



UNIVERSITI TEKNOLOGI MARA

MUB605: MUSIC IN THE INTERNATIONAL MARKETPLACE

Course Name (English)	MUSIC IN THE INTERNATIONAL MARKETPLACE APPROVED		
Course Code	MUB605		
MQF Credit	3		
Course Description	With the globalization of communication and information technology industries, understanding problems and opportunities in the entertainment marketplace requires an international perspective. This course aims to provide students with a broad overview of current market developments and major policy issues in the global entertainment marketplace. It looks at a variety of industry sectors such as broadcasting, film, telecommunications, the Internet, videogames and the music industry. The course is divided into two components. The first analyses the global forces shaping the evolution of the entertainment industry across countries and regions and looks at the implication of such evolution for the strategies of entertainment firms. The second examines how these global forces have reshaped the entertainment market in different world regions. The course readings are aimed at teaching students the entrepreneurial skills needed to start their own media companies in a digital world. A final project will involve constructing a business plan with a team of fellow students for either a start-up or a turnaround of a failing existing company.		
Transferable Skills	<ol style="list-style-type: none"> 1. Apply knowledge in the music industry aspects 2. Communicate effectively with others 3. Perform assigned tasks with proper social skills, teamwork and responsibilities 4. Added values, ethics, moral and professionalism in the tasks given. 5. Manage all information for life long learning 6. Apply skills on management and entrepreneurship 7. Create leadership skills 		
Teaching Methodologies	Lectures, Seminar/Colloquium, Problem Based Learning (PBL), Discussion, Presentation		
CLO	<p>CLO1 Identify international music markets and different industry sectors</p> <p>CLO2 Analyze the characteristics of an international music market and recognize target market.</p> <p>CLO3 Conduct research based on international issues and sensitivity to local cultures</p>		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1" style="width: 100%;"> <tr> <td style="width: 20%;">Recommended Text</td> <td>• Berger, H. M. & Michael, T. C. (ed) 2003, <i>Global Pop, Local Language</i>, University Press of Mississippi United States</td> </tr> </table>	Recommended Text	• Berger, H. M. & Michael, T. C. (ed) 2003, <i>Global Pop, Local Language</i> , University Press of Mississippi United States
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Article/Paper List	This Course does not have any article/paper resources		
Other References	<ul style="list-style-type: none"> • Book Hagel, B. & Davison, . 2010, <i>The Power of Pull</i>, Basic Books • Book Lopes, G. & Stevens, M. (eds.) 2008, <i>Recording Industry in Numbers</i>, International Federation of the Phonographic Industry., London • Book Johnson, D. & Turner, C. 2003, <i>International Business: Themes and Issues in the Modern Global Economy</i> , Routledge, London and New York 		