



Module Descriptor

Title	Global Music Industries		
Session	2025/26	Status	
Code	MUSC11021	SCQF Level	11
Credit Points	20	ECTS (European Credit Transfer Scheme)	10
School	Business and Creative Industries		
Module Co-ordinator	C. Duffin		
Summary of Module			
This module examines the nature and structure of the contemporary global music industries from a variety of perspectives. Drawing from a range of key concepts in popular music and cultural studies, lectures will consider the rapidly changing nature of an increasingly globalised and digitised music industries. This module will review contributions made by music, musicians, and music products to the creative economy, contextualising these contributions within the broader landscape of the global music industries through focused case studies. Some of the key concepts explored include: Globalisation theory Music industries within the creative industries Music industries as creative industries Digitalisation and social media Marketing and branding in the music and creative industries			

Module Delivery Method	On-Campus¹	Hybrid²	Online³	Work -Based Learning⁴
	☒	☒	☐	☐

¹ Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

² The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

³ Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

⁴ Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Campuses for Module Delivery	☒ Ayr		☐ Lanarkshire		☐ Online / Distance Learning	
	☐ Dumfries		☐ London		☐ Other (specify)	
Terms for Module Delivery	Term 1	☐	Term 2	☒	Term 3	☐
	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Demonstrate a critical understanding of the principles and theories underpinning globalisation
L2	Demonstrate extensive, detailed, and critical knowledge of the relationship between 'local' and 'global' within a music and creative industries framework
L3	Develop original and creative responses to problems and issues identified through independent research of the global music industries
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF 11 Students should be able to demonstrate and/or work with knowledge that covers and integrates most, if not all, of the main areas of the subject of the global music industries. Students should be able to demonstrate a critical understanding of the principal trends and concepts and be critically aware of current issues within the subject
Practice: Applied Knowledge and Understanding	SCQF 11 Plan and execute a significant project of research, investigation, or development
Generic Cognitive skills	SCQF 11 Apply critical analysis, evaluation and synthesis to issues which are at the forefront or informed by developments at the forefront of the discipline. Develop original and creative responses to problems and issues. Critically review, consolidate, and extend knowledge, skills, practices and thinking in the subject/discipline
Communication, ICT and Numeracy Skills	SCQF 11 Communicate using appropriate methods, to a range of audiences with different levels of knowledge/expertise including peers and industry professionals
Autonomy, Accountability	SCQF 11

and Working with Others	Exercise substantial autonomy and initiative in professional and equivalent activities. Take responsibility for own work and/or significant responsibility for the work of others
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Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities	Student Learning Hours
During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	(Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	24
Tutorial / Synchronous Support Activity	12
Independent Study	164
Please select	
Please select	
Please select	
TOTAL	

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Chen, S., Homan, S., Redhead, T. and Vella, R. (2021) The Music Export Business: Born Global. 1st edition. New York: Routledge Hracs, B. J., Seman, M. and Virani, T. E. (eds.) (2016) The Production and Consumption of Music in the Digital Age. New York, NY: Routledge. Gebesmair, A, (2021) 'The Global Music Business, and the Globalization of Culture', in Simone K. Bridge, and B. Sweers (eds.) The Oxford Handbook of Global Popular Music (online edn), Oxford Academic. Available: https://doi.org/10.1093/oxfordhb/9780190081379.013.3 Jenkins, H. (2008) Convergence Culture: Where Old and New Media Collide. New York: New York University Press Negus, K. (2019). From creator to data: the post-record music industry and the digital conglomerates. Media, Culture & Society, 41(3), 367-384. Available: https://doi.org/10.1177/0163443718799395 Pine, B. J. and Gilmour, J. H (2019) The Experience Economy. Boston: Harvard Business School Press.

Ray, M.B. (2018) Digital Connectivity and Music Culture: Artists and Accomplices. London: Palgrave Macmillan

(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the [Student Attendance and Engagement Procedure](#), Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

Where a module has Professional, Statutory or Regulatory Body requirements these will be listed here: Students will be expected to meet the following minimum thresholds for engagement during the course of the academic year

- Regular engagement with their Virtual Learning Environment (MyUWS, AULA, MBAOW etc) as evidenced by an average of 3 engagements per week and monitored via appropriate learner analytics within the VLE.
- Attendance at 75% of live ('synchronous') class activities, online or face to face, with attendance taken in each class and recorded by academic staff via class registers.
- Engagement and submission of all assessments unless non-submission is supported by submission of an Extenuating Circumstances Statement (ECS)

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: [UWS Equality, Diversity and Human Rights Code](#).

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Arts Media
Overall Assessment Results	☐ Pass / Fail ☒ Graded
Module Eligible for Compensation	☐ Yes ☒ No If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.
School Assessment Board	Arts and Media
Moderator	J. Stynes
External Examiner	N. McSweeney
Accreditation Details	JAMES and SMIA (the latter pending approval for 25-26)

Module Appears in CPD catalogue	☐ Yes ☒ No
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Presentation (40%) Students will give a 15-minute SWOT analysis presentation based on an independently researched topic, challenge, or issue within of the global music industries
Assessment 2
Essay (60%) Students will write a 3,000-word essay on an independently researched aspect of the global music industries. Grounded in key theoretical concepts covered during this module, this essay must include at least one case study of a current organisation or company active within the global music industries.
Assessment 3
X
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☒	☒	☐	☐	40	0

Component 2							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☒	☒	☐	☐	☐	60	0

Component 3							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		
Combined total for all components						100%	0 hours

Change Control

What	When	Who
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