

Undergraduate Degree



In partnership with Coventry University and Pearson

Event Management (Music Business): 3 Years Degree (BA)





Are you a creative artist in the fields of Music Performance, Music Production, Music Business, Film Making, Multimedia or Gaming and VR/AR? ? Here you can find the higher education courses that will lead you to success. Creative Hub Academy has been since 1999 the first Italian school to offer international degrees and diplomas dedicated to the specific needs of creative professional artists, record companies, sound engineers, music performers and producers/engineers.

It offers courses for professionals characterised by a vocational approach and high academic value to build a successful career.

DUBLIN DESCRIPTORS
Expected learning outcomes expressed through the European Qualification Descriptors
Knowledge and understanding
[Is] supported by advanced text books [with] some aspects informed by knowledge at the forefront of their field of study
Applying knowledge and understanding
[through] problem solving abilities [applied] in new or unfamiliar environments within broader (or multidisciplinary) contexts
Making judgements
[involves] gathering and interpreting relevant data
Communication skills
[of] information, ideas, problems and solutions
Learning skills
have developed those skills needed to study further with a high level of autonomy



Higher Education Accreditations:

- Coventry University: Faculty of Arts and Humanities
- Pearson BTEC International Centre 90272
- Erasmus+ vocational education and training KA120 - VET
- Iso 9001:2015 - EA 37 (Education)
- Higher Education Training Institution IFTS Qualifications and EQF Qualifications. Accredited Emilia Romagna Region with DGR 1931

Why you should choose Creative Hub Academy:

- Full-time or part-time attendance to meet your needs;
- 1 one to one weekly hour of instrument/discipline for each student;
- Possibility of "blended learning" in person + online;
- Digital media and libraries for teaching;
- Google Workplace unlimited online platform for teaching interaction (students and teaching staff);
- 25 years of experience in the international academic field;
- Top of the line 2000sqm facilities, unique in Italy and set up in a highly professional environment, with free WiFi for all members. Free unlimited parking and public transport (bus and suburban train), 15 minutes to the city of Bologna centre;
- A team of highly specialised professionals and teachers with a remarkable career in the national and international industry;
- An incomparable proposal of events and workshops with some of the most important names in the industry;
- Opportunities for students to access our Artists Development Center's international networks and professional opportunities;
- "Vocational" educational projects based on a real implementation of professional objectives to be developed in the industry;
- ERASMUS Programs and Internship in the Creative Industries.



Location:

- Creative Hub Bologna (Bologna, ITALY)

Study mode:

- Full-time
- Part-time

Duration:

- 3 years in full-time mode
- 4 to 6 years maximum in part-time mode (max 50% Credits per year)

Academic calendar:

- 30 weeks per year

Start date:

- September 2023



Course overview:

Study level: Undergraduate

Have a passion for organising events or helping artists ? This course covers skills needed to create, record and engineer music and audio.

This course is designed to prepare you to work in the exciting and diverse global events industry, ranging from large-scale music and cultural festivals, corporate events and exhibitions, to small, bespoke social events.

The events industry is big business and vital for economies, communities and individual health and well-being. By studying this course, you'll have the opportunity to learn how to manage events and get the chance to apply theory to practise throughout your course.

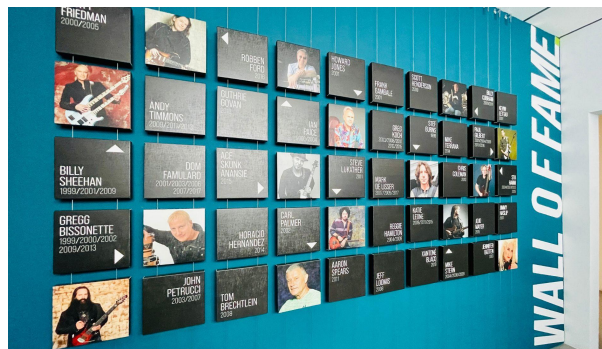
Because of a careful academic mapping and a three parties agreement (Creative Hub Academy, Pearson and Coventry University) at the end of the Course you will receive double Certificates:

- Pearson Higher National Diploma in Music Business (Level 5)
- Coventry University Bachelor Degree (Level 6)

Facilities:

At Creative Hub Academy, students benefit from superb facilities so they can build on their practical talent. Facilities include:

- Recording and Pre-Production studios.
- Various live rooms, production and performance spaces with grand pianos, PA, latest state of the art guitar/bass amps (Egnator, Fender, GR etc and drum kits (Ludwig), digital mixers, PCs and Macs, digital boards, tvs, cameras.
- Stages for video and photo sessions.
- VR/AR studios, Oculus and green screens.
- PC Labs.
- Physical and digital libraries.
- Google Workplace suites and music tech suites plus further state-of-the-art recording softwares such as Pro Tools, Logic, Adobe Suites.



