



ESCUELA UNIVERSITARIA
DE ARTES. MADRID

Industry, Business and Career Development

COURSE GUIDE

BACHELOR'S IN MUSIC COMPOSITION

COURSE 2026/2027



Universidad
Rey Juan Carlos

<i>Duration</i>	Annual
<i>Credits</i>	6 ECTS
<i>Modality</i>	In-person
<i>Language</i>	English
<i>Faculty</i>	Performing Arts and Music
<i>Teacher</i>	José Rubira

Course presentation

Style and composition: textural music, the orchestra as an instrument, compositional techniques and notation systems of the 20th and 21st centuries. Creativity and personality: free form and original development.

Student competencies

CG04	Know the technological resources typical for the discipline and its applications in the musical creation, assimilating innovations that appear.
CG05	Solve problems and generate work dynamics in multidisciplinary environments.
CG06	Develop in professional practice a professional ethic based on esthetic, environmental and diversity observation and sensibility.
CG07	Understand one's professional activity as a tool to raise awareness of the importance of the artistic creation and its impact in the development of sociocultural values.
CG08	Present in a written and spoken way the content and objectives of one's professional activity both to a non-professional public and to a specialized one, using correctly technical and general vocabulary, both in Spanish and in a foreign language.
CG10	Develop critical discourses towards personal and interpersonal activity adapting to cultural, social, artistic and professional changes.
CE05	Know the most recent trends and proposals in different fields of the musical creation.
CE08	Use new technologies in the area of music and acoustics in all kind of contexts and formats, in order to apply them to specific needs of the project.
CE09	Become familiar with the techniques of recording, reproduction and circulation of music in different formats, including those derived from new technologies and from multimedia systems.
CE11	Know the legal framework and regulations that control and determine the professional activity and its content.
CE12	Acquire a global vision of the current situation of the musical industry and its relationship with other cultural industries.
CE13	Acquire necessary tools for creation and management of cultural industries related to the area of music.
CE14	Carry out a professional commission using different marketing strategies and communication techniques.

CE15	Create, plan, direct and develop an own musical project of a professional quality.
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Learning outcomes

Upon completion of this course, each student must be able to:

1. Understand the various commercial uses of music content.
2. Weigh the professional options that exist for musicians.
3. Know the tools to protect musical and non-musical assets.
4. Use the marketing tools of the music industry.
5. Understand and evaluate the current state of the music industry, changes in industry model and latest trends.
6. Successfully identify and exploit a business opportunity, by putting together a business plan.
7. Apply tools such as the business model canvas, SWAT analysis and Porter's five forces.
8. Develop financial, operations and HR plans for a business idea.

Teaching methodology

MD1	Participatory lecture.
MD2	Case studies and discussion.
MD5	Cooperative and collaborative learning.

Course content

Content	1. THE BUSINESS AND WORKINGS OF THE MUSIC INDUSTRY. The workings of the music industry. Uses of music content. The musician as entrepreneur. Marketing in music. Current state of the music industry. 2. ENTREPRENEURSHIP. Business initiative. Strategic planning and definition of business opportunities. How to put together a business plan.
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Learning activities

AF1	Theory and combination theory-practice learning.	30 hours
AF3	Design and execution of artistic creation projects (individual or group).	12 hours
AF4	Arts appreciation activities: seminars, visits to exhibitions or viewings of visual/audiovisual works.	12 hours
AF5	Research activities: search and selection of documentation, reading of support materials and bibliographic and visual references.	25 hours
AF7	Assessment.	6 hours

AF8	Self-study of theoretical content and autonomous assignment work and practical activities.	95 hours
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* The hours assigned to the different learning activities may vary depending on the academic needs of the course, the group or the teaching team.

Assessment

GENERAL ASSESSMENT CRITERIA

ATTENDANCE

The classes are in-person, and attendance is mandatory, as it is a determining factor in the continuous assessment system, as well as in class attitude and participation. However, in exceptional cases due to health situations or family reconciliation, students may request online access as a methodological adaptation (for more information, please contact the student department).

