



UNIVERSITI TEKNOLOGI MARA

MUB233: MUSIC INDUSTRY MANAGEMENT

Course Name (English)	MUSIC INDUSTRY MANAGEMENT APPROVED				
Course Code	MUB233				
MQF Credit	2				
Course Description	The course is designed to give students an understanding of the concept of music industry, especially in artist management. This course critically examines the theory and practice relationship to the music business. It emphasizes the process involved in the management of the arts organization and an analysis of contemporary issues such as the impact of politic, economic rationalism, globalization, and multiculturalism and information technology. The areas of the students' studies include arts policy & law, management and leadership, financial management, marketing and publicity, employment in the music industry, and strategic analysis. While the focus will mainly be on Malaysia there will be some international examples used as well.				
Transferable Skills	<ol style="list-style-type: none"> 1. Apply knowledge and practical skills in the music industry aspects 2. Communicate effectively with others 3. Perform assigned tasks with proper social skills, teamwork and responsibilities 4. Apply skills on management and entrepreneurship 5. Create leadership skills 				
Teaching Methodologies	Lectures, Blended Learning, Tutorial				
CLO	<p>CLO1 Recognize and understand the basic principles of music industry management</p> <p>CLO2 Recognize and apply the fundamentals of some important concepts in arts management, particularly, those that concern finance, human resource, leadership, marketing and publicity.</p> <p>CLO3 Analyze and evaluate critically on the contemporary issues in music industry management.</p>				
Pre-Requisite Courses	No course recommendations				
Reading List	<table border="1"> <tr> <td>Recommended Text</td> <td> <ul style="list-style-type: none"> • Allen Paul 2007, <i>Artist Management for the Music Business</i>, Focal Press Boston </td> </tr> <tr> <td>Reference Book Resources</td> <td> <ul style="list-style-type: none"> • Hetherington, Xavier M. Jr. And Hetherington H. Lee 1997, <i>This Business of Artist Management.</i>, Billboard Books New York • May, Tom and Weissman 2007, <i>Promoting Your Music, the Loving of the Game</i>, Routledge New York • <i>Manager of the arts: Introduction and Executive Summary</i>, Sevent Lochs Press Washington [ISBN: DI MAGGIO P,] </td> </tr> </table>	Recommended Text	<ul style="list-style-type: none"> • Allen Paul 2007, <i>Artist Management for the Music Business</i>, Focal Press Boston 	Reference Book Resources	<ul style="list-style-type: none"> • Hetherington, Xavier M. Jr. And Hetherington H. Lee 1997, <i>This Business of Artist Management.</i>, Billboard Books New York • May, Tom and Weissman 2007, <i>Promoting Your Music, the Loving of the Game</i>, Routledge New York • <i>Manager of the arts: Introduction and Executive Summary</i>, Sevent Lochs Press Washington [ISBN: DI MAGGIO P,]
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Article/Paper List	This Course does not have any article/paper resources				
Other References	This Course does not have any other resources				