



UNIVERSITI TEKNOLOGI MARA

MUB502: INTRODUCTION TO MUSIC INDUSTRY

Course Name (English)	INTRODUCTION TO MUSIC INDUSTRY APPROVED		
Course Code	MUB502		
MQF Credit	3		
Course Description	This module begins to examine the nature of the music industry and its functions. It provides an historical overview of the industry's development and examines the corporate and financial structures of the contemporary industry. Students will also learn how to explore careers in distribution companies, publishing, recording, artist management and promotions. Particular attention is paid to significant issues currently facing the industry, not the least of which is the impact of the internet on music distribution. Students will learn about the major players in the global music market and the functions of the so-called 'minors' or 'independents'		
Transferable Skills	<ol style="list-style-type: none">1. Apply knowledge in the music industry aspects2. Communicate effectively with others3. Perform assigned tasks with proper social skills, teamwork and responsibilities4. Added values, ethics, moral and professionalism in the tasks given.5. Manage all information for life long learning6. Apply skills on management and entrepreneurship7. Create leadership skills		
Teaching Methodologies	Lectures, Seminar/Colloquium, Discussion, Presentation		
CLO	<p>CLO1 Define music industry terminology and its functions and describe music industry structure in Malaysia and international level.</p> <p>CLO2 Explain and differentiate the essential components and processes of recording, publishing, distributing and artist management</p> <p>CLO3 Outline the way the music industry is influenced by the technologies and the new media.</p>		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Recommended Text</td><td>• Passman, S.D. 2009, <i>All You Need to Know About the Music Business.</i>, 7th Edition. Ed., Free Press</td></tr></table>	Recommended Text	• Passman, S.D. 2009, <i>All You Need to Know About the Music Business.</i> , 7th Edition. Ed., Free Press
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Article/Paper List	This Course does not have any article/paper resources		
Other References	• n/a Krasilovsky, M.W. 2007, <i>This Business of Music: The Definitive Guide to the Music Industry</i> , Billboard Books., 2007		