

**DEGREE PROGRAMME IN MUSIC AND MEDIA  
MANAGEMENT  
BACHELOR OF CULTURE AND ARTS  
PROGRAMME DESCRIPTION**

240 ECTS credits  
Duration of studies 2012-2016

Approved 23.12.2011





<b>DEGREE PROGRAMME</b>	Music and Media Management
<b>EXTENT OF DEGREE IN ECTS CREDITS</b>	240
<b>DEGREE PROGRAMME INSTRUCTION LANGUAGE</b>	English
<b>CODE</b>	KDM12S1
<b>QUALIFICATION AWARDED</b>	Bachelor of Culture and Arts
<b>LEVEL OF QUALIFICATION</b>	The European Qualifications Framework (EQF) level 6. Bachelor's degree corresponds to a bachelor's degree at scientific university level. (Act 426/2005, 10 §.)
<b>SPECIFIC ADMISSION REQUIREMENTS</b>	Students who have eligibility to apply for higher education studies and display proficiency in English can apply for the degree programme from all around the world. Previous practical experience from the field of study is wished but not compulsory.
<b>ACCREDITATION AND SPECIFIC ARRANGEMENTS FOR RECOGNITION OF PRIOR LEARNING</b>	Accreditation methods are described in degree regulations and the Study Guide.
<b>QUALIFICATION REQUIREMENTS AND REGULATIONS</b>	There are no degree-specific qualification requirements and regulations.



## PROFILE OF THE PROGRAMME

The objective of the programme is to offer its graduates a solid grounding when they seek employment within the diverse management structures of international music and media industries. The students will be able to address issues directly related to these industries in the context of management, new media technology and business across Europe and globally. Subject-specific competencies of the degree programme are

1. Concept Developer: As a concept developer and an innovator, the student is able to develop a product concept which is geared towards trends and developments, is aimed at a specific target audience, is feasible, provides added value for all parties involved and can be justified on ethical grounds.

2. Entrepreneur: The graduated music and media manager is able to produce complete, consistent and achievable business plans. He or she will be able to implement these plans, including marketing plans, in order to achieve company's goals.

3. Consultant: The graduated music and media manager is able to function as a consultant for music and media company, draft improvement plan (or quality improvement plan) at organisational level and demonstrate in this plan that the improvement target will be achieved.

4. Project Manager: The student is able to function as a project manager, contribute to realisation of media and entertainment products and, to this end, direct people in creative processes. The student is also able to function as a budget holder (entrepreneur) for a media and entertainment company (national or international), draft financial report which complies with the basic principles of business economics.

5. Negotiator: The graduated music and media manager is able to function as a negotiator in a media and entertainment company (national or international), negotiate contract which is attractive, feasible and legally correct for all parties involved. He or she is also able to successfully sell a media concept to the client and as such, contribute to realisation of the marketing objectives of a music and media/entertainment company.

6. Line Manager: The graduated student is able to function as a line manager in a media and entertainment company, prepare an annual human and material resource plan which is keeping with the company's objectives, which, is realistic and feasible, and which fits in with an environment characterised by the management of creative processes.

7. Relations Manager: The student is able to function as a relations manager of a national or international media and entertainment company, build and maintain long-lasting, commercially attractive relations with clients, prospects and stakeholders.

## KEY LEARNING OUTCOMES

The learning outcomes of JAMK's Degree Programme in Music and Media Management are based on the learning outcomes set for the universities of applied sciences and the Degree Programme in Music and Media Management and they have been designed in the cooperation with the InHolland University of Applied Sciences.



1. Transferable Skills (15 ECTS): The students are capable of continuous self-development and master versatile communication and information retrieval in different cultural and work environments. They have developed a strong ethical foundation for their profession.

1. Basic Professional Skills (30 ECTS): The students have been orientated and equipped with the basic tools for professional skills and knowledge in the field of music and media management. The students understand the fusion of art and economics ;of entertainment and management.

2. Business Operations (30 ECTS): The students have an overall perspective of international business frameworks and management. The module applies general business and management concepts to the reality of multicultural business environments. The routine strategic decisions in marketing, business economics and managerial processes become more conscious and subtle.

3. Concept and Product Developing (30 ECTS): The student is able to develop a product concept which is geared towards trends and developments, is aimed at a specific target audience, is feasible, provides added value for all parties involved and can be justified on ethical grounds.

4. International Networking and Negotiation (35ECTS): The students are able to create and utilize their national and international networks in a professional way for cultural export and import operations, for legal agreements and to promote market and distribute their products and services.

5. Leadership (35 ECTS): The students are able to use various concepts of the management activities and styles needed in organizations. The students understand the essentials of human resource management and its significance for strategic and operative processes, as well as the significance of quality management as an umbrella approach to all managerial activities. Students are also expected to take 10 credits of elective studies according to their own choice.

