

## Higher National Unit Specification

### General information for centres

**Unit title:** E-Commerce in the Music Industry

**Unit code:** DR0R 35

**Unit purpose:** This Unit is designed to enable candidates to recognise the main issues involved in the development and use of technologies which facilitate commercial opportunities within the music industry. It equips candidates with the effective knowledge required in identifying and implementing exploitable technologies involved in this area. It would be relevant to candidates with appropriate experience of working with artists in the marketing and subsequent exploitation and dissemination of their work and to those with limited experience in this field.

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

- 1 Demonstrate a broad knowledge of key technology, companies and industry organisations involved in e-commerce and related initiatives within the music business.
- 2 Outline and develop a business plan leading towards an artist's potential commercial growth using recognised e-commerce initiatives.

**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 is at the discretion of the centre. Candidates should have good communication skills. These may be demonstrated by possession of Core Skill Communication at Higher level or 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.

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**Unit title:** E-Commerce in the Music Industry

**Assessment:** Candidates are required to produce written and/or oral evidence for each of the Outcomes.

Outcome 1 Evidence should be produced under open-book conditions and can take the form of either a written assignment or an oral presentation.

Outcome 2 Assessment will take the form of a project where candidates will be required to produce and present an e-commerce strategy including a strategic operational budget.

## **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 a broad knowledge of key technology, companies and industry organisations involved in e-commerce and related initiatives within the music business

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

- ◆ Intellectual Property (IP) ownership
- ◆ Key technologies
- ◆ Technology providers
- ◆ Revenue generation
- ◆ Research and presentation skills

#### **Evidence requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ identify and evaluate key technologies and technology providers engaged in revenue generation of intellectual property
- ◆ describe the tasks and roles of individuals and/or organisations engaged in the development of revenue models driven by new technology

Evidence for this Outcome should be produced under open-book conditions and can take the form of either a written assignment or an oral presentation.

#### **Assessment guidelines**

This Outcome should 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:** E-Commerce in the Music Industry

### Outcome 2

Outline and develop a business plan leading towards an artist's potential commercial growth using recognised e-commerce initiatives

#### Knowledge and/or skills

- ◆ Identify artistic potential for commercial success
- ◆ Strategic aims and objectives
- ◆ Business objectives and timescale in terms of artist/company requirements and/or needs
- ◆ Existing target markets
- ◆ Emerging markets
- ◆ Identify stages of progression for an e-commerce strategy
- ◆ Identify functional areas of intended e-commerce operation
- ◆ Identify potential areas for future development for e-commerce operation
- ◆ Identify elements of budgets relating to a business plan with particular regard to:
  - income
  - expenditure
  - cashflow
  - balance sheets

#### Evidence requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by planning an e-commerce strategy, identifying and itemising budgetary requirements, and effectively arguing the merits of the plan.

The assessment will take the form of an open-book project where candidates will produce a written plan including an operational budget requiring them to:

- ◆ outline the artistic potential for commercial success
- ◆ develop a strategic aims statement for the business under consideration
- ◆ develop a statement of the business objectives of the artist/company
- ◆ develop and outline the projected timescales for achieving business objectives
- ◆ describe the intended and emerging target markets and audiences
- ◆ outline the main stages of progression for the e-commerce strategy
- ◆ outline the possible functional areas of the intended e-commerce operation covering the following elements of the business cycle:
  - marketing and research
  - promotion and merchandising
  - sales service
  - order fulfilment
  - after-sales service
- ◆ outline potential areas of future development for the e-commerce operation under consideration

## **Higher National Unit specification: statement of standards (cont)**

### **Unit title:** E-Commerce in the Music Industry

For the budgetary requirements of the plan candidates will:

- ◆ produce an accurate financial budget, in tabular format, for the project
- ◆ produce correct projections for fixed and variable costs and identify the break-even point for the project
- ◆ produce a cash budget for the project showing clearly the opening and closing cash balances

Candidates will present their business plan in the form of a 'pitch' to a prospective financial backer.

