



UNIVERSITI TEKNOLOGI MARA

MUB656: MUSIC BUSINESS SEMINAR IV

Course Name (English)	MUSIC BUSINESS SEMINAR IV APPROVED
Course Code	MUB656
MQF Credit	2
Course Description	This course aims to examine the headline issues and trends in today's music industry. A one-on-one talk with industry leaders will be conducted each week to get the experts' insights on the most up-to-date opinions and predictions. Besides that, students will be taught on how to critique a business plan and how to present themselves to the industry for interviews and internships. Mode of delivery includes audio lectures, audio interviews, several outstanding texts, and powerful original source materials to present these issues and to help with the learning process.
Transferable Skills	<ol style="list-style-type: none">1. Apply knowledge and practical skills in the music industry aspects2. Communicate effectively with others3. Perform assigned tasks with proper social skills, teamwork and responsibilities4. Apply skills on management and entrepreneurship5. Create leadership skills
Teaching Methodologies	Lectures, Blended Learning, Seminar/Colloquium, Field Trip, Case Study, Discussion, Presentation, Small Group Sessions, Journal/Article Critique, Industrial Talk, Project-based Learning
CLO	<p>CLO1 Identify major external/internal stakeholders and how their needs impact on the music industry and apply appropriate discipline knowledge to address a problem/issue in the workplace at Level IV.</p> <p>CLO2 Demonstrate effective collaboration with people from diverse backgrounds.</p> <p>CLO3 Demonstrate and reflect on achievements in professional goals as well as understand requirements for future development.</p>
Pre-Requisite Courses	No course recommendations
Reading List	This Course does not have any book resources
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources