of the organisation in which the learner is working.

Supplementary evidence may include:

- ◆ Questioning
- ◆ Professional discussion
- ◆ Witness testimony
- ◆ Other valid evidence which relates directly to learner performance

## Guidance on Methods/Instruments of Assessment (cont)

### Supporting Evidence: Questioning

Assessment by observation and examination of work products usually results in inferred knowledge. As a result, questions should only be asked to fill gaps where knowledge is not explicit. This style of assessment still requires the assessor to confirm how knowledge and understanding has been addressed but avoids over assessment of the learner.

Questioning includes: verbal and written questioning, questionnaires, work based tasks, reflective accounts, case studies, professional discussion and feedback reports.

### Supporting Evidence: Professional Discussion

Professional discussion is a single, or series of structured, planned and in-depth discussions which can be recorded electronically or manually in paper, computer, audio or video files. Professional discussions can be used to support observation reports, examination of work products and knowledge questionnaires. It is more usually used to fill in gaps in existing performance and knowledge evidence. It can be used formatively and summatively, and using it enhances the assessment process for both learners and assessors.

Professional discussion is used in holistic assessment, which is rigorous, informative and cost-effective, provided the learner is competent in their job role and ready to be assessed. If these conditions are met, assessors can plan to assess naturally-occurring 'evidence-rich' opportunities at work by observation, examination of work products, professional discussion and questioning knowledge within one assessment session. It is also possible for assessors to obtain witness testimonies at the same assessment session. Such a comprehensive activity is likely to focus on major work activities that demonstrate learner competence.

### Supporting Evidence: Witness Testimony

Witness testimony can provide valuable evidence of learner competence. In line with established principles it must be:

- ◆ a clear, authentic statement indicating how the learner carries out their job
- ◆ dated, signed and include the job title of the witness

### Supporting Evidence: Other qualifications

Other qualifications can be used as supporting evidence in a learner's portfolio. The qualification must be current and be benchmarked to one or more of the national occupational standards. However, it will only be supporting evidence, as assessors must still make judgements about how the learner demonstrates competence at work.

*SQA's Guide to Assessment* provides information on appropriate instruments of assessment. This guide is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment.

The *Guide to Assessment* can be downloaded free from SQA's website [www.sqa.org.uk](http://www.sqa.org.uk).

Creative and Cultural Skills Assessment Strategy also supports the assessment of this Unit.