



Higher National Unit specification: general information

Unit title: Record Company Organisation and Structure

Unit code: FN1C 34

Superclass: AE

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Unit purpose

This Unit is designed to give candidates an understanding of how record companies are organised and the factors that lead to specific structures being adopted. This Unit is primarily intended to enable candidates to develop knowledge and understanding of record companies and is suitable for candidates wishing to work within the music industry.

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

- 1 Describe the internal organisation of record companies of all sizes.
- 2 Describe a record company's principal functions and external relationships.
- 3 Describe existing record company models and emerging trends in the sector.

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 levels 5/6).

Credit points and level

1 Higher National Unit credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**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.*

General information (cont)

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 framework for HNC/D Music Business. 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

The Unit could be assessed individually or holistically by responses to short answer questions or by responses to a case study or case studies.

Evidence for this Unit should be generated through assessment undertaken in controlled conditions. There must be arrangements in place to ensure the authenticity of work produced.

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

Describe the internal organisation of record companies of all sizes.

Knowledge and/or Skills

- ◆ History and evolution of record companies
- ◆ Company scale — structural differences between majors and independents
- ◆ Production and manufacturing
- ◆ Distribution networks and their organisation

Evidence Requirements

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

- ◆ Demonstrate an understanding of the evolution of record companies, using examples to highlight the history of record business culture
- ◆ Identify the scale, structure and organisation of majors and independents, including the perceived aesthetic and artistic differences between them
- ◆ Describe the processes undertaken when manufacturing recorded product leading to its commercial release
- ◆ Explain the organisational differences between the distribution networks as used by major and independent record companies, and their impact on retail

Evidence for this Unit could be generated through assessment undertaken in open-book controlled conditions. Outcomes 1, 2 and 3 can be assessed individually or holistically by responses to four short answer questions per Outcome or by responses to a case study.

Higher National Unit specification: statement of standards (cont)

Unit title: Record Company Organisation and Structure

Assessment Guidelines

The assessment of this Outcome could be conducted as a single controlled assessment consisting of short answer questions or as a case study combined with Outcomes 2 and 3. Where a case study is used candidates may be given a copy of this 7–10 days before the assessment event takes place. Candidates may bring notes prepared by themselves to the assessment and these must be submitted at the end of the assessment period.

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.

Outcome 2

Describe a record company's principal functions and external relationships.

Knowledge and/or Skills

- ◆ Core functions of record company:
 - liaison with Artist and Repertoire (A&R), marketing, promotion, sales, distribution, accounting, legal and international
 - registration of recordings key metadata with PPL and MCPS
- ◆ International organisation and relations:
 - licensing, distribution, territory specific PR and marketing

Evidence Requirements

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

- ◆ Describe the roles associated with the following record company functions; Artist and Repertoire (A&R), marketing, promotion, sales, distribution, accounting, legal and international.
- ◆ Identify key metadata required for PPL and MCPS registration and state why this information is required.
- ◆ Describe the international relationships of a small independent record company making reference to; licensing, distribution, territory specific PR and marketing.

Evidence for this Unit could be generated through assessment undertaken in open-book controlled conditions. Outcomes 1, 2 and 3 can be assessed individually or holistically by responses to four short answer questions per Outcome or by responses to a case study.

Higher National Unit specification: statement of standards (cont)

Unit title: Record Company Organisation and Structure

Assessment Guidelines

The assessment of this Outcome could be conducted as a single controlled assessment consisting of short answer questions or as a case study combined with Outcomes 2 and 3. Where a case study is used candidates may be given a copy of this 7–10 days before the assessment event takes place. Candidates may bring notes prepared by themselves to the assessment and these must be submitted at the end of the assessment period.

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.

Outcome 3

Describe existing record company models and emerging trends in the sector.

Knowledge and/or Skills

- ◆ Artist-run labels
- ◆ Development of record company websites
- ◆ Online promotion
- ◆ Physical and digital retail

Evidence Requirements

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

- ◆ Describe, using examples, current and emerging models of artist-run record labels
- ◆ Evaluate major and independent record company websites
- ◆ Describe online marketing and promotion and explore emerging possibilities
- ◆ Describe the changing relationships with retail outlets. Contrast physical and digital retail delivery models

Evidence for this Unit could be generated through assessment undertaken in open-book controlled conditions. Outcomes 1, 2 and 3 can be assessed individually or holistically by responses to four short answer questions per Outcome or by responses to a case study.

Assessment Guidelines

The assessment of this Outcome could be conducted as a single controlled assessment consisting of short answer questions or as a case study combined with Outcomes 2 and 3. Where a case study is used candidates may be given a copy of this 7–10 days before the assessment event takes place. Candidates may bring notes prepared by themselves to the assessment and these must be submitted at the end of the assessment period.

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: support notes

Unit title: Record Company Organisation and Structure

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 primarily intended to enable the candidate to develop a knowledge and understanding of the various structures and organisation of differing record company models. An understanding of the historical development of record companies will enable candidates to place current and future models in context.

Outcome 1 — examines the history and development of various models of record companies. The differences of scale between multinational and independent labels are examined, as is their approaches to manufacture and distribution.

Outcome 2 — examines the functions of a record company's departments and how they operate domestically and internationally.

Outcome 3 — considers current and future models for the delivery and sale of music.

Guidance on the delivery and assessment of this Unit

A holistic approach, which includes the use of guest lecturers, should be used in the delivery of the Unit. The candidates should be encouraged to undertake directed research which would be beneficial to a greater understanding of the various record company structures. This is likely to be facilitated through the use of case studies.

Each Outcome may be assessed individually. However, it is possible to integrate all three Outcomes into one single written assessment and, where necessary, augment with oral evidence.

Open learning

This Unit could be delivered by open learning. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence. Arrangements would have to be made to ensure that the assessment(s) are delivered in an appropriate manner.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

Higher National Unit specification: support notes (cont)

Unit title: Record Company Organisation and Structure

Opportunities for developing Core Skills

There are opportunities to develop the Core Skill(s) in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

History of changes to Unit

Version	Description of change	Date

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General information for candidates

Unit title: Record Company Organisation and Structure

This Unit is designed to enable you to understand how record companies are organised. By studying past, current and emerging models, you will be able to identify key structural elements within these organisations.

You will be expected to know the general background and development of major/multinational, independent, and specialist record companies. An understanding of the difference in scale between various record companies and knowledge of their approach to distribution and retail is also required.

The Unit will look at the functions of a record company and how labels operate domestically and develop their international business.

You will be expected to research and become familiar with current and emerging models for the delivery of recorded music.

In order to complete this Unit successfully, you will be expected to achieve a satisfactory level of performance over all three Outcomes. The assessments will require written and/or oral evidence where you will submit evidence of knowledge of record company organisation and structure. This is most likely to be achieved through the use of case studies.

Outcomes in this Unit:

- 1 Describe the internal organisation of record companies of all sizes.
- 2 Describe a record company's principal functions and external relationships.
- 3 Describe existing record company models and emerging trends in the sector.