

Higher National Unit Specification

General information for centres

Unit title: History of the Music Business

Unit code: DJ25 35

Unit purpose: This unit is designed to enable candidates to develop knowledge and understanding of the music business by studying its development from the turn of the twentieth century to the present day. Candidates will identify, through research, the business, economic, social and technical factors that have contributed to the success of the national and international Music Industry. This Unit is suitable for candidates who wish to develop a range of skills (research, analysis, evaluation and presentation) and will give them the underpinning knowledge to apply these skills in other areas. It will be of value to those wishing to progress to Higher Education.

On completion of the Unit the candidate should be able to:

- 1 Demonstrate knowledge of the evolution of the music business.
- 2 Select and investigate a specific aspect of the music business.

Credit points and level: 1 HN Credit at SCQF level 8 (8 SCQF credit points at SCQF level 8*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Candidates should have good communication skills. These may be demonstrated by the achievement of core skill Communication at Higher level or by possession of Higher English and Communication or a suitable NQ Communication Unit (SCQF level 5/6).

Core skills: There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

Context for delivery: This is an optional Unit in the frameworks for HNC/D Music Business Group Awards. It is recommended that it is taught and assessed within the context of the particular group award to which it contributes.

Assessment: This unit could be assessed by two individual written or oral assessments or, a holistic approach could be taken by combining the two outcomes into one written assignment or oral presentation.

Higher National Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Demonstrate knowledge of the evolution of the music business.

Knowledge and/or skills

- ◆ Proficiency to research and identify key figures in the development of the music business
- ◆ Describe and explain pivotal developments, for example the emergence of:
 - copyright;
 - record companies;
 - publishing companies;
 - management companies
 - marketing and promotion enterprise
 - agents
- ◆ Explain who or what influenced pivotal developments in the music business

Evidence requirements

The candidate will need written or oral evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ research and identify key players in the development of the music business
- ◆ explain and describe why systems and organizations developed
- ◆ explain who or what influenced developments in the music business

Evidence for the knowledge and/or skills for this Outcome can take the form of either a written assignment or an oral presentation.

Assessment guidelines

This assessment could be assessed individually as one piece of written/oral work.

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

Higher National Unit specification: statement of standards (cont)

Unit title: History of the Music Business

Outcome 2

Select and investigate a specific aspect of the music business.

Knowledge and/or skills

- ◆ Description of selected area of investigation and justification of selection
- ◆ Description of elements to be addressed in the investigation
- ◆ Researching of issues
- ◆ Presentation of distinctive features of investigation

Evidence requirements

The candidate will need written or oral evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ explain, describe and justify area of investigation
- ◆ describe the issues selected and the elements to be addressed
- ◆ provide a statement of how research was undertaken
- ◆ provide a final overall evaluation of their investigation highlighting distinctive features

Evidence for the knowledge and/or skills for this Outcome can take the form of either a written assignment or an oral presentation.

Assessment guidelines

This assessment could be assessed individually as one piece of written/oral work.

Candidates should liaise with their tutor to identify the area of study to ensure that there are materials available to enable adequate research

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

Administrative Information

Unit code: DJ25 35
Unit title: History of the Music Business
Superclass category: DB
Date of publication: September 2004
Version: 02

History of changes:

Version	Description of change	Date
02	Removal of Word Count and Presentation Length.	20/05/11

Source: SQA

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Higher National Unit specification: support notes

Unit title: History of the Music Business

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

The Unit is primarily intended to equip candidates with an understanding of the development of the music business in its social and historical context. It is seen as major importance in building knowledge and understanding of the history that makes up the modern music business and the mechanisms set in place to support its infrastructure. It should also provide candidates with the tools and skills necessary to undertake serious research and to communicate their findings effectively. This latter point would be of benefit to those candidates wishing to progress onto Higher Education.

Outcome 1 looks at the ways the business evolved and how it has been shaped by significant trends and key historical events as well as looking at the central figures in this development.

Outcome 2 allows candidates to explore key issues in the music business. By selecting an area of investigation and undertaking research candidates will be able to explore aspects of personal interest. Areas of study might include technology, publishing, promotion, legal matters etc.

Guidance on the delivery and assessment of this Unit

The history of the music business should be covered to include a chronology of the periods of its growth, although primarily concentrating on the 20th century and the seminal individuals/groups. Political and technological developments should be related to the social and historical context of the period. Each outcome could be assessed by two individual written or oral assessments or, a holistic approach could be taken by combining the two outcomes into one written assignment or oral presentation.

Open learning

This unit could be delivered by open learning with suitable support material.

For information for normal open learning arrangements, please refer to the SQA guide *Assessment and Quality Assurance of Open and Distance Learning* (SQA, 2000).

Higher National Unit specification: support notes (cont)

Unit title: History of the Music Business

Candidates with additional support needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements for Candidates with Additional Support Needs* (BA 2399, SQA, due 2004).

General information for candidates

Unit title: History of the Music Business

This unit is designed to give you an in depth understanding of how the music business originated and, how it has developed during the last 100 years. You will learn research skills and techniques that will enable you to analyse large amounts of information about the industry during this period, and communicate your findings accurately and effectively.

The unit is about placing the music business and its key developments into particular periods in history, which will be relevant to the course of study you are undertaking. It has two main areas, each of which is the subject of a separate outcome.

In Outcome 1 you will study the evolution of the music business and analyse how a need for a business drove its expansion. In the study you will examine the seminal individuals/groups, with a focus on the cultural and technological circumstances of the time. The analysis of key developments will involve you in an exploration of the main characteristics, influence, and impact of these developments. You will engage in an examination of key individuals/groups by studying their development, important features and style as well as their impact.

In Outcome 2 you will select and investigate a specific aspect of the music business. This will allow you to research key issues in an area of personal interest. You will be required to present the findings of your research as well as describing why you chose the area to investigate, justifying the elements you chose to research.

Assessment for each outcome will be either a written assignment or oral presentation or, a holistic approach could be taken by combining the two outcomes into one written assignment or oral presentation.