



<b>Subject Name</b>	<b><i>Business Studies 2</i></b>
<b>Subject Code</b>	<i>32106</i>
<b>Credit Points</b>	<i>3</i>
<b>Award(s):</b>	<i>Bachelor of Music in Jazz Performance</i>
<b>Core / Elective:</b>	<i>Core</i>
<b>Pre / co-requisites:</b>	<i>Business Studies 1</i>
<b>Modes:</b>	<i>Full Time. On Campus only.</i>
<b>Delivery / Contact hrs</b>	<i>1.5 hour lecture per week for 13 weeks</i>
<b>Subject Coordinator:</b>	<i>Dan Quigley</i>
<b>Teaching Staff:</b>	<i>Cameron Patterson</i>

<b>Subject Rationale:</b>	<p>Professional musicians need a clear understanding of the principles of small business management, including financial, legal and administrative functions oriented to the music industry.</p> <p><b>In the context of this course,</b> this subject is not integrated with the musical components, but plays an important role in preparing the professional musician for survival as an independent contractor in the music industry.</p> <p>This subject is relevant to the professional musician's ability to engage in contractual arrangements, legally copy and publish musical product, and access a range of funding options.</p>
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<b>Learning Outcomes:</b>	<p>This subject provides an overview of legal and contractual issues and copyright laws relevant to musicians. Students will develop knowledge which supports awareness of accessible funding pathways, and build knowledge and understanding of the approach, strategies, language and evidence which support successful funding applications.</p> <p>On successful completion of the subject, students will be able to:</p>
1.	Demonstrate a clear conceptual understanding of copyright laws which are related to the various forms of publication and copying of musical product
2.	Demonstrate reasonable knowledge of the arts sector and how to access potential funding organisations in Qld
3.	Show a credible approach to engaging in the process of applying for funding for a specific project

Week	Topics	Assessment Weeks
1	Course overview and student expectations. Student project requirements	Week 6
2	Understanding copyright laws – performing rights	Week 6
3	Understanding copyright laws – mechanical rights	Week 6
4	Understanding copyright laws – publishing Rights	Week 6
5	Developing awareness of available funding bodies for a variety of projects	Week 6
6	Developing marketing materials – about the performer	Week 11
7	Developing marketing materials – visual and website	Week 11
8	Developing marketing materials – audio materials	Week 11
9	Approaching the grant submission process.	Week 13
10	How to write a grant application	Week 13
11	Non profit organisations: their relationship to and role in the Music Industry	Week 13
12	Review of weeks 2,3,4	
13	Review of weeks 8,9,10	

**Set Text Requirements:**

1. Simpson, Shane & Colin Seeger. <i>Music Business.Making Music Work!</i> Sydney: Warner Bros. 1994
2. (eBook). <i>Artists and Copyright</i> . Australian Copyright Council, 1997.

**Recommended readings:**

1. Cahill,Anne. <i>The Community Music Handbook. A Practical Guide to Developing Music Projects and Organisations</i> . Sydney: Currency Press, 1998.
2. Frascogna,Xavier M. & H.Lee Hetherington. <i>Successful Artist Management</i> . New York: Billboard Books, 1990.
3. Pettigrew, Jim. <i>The Billboard Guide to Music Publicity</i> . New York: Billboard Books, 1989.

**Assessment:**

Assessment Item	Topic/s	Learning Outcomes assessed (LO)	Week Content Delivered	Due	Weighting
Assignment: 2000 words: Using case examples, answer one of the set questions in essay form	Interrogating/explaining copyright laws in the music industry	1,2	1-4	Week 6	30%
Assignment: Develop a promotional portfolio for a specific individual, band or event	Promotional material relevant to the individual or band	2,3	7,9	Week 10	30%
Grant Submission: Complete an application form to apply for funding for a specific purpose	Simulated grant submission	2,3	5-11	Week 13	30%
Attendance					10%

**Assessment items**

A satisfactory attempt to complete all assessment items is a pre-requisite for the award of a final result in this subject.

All assessment items are to be handed in to the office unless specified by lecturer.

Assessment items will be stamped with the date on the day the assignment is submitted.

Assessment items that are late will incur a penalty of a reduction in overall marks for the subject. Lecturers will deduct an initial 10% plus 1% for everyday the assessment item is past its due date.