Why you should study this course:

- Real-world experience: Gain hands-on experience managing live events. Previous students have worked on major music concerts and cultural events as well as helping to run different creative activities.
- Gain the skills and knowledge necessary for organising successful, memorable and safe events, which means you will also develop a set of highly transferable management skills, particularly in the area of leadership and project management.
- Learn how to apply business principles, such as financial management, marketing theory and strategic management to the solution of event management problems.
- Industry insight: Have the chance to access a range of industry visits and field trips. We also aim to invite experts to speak to our students during the course.
- Prepare for your future: Prepare for a future career in event management with a work placement. We currently have links with local, national and international event management companies,, who have previously provided opportunities for direct work experience, both paid and voluntary.



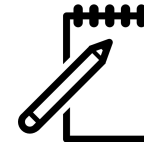
Global ready

An international outlook,
with global opportunities



Teaching Excellence

Taught by lecturers who are
experts in their field



Employability

Career ready graduates,
with the skills to succeed

What you'll study:

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

YEAR 1

LEVEL	UNIT	TYPE	UK CREDITS	ECTS CREDITS	UNIT NAME
4	3	Core	15	7,5	Professional Management
4	2	Core	15	7,5	Marketing and Promotion for Musicians
4	1	Core	15	7,5	The Music Industry
4	10	Optional	15	7,5	Music and Society
4	4	Specialist	15	7,5	Music Copyright
4	18	Specialist	18	7,5	The Monetization of Music
4	12	Specialist	15	7,5	Music Publishing
4	13	Specialist	15	7,5	Live Music Business
4		Extra			Group Tutoring
4		Extra			Self directed learning and Extra curricular activities



YEAR 2

LEVEL	UNIT	TYPE	UK CREDITS	ECTS CREDITS	UNIT NAME
5	31	Core	30	15	Creative Research Project
5	43	Optional	15	7,5	Creative Portfolio
5	34	Specialist	15	7,5	Getting the right deals
5	32	Specialist	15	7,5	Music and Brands
5	33	Specialist	15	7,5	Artist Management
5	35	Optional	15	7,5	A&R
5	36	Optional	15	7,5	Advanced Music Event Management
5		Extra			Group Tutoring
5		Extra			Self directed learning and Extra curricular activities



YEAR 3 Term 1

LEVEL	UNIT	TYPE	UK CREDITS	ECTS CREDITS	UNIT NAME
6	MA6010MPA	Core	20	10	Contemporary Issues in Entertainment and Experience
6	MA6086MPA	Core	20	10	Talent Representation
6	MA6085MPA	Core	20	10	PR and Event Marketing
6		Extra			Group Tutoring
6		Extra			(One to one)
6		Extra			Self directed learning and Extra curricular activities

YEAR 3 Term 2

LEVEL	UNIT	TYPE	UK CREDITS	ECTS CREDITS	UNIT NAME
6	MA6011MPA	Core	20	10	International Event Management
6	MA6009MPA	Core	40	20	Project
6		Extra			Group Tutoring
6		Extra			(One to one)
6		Extra			Self directed learning and Extra curricular activities



How you'll learn:

A portion of your contact time will be dedicated to course support sessions. The course support sessions are weekly, timetabled sessions where you can explore areas of the course which you may find challenging or get support with personal projects and employability efforts. You also have access to 1 hour weekly one to one with your Tutor to work on technique, theory or supporting in preparation for assessments.

Teaching contact hours:

We understand that everyone learns differently, so each of our courses will consist of structured teaching sessions, which can include:

- On campus lectures, seminars and workshops
- Group work
- One to one tutorials
- Self-directed learning
- Work placement opportunities.

If you would like more information, you can request information about teaching hours.

Part of our campus life is undertaking self-directed learning. During a typical week you will have time that allows you to work independently to apply the skills and knowledge you have learnt in taught or facilitated sessions to your projects or assignment briefs. This self-directed learning allows you to use your research skills, consolidate your knowledge or undertake collaborative group work.

As an innovative and enterprising institution, the University may seek to utilise emerging technologies within the student experience. For all courses (whether on-campus, blended, or distance learning), the University may deliver certain contact hours and assessments via online technologies and methods.