MARKS

Continuous Assessment is a comprehensive assessment of each student's results judged on the assessment criteria described in the following section, on a scale of 0 to 10 as provided in current legislation.

Students wishing to bring up their grade in the extraordinary/reassessment period must first contact the Registrar's Office to expressly waive in writing all of the marks they obtained in the regular assessment period. Their final assessment mark will be the mark obtained in re-assessment.

SPELLING AND EXPRESSION

The grading of written examinations and assignments will consider spelling, grammar, and clarity of expression. Errors in spelling, punctuation, and writing style may negatively affect the final grade, depending on their nature, frequency, and severity.

UNIVERSITY WRITTEN REPORTS

These must have a title page, table of contents and bibliography listing at least 4 sources. These works must be original. Excerpts from other authors must be properly cited. Demonstrable plagiarism is an academic offense. If one student copies the work of another student, both shall be held accountable.

SPECIFIC ASSESSMENT CRITERIA

REGULAR ASSESSMENT PERIOD

The teaching team will provide the details/specifications on the content or submission of assessment tasks; this information will be given in class or in a document made available to the student on the Virtual Course Space (in Spanish, *Aula Virtual*).

Assignments not submitted by the deadlines set by the teaching team will receive an assessment mark of 0.

Assessment task (*)	Revaluable/non-revaluable	Minimum mark yes/no	% of final mark
SE2 Assignments and projects	Block I: No Block II: Yes	No Yes (minimum mark 5)	10% 75%
SE5 Attitude and participation	No	No	15%
			100%

(*) Records and evidence of all of the assessment tasks (writings, recordings, etc.) listed in this table will be kept and filed in the Registrar's Office.

EXTRAORDINARY/RE-ASSESSMENT PERIOD

Students who have not passed the course during the regular assessment period may choose one of the following extraordinary assessment options:

- **Option 1: Criterion-based reassessment.** Assessment will be limited exclusively to the reassessable criteria that were not passed during the regular assessment period. The reassessment activity will be of the same nature as the original one (exam, assignment, etc.). The grades obtained in the ordinary assessment period for non-reassessable criteria (provided the minimum passing grade was achieved) will be retained and included in the weighted calculation of the final extraordinary assessment grade.
- **Option 2: Comprehensive reassessment.** Students may complete a single assessment activity accounting for 100% of the extraordinary assessment. The nature of this activity will be determined by the instructor and may include an oral or written examination, submission of a portfolio, theoretical and/or practical assignments, or other equivalent forms of assessment.

The instructor must communicate both Option 1 and Option 2 for the extraordinary assessment through the course notice board on the virtual campus at least 10 days prior to the extraordinary assessment date.

Students must respond to this communication via the virtual campus notice board, indicating their choice of Option 1 or Option 2, at least 3 days prior to the extraordinary assessment date. If a student does not respond, the instructor will automatically apply Option 2 (a single assessment activity accounting for 100% of the extraordinary assessment).

REVIEW OF ASSESSMENT MARKS

As set out in the TAI School of the Arts Student Handbook.

Resources

COMPULSORY BIBLIOGRAPHY

ARNTZ, W., CHASSE, B., VICENTE, M. (Directores). 2004. MATLIN, M., HENDRIX, E., (Protagonistas). *¿Y tu qué sabes?(título original: What the Bleep Do We Know!?)* [documental/drama]. USA.: Lord of the winds.



RECOMMENDED BIBLIOGRAPHY

WEBSITES OF INTEREST

<http://www.institutoimpact.com>
<http://www.pensamientopositivo.org>
<http://thinkwasaby.com>
<http://librosparaemprendedores.net>
<http://www.creatuempresa.org/>
<http://www.emprendedores.es/>
<http://www.emprendelo.es/>
<http://www.ipyme.org/>
<http://www.guerrasynavas.com>

REQUIRED MATERIALS FOR THE COURSE

Access to the internet.

VISITS, MASTER CLASSES, EVENTS AND ADDITIONAL WORKSHOPS

These will be communicated throughout the course. Attendance is compulsory.