



**UNIVERSITI TEKNOLOGI MARA**

**MUB234: MUSIC INDUSTRY MANAGEMENT**

<b>Course Name (English)</b>	MUSIC INDUSTRY MANAGEMENT <b>APPROVED</b>		
<b>Course Code</b>	MUB234		
<b>MQF Credit</b>	3		
<b>Course Description</b>	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.		
<b>Transferable Skills</b>	Leadership Communication Skills Teamwork		
<b>Teaching Methodologies</b>	Lectures, Discussion, Supervision		
<b>CLO</b>	CLO1 Demonstrate leadership skills in event management. CLO2 Demonstrate managerial and entrepreneurial mind related to music industry. CLO3 Demonstrate self-directed learning in contemporary issues in local music industry.		
<b>Pre-Requisite Courses</b>	No course recommendations		
<b>Reading List</b>	<table border="1"> <tr> <td><b>Recommended Text</b></td> <td> <ul style="list-style-type: none"> <li>• Fry R. W 2017, <i>Performing Nashville: Music Tourism and Country Music's Main Street</i>, Palgrave Macmillan UK</li> <li>• Feist J 2013, <i>Project Management for Musicians: Recording, Concerts, Tours, Studios and More</i>, Berklee Press America</li> <li>• Stein T and Lynch R 2016, <i>Leadership in Performing Arts</i>, Allworth Press</li> <li>• Mathieu C 2015, <i>Careers in Creative Industry</i>, Taylor and Francis</li> <li>• Di Maggio 2019, <i>Manager of the arts: Introduction and executive summary</i>, Washington Sevent lochs Press</li> </ul> </td> </tr> </table>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>• Fry R. W 2017, <i>Performing Nashville: Music Tourism and Country Music's Main Street</i>, Palgrave Macmillan UK</li> <li>• Feist J 2013, <i>Project Management for Musicians: Recording, Concerts, Tours, Studios and More</i>, Berklee Press America</li> <li>• Stein T and Lynch R 2016, <i>Leadership in Performing Arts</i>, Allworth Press</li> <li>• Mathieu C 2015, <i>Careers in Creative Industry</i>, Taylor and Francis</li> <li>• Di Maggio 2019, <i>Manager of the arts: Introduction and executive summary</i>, Washington Sevent lochs Press</li> </ul>
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<b>Article/Paper List</b>	This Course does not have any article/paper resources		
<b>Other References</b>	This Course does not have any other resources		