



Faculty of Arts and Social Sciences
Music and Sound Production

Syllabus

Entrepreneurship in the music business

Course Code: LJGE11
Course Title: Entrepreneurship in the music business
Entreprenörskap inom musikbranschen
Credits: 7.5
Degree Level: Undergraduate level
Progressive Specialisation: First cycle, has only upper-secondary level entry requirements (G1N)

Major Field of Study:

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2018-09-13, and is valid from the Spring semester 2019 at Karlstad University.

Prerequisites

General admission requirements

Learning Outcomes

Upon completion of the course, students should be able to:

- describe some methods and tools for business modelling,
- design a basic business plan for a new enterprise in the music industry,
- market a business in the music industry,
- identify some entrepreneurial success factors in the music industry, and
- reflect on entrepreneurial approaches.

Content

The course centres on entrepreneurship and self-employment. Theoretical and practical components are integrated to enable students to understand entrepreneurship and self-employment, develop a business plan and communicate with actors in the music industry. Entrepreneurship in the music industry as well as in general is treated in the course.

Instruction is in the form of lectures, seminars and workshops.

Reading List

See separate document.

Examination

Assessment is based on individual hand-in assignments and an oral presentation discussed in mandatory seminar.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.