An observation checklist, video recording and support materials should be retained as evidence of the presentation for each candidate as evidence for external moderation.

### **Assessment guidelines**

The assessment of this Outcome should take the form of an e-commerce plan. Where possible candidates should base their plan on an existing music business but it could be carried out as a theoretical exercise or on a proposed business idea.

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:** DR0R 35  
**Unit title:** E-Commerce in the Music Industry  
**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:** E-Commerce in the Music Industry

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**

This Unit is designed to enable the candidate to recognise how emerging talent is initially identified and then commercialised through technology within the context of the music industry. It is primarily intended to give candidates the background knowledge that will prepare them for an entrepreneurial role as an artist manager, promoter or agent representing artistic talent. Alternatively, the Unit would also provide useful insights into a future role within an established organisation such as an online music retailer, record, management or music publishing company.

Candidates will be expected to use the knowledge and skills drawn from the Unit to enable them to assess existing and emerging marketplaces. This may help them to develop the strategic thinking and planning required in a successful retailing operation.

This Unit will prepare the candidate for an overall appreciation of the roles, practices and procedures necessary in the development of successful retail initiatives. It aims to provide an understanding of the concept of e-commerce through identifying key organisations such as Apple's iTunes, Amazon, CD Baby and emerging podcasting companies.

The Unit will also enable the candidate to identify potential opportunities for economic success by showing how recognition of the sectoral landscape leads to developing strategic thinking and financial planning based on identified strategies.

This Unit has two Outcomes:

- Outcome 1      Examines the range of opportunities through outlining past, present and future companies involved in commercial dissemination of IP.
  
- Outcome 2      Looks at the identification and evolution of an e-commerce strategy and will show the candidate how to practically budget for implementation of an identified e-commerce strategy and "pitch" it as a viable concern.

On completion of the Unit it is hoped that candidates may have identified possible areas of employment or sources for future business development.

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

This Unit is an optional Unit in the HND Music Business framework. This Unit should be delivered in the latter half of the award when candidates have garnered a wide knowledge base and skill-set from other Units studied. It would be beneficial if candidates had already completed the Units; Music Industry ICT and Finance, Music Business Finance.

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

### Unit title: E-Commerce in the Music Industry

Assessment will be as follows:

- Outcome 1 Evidence should be produced under open-book conditions and can take the form of either a written assignment or an oral presentation.
- Outcome 2 Assessment will take the form of a project where candidates will be required to produce and present an e-commerce strategy including a strategic operational budget.

### Open learning

Elements of this Unit could be delivered by open learning, supplemented by on-site tutorials.

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).

### 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: E-Commerce in the Music Industry

This Unit is designed to enable you to recognise how E-commerce strategies are initially identified and then developed within the context of the music industry. It is primarily intended to give you a background knowledge that would prepare you for an entrepreneurial role within this sector. Alternatively, the Unit would also provide useful insights into a future role within an established organisation such as an on-line retailer, record or music publishing company.

You will be expected to use the knowledge and skills drawn from the Unit to enable you to assess commercial opportunities offered by existing and emerging E-commerce providers. This may help you to develop the strategic thinking and planning employed by some of the identified companies.

In order to complete this Unit and maximise your potential you will have to maintain a strong interest in both emerging musical talent and technological innovation. This might be evidenced by a deep interest in emerging technology through the media (both print and on-line).

On completion of the Unit you should be able to:

- 1 Demonstrate a broad knowledge of key technology, companies and industry organisations involved in e-commerce and related initiatives within the music business.
- 2 Outline and develop a business plan leading towards an artist's potential commercial growth using recognised e-commerce initiatives.

Assessments will require you to submit:

Outcome 1 A written or oral presentation.

Outcome 2 A project where you will be required to produce an e-commerce strategy and then present (pitch) the strategy to a prospective employer/backer.