

## Higher National Unit Specification

### General information for centres

**Unit title:** Music Business: Research Project

**Unit code:** DR0Y 35

**Unit purpose:** This Unit is designed to enable candidates to explore forms, styles or genres of music in which they have a personal interest and make a presentation to an audience. Suitable topics may include technologies advances, successful promotional campaigns or management styles etc. This Unit is aimed at candidates who wish to develop a deeper understanding of a music business issue and/or wish to undertake further study.

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

- 1 Demonstrate research into, and knowledge of, the culture, features and development of a chosen area of the music business.
- 2 Deliver an oral presentation on the findings of research into a chosen area 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:** Access to this Unit will be at the discretion of the centre. Candidates should have good communication skills. These may be demonstrated by the possession of Core Skill Communication at Higher level or by possession of Higher English and Communication or a suitable NQ Communication Unit (SCQF level 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:** If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

**Assessment:** This Unit can be assessed as follows:

Outcome 1 — a portfolio assessment.

Outcome 2 — an oral presentation.

Alternatively Outcomes 1 and 2 may be assessed holistically, combining the two assessments above into a lecture/seminar presentation incorporating both elements.

## **Higher National Unit specification: statement of standards**

**Unit title:** Music Business: Research Project

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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**

Demonstrates research into, and knowledge of, the culture, features and development of a chosen area of the music business

#### **Knowledge and/or skills**

- ◆ Distinctive features of chosen area of the music business
- ◆ Cultural issues/practices
- ◆ Pivotal developments, for example, technological advances
- ◆ Contribution of significant exponents of the music industry
- ◆ Research skills
- ◆ Presentation skills

#### **Evidence requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can research, identify and evaluate features of a chosen area of the music business.

Evidence for this Outcome can take the form of a written portfolio.

#### **Assessment guidelines**

This assessment could be assessed individually as one piece of written work or, if Outcomes 1 and 2 are assessed holistically, candidates' evidence should be in the form of a presentation/seminar. The presentation must exemplify the important features of the research undertaken.

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:** Music Business: Research Project

### **Outcome 2**

Deliver an oral presentation on the findings of research into a chosen area of the music business

#### **Knowledge and/or skills**

- ◆ Plan and prepare for a formal oral presentation
- ◆ Locate and select relevant complex information
- ◆ Organise and structure a presentation
- ◆ Prepare and use effective support materials and visual aids
- ◆ Use appropriate tone, pace and non-verbal communication
- ◆ Adapt to the contributions of others
- ◆ Respond to questions

#### **Evidence requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by delivering an oral presentation, to an audience, on the findings of their research into the music business. The presentation, followed by a question and answer session with the audience. A detailed observation checklist and/or a video recording, and support materials should be retained as evidence of the presentation for each candidate.

Each candidate should:

- ◆ select accurate and relevant information from research and structure it appropriately for purpose and audience
- ◆ produce visual aids appropriate for purpose and audience; the aids must be used effectively in the presentation
- ◆ use appropriate tone, pace and non-verbal communication; be clear and audible; show a sense of pace and timing; make eye contact with the audience
- ◆ respond to points of view and/or questions in a way which promotes effective communication and encourages the contributions of others

#### **Assessment guidelines**

This Outcome could be assessed individually as one presentation of no less than 10 minutes' duration plus an additional question and answer session. Or, if Outcomes 1 and 2 are assessed holistically, candidates' evidence should be in the form of a presentation/seminar. The presentation must exemplify the important features of the research undertaken.

It is recommended that formative exercises precede the final assessment task, and that the presentation is delivered to a peer group.

## Administrative Information

**Unit code:** DR0Y 35

**Unit title:** Music Business: Research Project

**Superclass category:** AA

**Date of publication:** August 2005

**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:** Music Business: Research Project

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 and important features of the music business in an area of personal interest.

Outcome 1 allows candidates to undertake research, with the opportunity to present a research portfolio, or integrate the assessment with Outcome 2 in the presentation of an illustrated seminar/lecture. Topics for study could include management styles or technological advances.

Outcome 2 allows candidates to make a presentation on the findings of the music business based on their research, or as above, integrate with Outcome 1 to produce a more informative result.

### **Guidance on the delivery and assessment of this Unit**

This is an optional Unit within the framework of the HND Music Business Group Award. Candidates should be encouraged to use this Unit to either explore areas of the music business, which may be new to them, or to take the opportunity to develop areas of strength such as licensing music in overseas territories.

This Unit can be assessed as follows:

For Outcome 1 — a portfolio assessment.

For Outcome 2 — an oral presentation.

It is recommended that formative exercises precede the assessment of Outcome 2 and that the presentation is delivered to a peer group.

It is possible to assess holistically, combining the assessments for Outcomes 1 and 2 — this should take the form of a lecture/seminar presentation incorporating both elements.

### **Open learning**

This Unit could be delivered by open learning with suitable support material. Delivering centres will be responsible for ensuring authenticity of candidate's work.

For further information and advice please refer to *Assessment and Quality Assurance for Open and Distance Learning* (SQA, — publication code A1030).

## **Higher National Unit specification: support notes (cont)**

**Unit title:** Music Business: Research Project

### **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 Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on the SQA website [www.sqa.org.uk](http://www.sqa.org.uk).

## General information for candidates

### Unit title: Music Business: Research Project

This Unit is designed to enable you to explore an area(s) of the music business in which you have a personal interest and then present the findings to an audience. Suitable topics may include technological advances or management styles. Alternatively, this Unit may give you the opportunity to revisit an area of the music business of which you have prior experience, and incorporate it into your presentation.

On completion of the Unit you should be able to:

- ◆ demonstrate research into, and knowledge of, the culture, features and development of a chosen area of the music business, for example:
  - where or how did a development happen?
  - what makes it different from other elements of the music business?
  - what are the characteristic or important features?
- ◆ deliver an oral presentation on the findings of research into a chosen area of the music business

Assessment will take the following form:

For Outcome 1 — a portfolio assessment.

For Outcome 2 — an oral presentation.

If Outcomes 1 and 2 are combined the assessment will take the form of a lecture/seminar presentation that incorporates both elements.