

# Undergraduate Degree

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In partnership with Coventry University and Pearson

Popular Music Performance and Songwriting: 3 Years Degree (BA)





Are you a creative artist in the fields of Music Performance, Music Production, 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
<b>Knowledge and understanding</b>
[Is] supported by advanced text books [with] some aspects informed by knowledge at the forefront of their field of study
<b>Applying knowledge and understanding</b>
[through] problem solving abilities [applied] in new or unfamiliar environments within broader (or multidisciplinary) contexts
<b>Making judgements</b>
[involves] gathering and interpreting relevant data
<b>Communication skills</b>
[of] information, ideas, problems and solutions
<b>Learning skills</b>
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

The first step to becoming a popular musician and composer is to think of yourself as one. Get trained up with our talent-building course to open up a world of opportunities!

This course is ideal for those who have a passion for creative practices in both music composition and performance, and wish to explore the technical skill of those practices.

- This course is a practice-based, 'outward-facing' course that seeks to prepare you to be a versatile, flexible, and adaptable operator within the twenty-first-century music industry.
- We are looking to produce critically astute musicians who are confident performers and songwriters, working with today's technologies to make, reproduce, and disseminate music, and who understand the potential income streams available to them in the profession.

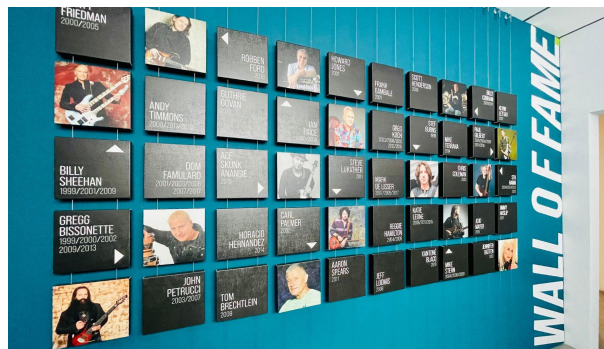
Because of a careful academic mapping and a three parties agreement (Creative Hub Academy, Pearson and Coventry University) at the end of the Course you will receive double Certificates:

- Pearson Higher National Diploma in Music Composition (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:

The course is designed to reflect the range of areas that make up the subject of songwriting, composition and performance and the wide range of jobs that may be available to you once you have completed your studies. The course comes with the following benefits and opportunities:

- We offer you a focus on creative-based music skills in performance and songwriting which is underpinned by popular music theory and the chance to experience this in a vibrant and creative environment which gives you access to professional practices, new research and outstanding graduate support.
- You get to engage effectively with a range of technology in the creation, performance and recording of music, including recording studios and live performance. And you can develop your own personal portfolio which by the later stages of the course, is intended to be a professional-looking, outward-facing book/website that demonstrates the breadth of your learning and professional experience..
- Dedicated, experienced and qualified teaching staff with a mixture of commercial, academic and research related expertise at an international level (staff may be subject to change).
- For successful graduates, a potential range of career opportunities as music composers,, songwriters and performers.



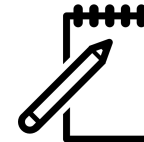
### Global ready

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 Development
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	22	Specialist	15	7,5	Applied Music Theory and Keyboard Skills
4	26	Specialist	15	7,5	Compositional Techniques
4	27	Specialist	15	7,5	Fundamentals of Composition
4	28	Specialist	15	7,5	Composing Using Technology (One to One)
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	46	Optional	15	7,5	Musical Direction in Practice
5	48	Optional	15	7,5	Live Arrangement Skills
5	50	Specialist	15	7,5	Advanced Composition Technique
5	37	Optional	15	7,5	Advanced Music Production
5	41	Optional	15	7,5	Music Systems Programming
5	43	Specialist	15	7,5	Creative Portfolio (One to one)
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	MA6023MPA	Core	20	10	Working Briefs
6	MA6025MPA	Core	20	10	Music Collaboration
6	MA6021MPA	Core	20	10	The Music Industry
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	MA6022MPA	Core	20	10	Popular Music Research Project
6	MA6024MPA	Core	40	20	Advanced Performance and Songwriting
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:

On successful completion, you should have knowledge of:

- Demonstrate a professional approach to music making in the areas of performance, songwriting and music production in an international context.
- Evaluate and utilise established and experimental approaches to music-making within an international context.

On successful completion, you should be equipped with the skills to:

- Demonstrate professional competence in a variety of performance, music-creation, re-creation, and presentation modes and contexts, both conventional and unconventional.
- Apply analytical, reflective, and critical skills to the evaluation of your own work, and to that of others, in the global music industry.
- Manage your own professional development and profile in the music industry.
- Demonstrate that you are an enterprising, creative, innovative, and flexible practitioner able to work with diverse communities within a global context.
- Work in a professional manner so you can effectively function in a range of roles and responsibilities.

There is a strong emphasis within the course on your future career, not only helping you to discover your potential chosen career path but also ensuring that you have the professional level of business skill and knowledge to thrive in this demanding industry.

## Where our graduates work:

Previous examples of employment include music songwriters, composers, performers and session players live or in the studio, teachers, music examiners, authors of advanced music handbooks.

## Where our graduates work:

Previous examples of employment include music producers, sound engineers, composers; audio post- production technicians together with work in extensive related fields such as radio and television sound.

## Further study:

You can choose to continue your studies at Creative Hub Academy with:

- MA in Applied Contemporary Music - Professional Arrangement and Composition Pathway

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](mailto:ammissioni@ma2000.it)

Complete our “Apply form” on Website