

CertHE

Entertainment Business &
Technology



**CRAFT
YOUR
STORY
WHERE
TECHNOLOGY
MEETS
CREATIVITY**



COURSE WITH DUAL INDUSTRY KNOWLEDGE

Learn the essentials of business, innovation and content creation in the context of the Music, Entertainment & Consumer Tech industries. All modern businesses whether working in the creative sector or not engage with digital channels & entertainment content to engage customers and build loyalty. Learning how music, entertainment & streaming platforms build and attract consumers is therefore useful to inform all modern enterprises.

OVERVIEW

LCCM's new CertHE Entertainment Business & Technology is a one-year programme for anyone interested in learning about business and technology trends. This course contains case studies from the most successful businesses of all time: the entertainment and tech giants. You'll learn the essentials of business success, innovation and the digital content industries before putting what you've learnt into practice in two practical modules of your choice based around launching as a music artist digital product design (NFTs, apps etc) or event management.

COURSE OUTCOMES

Knowledge and Understanding

- **Culture & Context:** Explain the relevance of cultural, technological and societal forces that influence and frame the activities of innovative enterprises.
- **Industry know-how:** Explain typical commercial principles and business practices.

Cognitive Skills

- **Evaluation:** Use appropriate skills, techniques and procedures as instructed to complete selected tasks.
- **Analysis:** Read information objectively, leading to the formulation of a reasoned argument.

Practical Skills

- **Research:** Gather evidence and data for an investigation using appropriate sources and academic conventions.
- **Communication:** Engage your intended audience with well-structured material, that is technically accurate and delivered with creative flair.

Key Life Skills

- **Professionalism:** Demonstrate appropriate judgement and an ability to meet expected standards for individual or group projects.
- **Plan:** Identify priorities that enable expectations to be met, while maintaining momentum, focus and a work/life balance.



KEY FACTS

Institution code:
L83

Study mode:
Full Time / Part Time / Distance

Start date:
June | September 2023

UCAS code:
A100

Duration:
1 year (FT); 2 years (PT)

Fees:
£9,250 per year

Credits:
120

University validation:
University for the Creative Arts

Age:
18 years

Funding:
SFE funding available

COURSE STRUCTURE

- **Compulsory modules**
 - Foundations of Business
 - Rockonomics
 - Theories of Innovation
 - The Streaming Economy
- **Optional modules**
 - Digital Product Development
 - Artist Development
 - Event Management & Promotion
- **Entry criteria and requirements**
 - 96 UCAS points from accepted Level 3 qualifications, or equivalent experience
 - 4 GCSEs grade C/4 including English or equivalent (e.g. Functional Skills)
 - Successful interview
 - Fluency in English - IELTS 5.5 or Duolingo 95
 - Please click [here](#) to see the Audition Guidelines document for this programme



CAREER PATHS WITH THIS COURSE

- **Project and personal management skills**
 - Communication
 - Teamwork
 - Management
 - Leadership skills
 - Problem solving and decision making
 - Strategic planning
 - Organisation
 - Collaboration
- **Research, analysis and development skills**
 - Critical thinking and research skills
 - Analysing, evaluating & communicating information
- **Professional skills**
 - Academic and business writing & editing
 - Business administration
 - Numeracy
 - Budgeting and financial planning skills
 - Marketing communications
 - Public Speaking
 - Innovation
 - Managing change



ACADEMIC PARTNER

This course is validated by:



CONTACT

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MUSIC

IS FLUID

ARCHITECTURE