



**UNIVERSITI TEKNOLOGI MARA**

**MUB556: MUSIC BUSINESS SEMINAR II**

<b>Course Name (English)</b>	MUSIC BUSINESS SEMINAR II <b>APPROVED</b>				
<b>Course Code</b>	MUB556				
<b>MQF Credit</b>	2				
<b>Course Description</b>	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.				
<b>Transferable Skills</b>	<ol style="list-style-type: none"> <li>1. Apply knowledge and practical skills in the music industry aspects</li> <li>2. Communicate effectively with others</li> <li>3. Perform assigned tasks with proper social skills, teamwork and responsibilities</li> <li>4. Apply skills on management and entrepreneurship</li> <li>5. Create leadership skills</li> </ol>				
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Seminar/Colloquium, Field Trip, Case Study, Discussion, Presentation, Small Group Sessions, Journal/Article Critique, Industrial Talk, Project-based Learning				
<b>CLO</b>	<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 II</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>				
<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>• Passman, D. S. 2009, <i>All You Need to Know About the Music Business.</i>, 7th Ed., Free Press</li> <li>• Krasilovsky, M. W., S, Sidney., Gross, J. M., &amp; Feinstein, J. 2007, <i>This Business of Music.</i>, 10 th Ed., Billboard Books.</li> </ul> </td> </tr> <tr> <td><b>Reference Book Resources</b></td> <td> <ul style="list-style-type: none"> <li>• Jack, P. 2000, <i>Melody in Songwriting</i>, Hal Leonard Corporation.</li> <li>• Marcone, S. 2006, <i>Managing Your Band: Artist Management.</i>, The Ultimate, Him arks Publishing.</li> </ul> </td> </tr> </table>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>• Passman, D. S. 2009, <i>All You Need to Know About the Music Business.</i>, 7th Ed., Free Press</li> <li>• Krasilovsky, M. W., S, Sidney., Gross, J. M., &amp; Feinstein, J. 2007, <i>This Business of Music.</i>, 10 th Ed., Billboard Books.</li> </ul>	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>• Jack, P. 2000, <i>Melody in Songwriting</i>, Hal Leonard Corporation.</li> <li>• Marcone, S. 2006, <i>Managing Your Band: Artist Management.</i>, The Ultimate, Him arks Publishing.</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				