6. Professional Specialization (35 ECTS): The students have a deepened their expertise in particular areas according to their own choices in entertainment industries.

7. Entrepreneurship (30 ECTS): The students are able to describe the process of entrepreneurship as an activity originating from market need, the creative recognition of opportunity, and innovative problem solving in the business environment. They are also able to understand how innovation and competitive advantage contribute value to new business products and services. The students are able to use entrepreneurial traits and skills needed in entrepreneurial ventures. In this module students are expected to study 5 credits of elective studies according to their own choice.

## **PROFESSIONAL GROWTH AND KNOW-HOW**

The curriculum of the Degree Programme in Music and Media Management consists of competence areas, generic and subject-specific competences. The learning process proceeds by competence areas, which are constituted by courses. The generic and subject-specific competences are attached to the competence areas and courses, and learning takes place in them throughout the education. The learning outcomes and



contents of the competence areas and courses are based on competence levels. Competence develops within the competence areas from basic level performer to advanced level performer, which will provide the students with a readiness for dynamic business know-how in working life. In accordance with their individual competences and career plans, the students make choices within the competence areas and courses e.g. through project studies and practical training promoting professional skills and networking in the industry.

The students can acquire international competences during their studies in accordance with their personal study plans by completing part of their studies abroad or through various forms of internationalisation at home. International degree and exchange students create a multicultural and genuinely international study atmosphere. International lecturers and experts bring international special expertise into the Programme. The language and cultural studies and courses implemented in English, as well as various projects enhance the students' international competences. The Programme offers to the students also the opportunity to achieve a double degree with the Dutch partner institution. JAMK students will be awarded also a Bachelor's Degree in Business Administration.

A foundation for the degree programme is provided by projects which students implement in a company-like learning environment (Campus Entertainment). The Campus Entertainment environment guarantees that the student will be cooperating with the industry professionals already from the early stages of their studies. These networks offer then better opportunities for students when applying for the internships. The Bachelor's Theses are practically oriented and connected with various cooperation and development projects and assignments, thereby strengthening the students' contacts with the industry professionals.

Entrepreneurial education and training is integrated in the competence areas throughout the studies, whereby all the graduates will have sufficient professional knowledge and skills for launching a business. In addition, the students can develop their entrepreneurial skills through the professional studies, the practical training, and the bachelor's thesis. The objective of entrepreneurial studies is for the students to be familiar with the various areas required for initiating business, as well as to have basic knowledge of all these areas.

The students recognize entrepreneurship or work in an enterprise as one of their career options; this is ensured in Campus Entertainment, and they are aware of the study options which support entrepreneurship. They can also develop this competence by completing elective studies in other units. The students of the degree programme can complete part of their studies in the business pre-incubator intended for all JAMK students.

**OCCUPATIONAL  
PROFILES OF  
GRADUATES  
WITH EXAMPLES**

Agent, promotor, manager, marketing planner, marketing manager, sales manager, producer, administrative executive

