



Higher National Unit Specification: General information

Unit title: Music Business for Musicians (SCQF level 7)

Unit code: J01H 34

Superclass: LF

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Version: 01

Unit purpose

This unit is designed to give learners the knowledge and skills to recognise the role and function of copyright, contracts and relevant income streams available to musicians and provide an opportunity to prepare for employment. The unit will provide a broad overview of copyright and contracts found in the music industry, as well as the role and function of a number of relevant collection societies. The learners will also gain insight into professional development through the exploration of employment opportunities. The unit would be relevant to those with experience of working in music performance as well as those who have limited experience.

Outcomes

On successful completion of the unit the learner will be able to:

- 1 Explain the function of copyright and contracts in relation to the music industry.
- 2 Explain the role and function of the music collection societies.
- 3 Demonstrate preparation for employment in the music industry.

Credit points and level

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

Recommended entry to the unit

While entry is at the discretion of the centres, learners should have good communication skills which may be demonstrated by the achievement of Core Skill *Communication* at SCQF level 6 or by possession of Higher English or relevant units. It would be of benefit to the learner if they had begun to develop their research skills.

Higher National Unit Specification: General information (cont)

Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the support notes for this unit specification.

There is no automatic certification of Core Skills or Core Skill components in this unit.

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.

This is a mandatory unit in the frameworks for HNC/HND Music.

The Assessment Support Pack (ASP) for this unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website (<http://www.sqa.org.uk/sqa/46233.2769.html>).

Equality and inclusion

This unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

Higher National Unit Specification: Statement of standards

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Acceptable performance in this unit will be the satisfactory achievement of the standards set out in this part of the unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Explain the function of copyright and contracts in relation to the music industry.

Knowledge and/or skills

- ◆ Copyright in relation to musical works
- ◆ The function of music industry contracts
- ◆ Key clauses in music industry contracts

Outcome 2

Explain the role and function of the music collection societies.

Knowledge and/or skills

- ◆ Role and function of the PRS (Performing Rights Society)
- ◆ Role and function of the MCPS (Mechanical Copyright Protection Society)
- ◆ Role and function of the PPL (Phonographic Performance Limited)

Outcome 3

Demonstrate preparation for employment in the music industry.

Knowledge and/or skills

- ◆ Creation of CV
- ◆ Self-assessment for specific job/funding opportunity
- ◆ Interview skills

Higher National Unit Specification: Statement of standards (cont)

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Evidence requirements for this unit

Learners will need to provide evidence to demonstrate their knowledge and/or skills across all outcomes by showing that they can:

Outcome 1

- ◆ explain how copyright arises.
- ◆ explain the protected acts from the Copyright, Designs and Patents Act (1988).
- ◆ explain moral rights, copyright infringement and the life of copyright.
- ◆ explain the function of typical musical industry contracts in use for live performance, management, publishing and recording.
- ◆ explain five key clauses typically found in each of live performance, management, publishing and recording contracts.

Written and/or oral evidence will be produced under open-book conditions at appropriate points in the unit.

Outcome 2

- ◆ explain the role and function of the PRS with regards to the assignment of rights, the method of collection of royalties and how members receive payment.
- ◆ explain the role and function of the MCPS with regards to the assignment of rights, the method of collection of royalties and how members receive payment.
- ◆ explain the role and function of the PPL with regards to the assignment of rights, the method of collection of royalties and how members receive payment.

Written and/or oral evidence will be produced under open-book conditions at appropriate points in the unit.

Outcome 3

- ◆ produce a targeted professional CV for a given job or funding opportunity.
- ◆ identify the required skills and qualities for a given job or funding opportunity.
- ◆ take part in an interview or pitch for funding.

Written and/or oral evidence will be produced under open-book conditions at appropriate points in the unit. Evidence will take the form of a targeted CV and an interview which will be recorded on video. An observation checklist will be completed by the assessor.

This outcomes can be assessed individually on an outcome by outcome basis. However the assessment of Outcome 1 and 2 may be combined.



Higher National Unit Support Notes

Unit title: Music Business for Musicians (SCQF level 7)

Unit support notes are offered as guidance and 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 gives an introduction to the music business and will enable the learner to discover potential practical and business skills which can be further developed throughout their study. The unit is primarily intended to give learners broad knowledge and skills to prepare for potential employment through either traditional industry methods or through entrepreneurship. The unit should also demonstrate the ability of musicians to engage in meaningful employment within the industry.

There are three outcomes which deal with copyright and contracts, collection societies and skills for employment.

Outcome 1 examines the function of copyright in musical creation as well as the function of contracts and the clauses typically found within. The learner will examine how copyright arises and the potential for copyright infringement. When explaining the rights in the Copyright, Designs and Patents Act (1988), the four moral rights should be briefly explained. There should be an accurate explanation for the life of copyright with correct duration of copyright for musical works in the UK. Learners will also examine typical contracts found within the industry as well as typical clauses which may be found within. This will allow the learners to consider appropriate methods of copyright protection when undertaking employment at any level within the music industry.

Outcome 2 examines the role and function of collection societies, their ability to collect money for their members as well as the rights granted to them. Learners will examine how rights are assigned to these bodies, how they operate through use of licenses and how typically they collect and assign royalties to the relevant parties. This will allow the learner to examine the potential for earning money, appropriate collection of owed monies and the importance of both protection and collection with regards to their rights.

