

BACHELOR OF MUSIC (ARTS MANAGEMENT) - What will you study?

2 CORE SUBJECT STREAMS Combine music business education with performance studies	Year 1 (40 Credit Points)	Year 2 (40 Credit Points)	Year 3 (40 Credit Points)
ARTS & ENTERTAINMENT MANAGEMENT A thorough grounding for a broad range of managerial roles across the arts, music and entertainment industries	Introduction to Arts & Entertainment Management (4 CPs) Introduction to Marketing & Communications (4 CPs) Artist Management (4 CPs) Economics of the Entertainment Industry (4 CPs) Digital Marketing (4 CPs) Consumer Behaviour (4CPs)	Promotions & Publicity (4 CPs) Project & Event Management (4 CPs) Financial Management in the Entertainment Industry (4 CPs) Organisational Behaviour & Human Resources (2 CPs) International Business (4 CPs) Intellectual Property Law (2 CPs)	Strategic Partnership Development & Negotiation (4 CPs) Entrepreneurship (4 CPs) BEM Internship (4 CPs) Music Publishing (4 CPs) Business Planning (4 CPs) Managerial Culture (2 CPs)
ASSOCIATED STUDIES & ELECTIVES Learn to critique and contextualise a variety of genres; collaborate with up-and-coming artists as part of an ensemble; sharpen your understanding of entertainment law, contracts and negotiations; explore more by choosing electives	Creativity (4 CPs) Ensemble 1 (2 CPs) Music Materials 1 (4 CPs) Introduction to Entertainment Law (2 CPs) Music Industry History (2 CPs) Ensemble 2 (2 CPs)	Music Materials 2 (4 CPs) Ensemble 3 (2 CPs) Elective (2 CPs) x 2 = 4 PC's Ensemble 4 (2 CPs) Selection of Critical Studies (4 CPs) Selection of Critical Studies (4 CPs)	Selection of Critical Studies (4 CPs) Contracts & Negotiations (2 CPs) Ensemble 5 (2 CPs) Elective (2 CPs) x 2= 4CPs Selection of Critical Studies (4 CPs) Ensemble 6 (2 CPs)

* Indicative as at March 2018 – subject guide and pathway overview may be subject to further revision and alteration

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