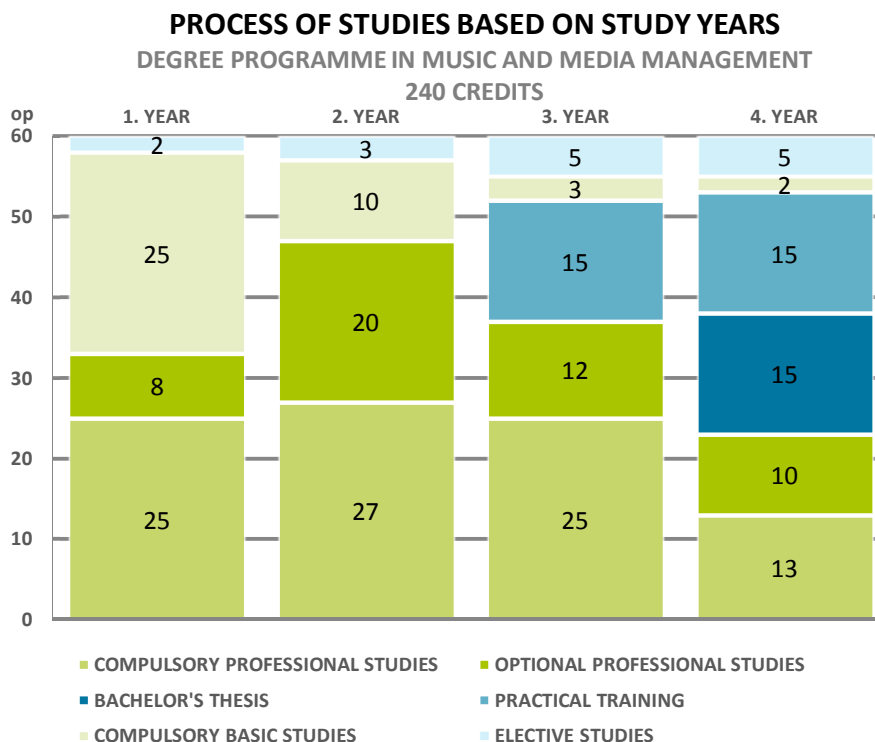


**ACCESS TO FURTHER STUDIES**

Upon graduation and approximately 3 years after the workplace phase, the student may continue their studies in a university of applied sciences' degree programme leading to a Master's degree. A Master's degree earned at a university of applied sciences is equivalent to a Master's degree earned at university. Studies may also be continued by applying to, for example, university Master's degree programmes or equivalent. After earning a Bachelor's degree at JAMK, it is also possible to continue studying in Master's degree programmes at foreign universities.

JAMK also offers opportunities for continuing education in professional specialisation studies, higher education level apprenticeship training and professional development studies. If the student earns a Master's degree, they may be given the opportunity to enrol in academic or artistic post-graduate studies at university (Section 37 of the Universities Act 558/2009). Students must apply for post-graduate studies separately.

**COURSE STRUCTURE DIAGRAM**



**EXAMINATION REGULATIONS, ASSESSMENT AND GRADING**

Studies are comprised of courses and broader competence areas. Courses are taken during one academic year. However, they must be completed by no later than the end of the autumn term for the following academic year. If a course remains incomplete, the student must take it over again during the following academic year. Exceptions to this include theses, internships and special workplace-based project studies.

In the first classroom session, the course's key learning objectives and content as well as its various assignments and assessment criteria are gone over, possible examination dates are discussed (main examination) and the end date of the course, after which no



more assignments are accepted, is announced. The student is given a total of three chances to complete a given course: the main examination of the course or two separately specified re-examinations.

Learning outcomes are assessed in accordance with course's key learning objectives. If not mentioned otherwise in the programme description, a grading scale of 5 to 1 (5 Excellent, 4 Very Good, 3 Good, 2 Satisfactory, 1 Sufficient) is used. The students have the right to know how the assessment criteria have been applied to them. In special cases, a pass/fail scale may be used. The completion of a course will be entered in the record of credits within a month from the given end date of the course, and always before the end of the academic year.

**GRADUATION  
REQUIREMENTS**

A prerequisite for receiving a Bachelor's degree is that the student completes the studies (courses, internship, thesis and maturity exam) in their degree programme, within the period of their right to study, in accordance with their personal study plan.

**MODE OF STUDY**

Face-to-face learning

The development of competences will be possible through flexible learning methods, such as virtual studies, workshops, seminars, utilisation of social media, conversion of work experience into learning modules, and alternative ways of demonstrating one's competence.

**HEAD OF THE  
DEGREE  
PROGRAMME**

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**PROGRAMME  
PLANNING  
PROCESS**

JAMK University of Applied Sciences launched the Degree Programme in Music and Media Management in August 2008. In compliance with JAMK's guidelines, the programme is competence-based and has been designed in cooperation with the representatives of InHolland University of Applied Sciences, industry professionals, teaching staff and students. The curriculum also takes into account the needs of the double degree requirements with InHolland University of Applied Sciences.

Further information has been provided by the extensive report compiled by the Dutch partner institution on the needs for competence, education and development in the European entertainment industry. The basis for the curriculum and the competence profiles have been created by Mr. Martti Heikkinen and Ms. Pia Kreis.

**SCHOOL**

JAMK University of Applied Sciences  
School of Business and Services Management,  
Degree Programme in Music and Media Management  
Rajakatu 35, 40200 Jyväskylä



## **FURTHER INFORMATION**

### **QUALITY MANAGEMENT**

JAMK's quality system is audited by the Finnish Higher Education Evaluation Council (FINHEEC). Quality management consists of four elements: 1) planning, 2) action, 3) follow-up and evaluation and 4) quality improvement. The most important elements of quality management in education are

- **PLANNING:** JAMK strategy, Pedagogical principles, RDI principles, Performance agreement, OPS & HOPS
- **ACTION:** Education processes, Degree regulations, Study guide
- **FOLLOW-UP AND EVALUATION:** Course feedback, Student feedback, Follow-up surveys, External evaluations
- **QUALITY IMPROVEMENT:** Making use of follow-up and evaluations, Daily improvement.

For more information, see JAMK's Quality Manual.

### **PEDAGOGICAL PRINCIPLES**

The Degree Programme is implemented in compliance with the pedagogical principles approved by the Board of JAMK University of Applied Sciences.

### **ETHICAL PRINCIPLES**

The students and staff of JAMK act in compliance with the ethical principles approved by the Board of JAMK University of Applied Sciences on 15 December 2010.

**LAST UPDATE** 21.12.2011