Outcome 3 shows the learner how to prepare for an interview or pitch for funding, creating a targeted CV for the role. They will then take part in a short mock interview where they will demonstrate the required skills and/or qualities required by the job brief. This should allow the learner to gain knowledge in important aspects of potential employment/funding opportunities. As such, although this is targeted specifically to the music industry, the skills gained can be transferred to any other potential employment opportunities.

Higher National Unit Support Notes (cont)

Unit title: Music Business for Musicians (SCQF level 7)

The unit is aligned to elements of the Creative and Cultural Skillset, National Occupational Standards (NOS):

CCSMR48	Generate revenue from music
CCSMP27	Demonstrate an understanding of how the contractual relationship between
CCSMT27	Develop your professional knowledge of intellectual property (IP), copyright, revenue streams, contracts and royalties
CCSMP47	Develop an understanding the music industry and the value of different organisations

This unit will support the knowledge and skills gained through study of *Music: Graded Unit 1* (SCQF level 7).

Guidance on approaches to delivery of this unit

The unit can be delivered primarily in a group/class context; however, varied approaches to learning and teaching can be explored. Although Outcomes 1 and 2 can be assessed at any time in the unit, Outcome 3 should be undertaken towards the end of the unit delivery to allow the learners to engage in targeted research and consideration of their own skills and abilities.

It could be useful for contextualised learning that guest speakers from the relevant areas are invited to add relevant experience to the fundamental aspects of the unit. A variety of research methods should be encouraged throughout the unit as well as relevant presentations and tasks.

Guidance on approaches to assessment of this unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

Outcomes 1 and 2 of this unit could be combined into a single holistic outcome based upon a case study, where learners are required to research and disseminate information based upon the study itself. Alternatively, each outcome may be assessed separately with the learner undertaking relevant research and producing a report which details the required features. Outcome 1 could involve explaining a given deal memo/heads of agreement relating to a contract. A satisfactory explanation of the role and function of collection societies should involve an accurate explanation of the type of members that each society has, eg. Songwriters would be a type of member. For each of live performance, management, publishing and recording contracts, learners will examine what the contract is intended to accomplish and five key clauses within the contract.

Higher National Unit Support Notes (cont)

Unit title: Music Business for Musicians (SCQF level 7)

For Outcome 3 potential job or pitching briefs should be made available before work commences. From these briefs, a targeted CV can be created which is relevant to the chosen opportunity. The briefs themselves could be relevant to the knowledge and skills from Outcomes 1 and 2, and contain enough detail to allow the learner to identify its requirements. The interview/pitch should last approximately ten minutes and should be recorded on a high-quality video format for verification purposes. The learner is expected to discuss relevant ideas, and identify in their answers the relevant skills and qualities that the brief states are desirable. A bank of questions for each job/pitch should be available with acceptable responses. Outcome 3 should be assessed separately.

Centres should have robust plagiarism checks in place to ensure authenticity. It is recommended that centres use plagiarism detection software that can detect similarity within the class group, wider academic group and online resources. Authenticity for Outcome 3 is partly confirmed through use of a video recording of the interview.

All outcomes should be assessed under open-book conditions.

Opportunities for 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 social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the evidence requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at www.sqa.org.uk/e-assessment.

Opportunities for developing Core and other essential skills

During this unit there will be opportunities for learners to develop Core Skills such *Communication, Information and Communication Technology (ICT), Problem Solving and Working with Others*. There is no automatic certification of Core Skills.

History of changes to unit

Version	Description of change	Date

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General information for learners

Unit title: Music Business for Musicians (SCQF level 7)

This section will help you decide whether this is the unit for you by explaining what the unit is about, what you should know or be able to do before you start, what you will need to do during the unit and opportunities for further learning and employment.

This unit is designed to enable you to gain an understanding of the function of the music business in relation to the working musician.

This will help you to gain knowledge of the fundamental aspects of music business such as copyright, contracts and collection societies. You will also take part in an interview or pitch which will allow you to gain valuable skills relating to employability.

The unit has three outcomes, each of which covers a specific aspect of the music industry.

- 1 Explain the function of copyright and contracts in relation to the music industry.
- 2 Explain the role and function of the music collection societies.
- 3 Demonstrate preparation for employment in the music industry.

For Outcome 1 you will research relevant information with regards to copyright and how it arises, how long it lasts and potential issues relating to copyright infringement. You will then examine the function of contracts and the typical uses of contracts within the industry. At this point you will examine and report on typical clauses that are found within these contracts.

For Outcome 2 you will study how songwriters, music publishers, musicians and record companies receive income they are due from the collection societies. You will study what these societies do and how royalties are distributed to their members.

For Outcome 3 you will create a CV which is targeted to a specific job or funding opportunity and take part in an interview situation.

The unit is in the mandatory section of the framework for HNC/HND Music.

Assessment will be a mixture of written and practical tasks. The unit will give you an opportunity to improve your research skills and to gain an understanding of the importance of protecting yourself (contracts/copyright) and of being rewarded for your talents (collection societies).

During the course of the unit you will gain skills in appropriate methods of research. You will also have the opportunity to develop Core Skills such as *Communication, Numeracy, Working with Others, Information and Communication Technology (ICT)* and *Problem Solving*. There is no automatic Core Skills certification for this unit.