Assessment:

This course will be assessed using a variety of methods which will vary depending upon the module. Assessment methods include:

- Practical or project work
- Coursework
- Tests
- Essays
- Presentations/posters.

Our assessment strategy ensures that our courses are fairly assessed and allows us to monitor student progression towards achieving the intended learning outcomes.

Assessments may include exams, individual assignments or group work elements.



International Experience Opportunities:

This area of study is considered an international business. Most of the technical subjects you could learn are applicable worldwide and, where they exist, significant regional or country-specific differences are highlighted.

Erasmus+ for vocational training

In Erasmus+ the opportunities for the world of Vocational Education and Training (VET - Vocational Education and Training) aim to improve the quality and effectiveness of systems and practices in the sector throughout Europe, pursuing the objectives of:

- to improve the professional skills of individuals;
- to broaden knowledge and understanding of national policies and practices;
- to enhance the quality of teaching and learning;
- to promote the modernisation and internationalisation of educational and training institutions;
- promoting mobility activities.

How the KA120 program works

Work experience abroad in the cultural and creative industry market; thanks to the Erasmus+ Vocational Education and Training KA120 accreditation we offer our students the opportunity to live a work experience abroad, within companies active in the market.

Students eligible for the ERASMUS+ scholarship will have a 3-month "work experience" from November to February in one of the network countries: Germany, Holland, Belgium, Spain, Northern Ireland, and others.

Erasmus + scholarship

The scholarship covers all the costs of flight, apartment, utilities, internet connection and food. In addition, each student will receive a monthly check to cover extra expenses. Please note that all international experience opportunities may be subject to additional costs, competitive application, availability and meeting applicable visa and travel requirements are therefore not guaranteed.



Entry requirements:

Access requirements:

- EQF level 3 qualification related to the chosen pathway.
- English language requirement: IELTS of 6.0 overall, with no component lower than 5.5.
- One to One Interview (on specific topics)

If you don't meet the English language requirements, you can achieve the level you need by successfully completing a pre-sessional English programme before you start your course.

Tuition fees:

Tuition fees cover the cost of your teaching, assessments, facilities and support services. There may be additional costs not covered by this fee such as accommodation and living costs, recommended reading books, stationery, printing and re-assessments should you need them.

Contact our team and book an appointment.



Careers and opportunities:

Upon successful completion of this course, you will be able to:

- Demonstrate knowledge and understanding of the holistic nature of a business organisation and how to apply business principles associated with the operational and strategic management of financial, marketing, human and physical resources to events.
- Analyse and produce event management solutions to appropriate business decisions.
- Apply skills of critical inquiry and independent research, using a range of resources, methods and methodologies, to evaluate evidence, arguments and assumptions, to reach sound judgements and communicate them effectively.
- Recognise and continually develop a relevant set of transferable skills required by the event industry.
- Evaluate and develop expertise in a range of digital technologies that will enhance effectiveness in the workplace.
- Apply innovative and entrepreneurial approaches in providing solutions to real event management issues and problems.
- Critique the principles of policy and governance and evaluate the global contemporary issues and theories challenging event organisations. Work effectively, efficiently and dynamically within teams using critical thinking to solve complex event management problems.
- Evaluate the management of events in global settings and reflect upon intercultural and international dimensions. Use the principles of responsible management to design and implement activities that meaningfully engage communities.

As well as offering you the opportunity to learn the unique characteristics of the events industry, this course also provides you with chances to gain knowledge of topics such as marketing, hospitality management, and business management, potentially preparing you for future career options in these areas, within or outside of the events industry.

From day one, you'll be exposed to the events industry and encouraged to enhance and build your CV with practical work experience through placements. We provide volunteering opportunities at a number of local events organisations



Where our graduates work:

Our previous graduates have gone on to occupy positions in the event industry within a variety of national and international companies.

Further study:

Upon successful completion of our Event Management BA (Hons) course, you may wish to continue to further your studies at postgraduate level. You could continue to build on what you have learnt, developing an in-depth knowledge of the event industry and the full event management cycle to prepare for your career in this dynamic and exciting industry.

You may be entitled to an alumni discount on your fees if you decide to extend your time with us by progressing from undergraduate to postgraduate study.

How to apply:

Students applying to enrol should apply directly to the Creative Hub Academy.

Get in touch with us today for further advice and guidance:

Phone: (+39) 051 6313706

Chat with our admissions team WhatsApp: (+39) 351 8431456

Email: ammissioni@ma2000.it

Complete our Website Apply form