

音乐是比一切智慧、一切哲学更高的启示。
Music is a higher revelation than all wisdom and philosophy.



新媒体 音乐与管理

暨商业管理技能

New Media
**Music and Management
(MUSIC-DB)**
with Business Management Skills

- ▲ 80% 实践训练
80% Practical Skills
- ▲ 20% 理论
20% Theory
- ▲ 2年课程
2 Years Learning
- ▲ 16岁以上即可报读, 无需入学资格
Entry Requirement: 16 Years Old & Above
- ▲ 教学媒介语以中文为主, 英文为辅
Medium of Instruction: Chinese & Simple English



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新媒体 音乐与管理

NEW MEDIA
Music and Management (MUSIC DB)

2年课程 Years Course

本课程为因应资讯科技的迅猛发展及有以下意愿的学生而设：

This qualification was developed to keep pace with the fast changing information technology sector and for candidates who want :

- 充实学生在音乐领域与商业管理的技能与知识，以提高他们在相关行业的就业竞争力。
To improve the skills and knowledge of individuals to increase their chances of gaining employment within the music industry as well as business management.
- 为学生提供音乐与商业管理行业的就业机会。
To provide students for a career in the music industry as well as business management.
- 满足有意提高知识与技能的相关行业从业人员的需求。
To meet the needs and objectives of those employed in the industry wishing to broaden their knowledge and skills.

为期两年的音乐与管理暨商业管理技能课程聚焦全球音乐和管理领域的发展，特别是音乐产业的环境及相关管理方面的实务知识，同时为学生提供有关音乐各领域的便捷且具发展前景的就业途径。此外，也让学生有机会掌握与实际工作相关的知识与技能。本课程涵盖音乐理论、词曲创作、音乐制作及活动管理技能。学生也将学习市场营销、品牌建立、文案撰稿、客户服务和商务活动等的知识和技能，为毕业生铺平在相关领域就业及谋求发展的道路。

This two years music and management with business management skills course provides students with a comprehensive knowledge and practical skills of global music and management, in particular the environment of music industry and management. It will give students the opportunity to apply knowledge gained about the industry to real situations in the workplace. This course provides students with accessibility and a developmental pathway to be employed for the full range of activities related to music theory, music composing, music production, and event management. Students will also gain knowledge of marketing, branding, copywriting, customer service and business activities during this course.

学生将学习 / Students will learn and be able to:

- ▲ 了解音乐产业
Understand the music industry
- ▲ 组织乐队进行演出
Organise a band to perform
- ▲ 管理音乐相关事务
Manage music related affairs
- ▲ 建立公司形象和品牌
Build company image and brand
- ▲ 音乐制作、词曲创作
Produce and compose music
- ▲ 安排公司活动事务
Arrange company events and activities



课程内容 | COURSE OUTLINE

- 音乐产业概论
Introduction to Music Industry
- 乐队表演2
Band Performance 2
- 音乐理论
Music Theory
- 摄影技巧
Photography Techniques
- 流行音乐
Pop Music
- 电影研究与制作
Film Studies and Production
- 音乐排序
Music Sequencing
- 数码视觉制作和编辑
Digital Visual Production and Editing
- 作曲
Music Composing
- 商务沟通
Business Communication
- 混合与母带制作
Audio Mixing & Mastering
- 金融与会计
Finance and Accounting
- 音乐制作
Music Production
- 团队建设技巧
Team Development Skills
- 音乐出版
Music Publishing
- 全球化运作
Operating in a Global Context
- 音乐会与巡回演出
Concert & Touring
- 创业技巧
Entrepreneurship Skills
- 乐队表演1
Band Performance 1
- 市场营销原理
Principles of Marketing
- 人力资源管理
Human Resources Management
- 商务法律
Business Law
- 个人专业发展
Professional Personality Development
- 活动管理原理
Principles of Event Management
- 职场英语1
Workplace English Communication 1
- 职场英语2
Workplace English Communication 2
- 期末作业
Major Project
- 实习
Practical Training

* Please note that the modules listed are indicative and may be subject to change.



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评估标准 | ASSESSMENT

100%作业及实践练习，本课程提供音乐与管理暨商业管理技能的理论20%与实践80%，聚焦于工作场所的实际应用。鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of music and management with business management skills, with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups to complete their projects.



考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭和高级专业文凭
Diploma and Advanced Diploma awarded by West College Scotland, UK

第五级专业文凭(资格获得QFQUAL英国政府历及考试评审局承认)
Level 5 Extended Diploma (Regulated by OFQUAL - Office of Qualification & Examination Regulation)



就业前景 | CAREER PATHWAYS

音乐制作人、词曲创作人、经纪人、音乐会或演唱会策划员、活动策划员、数码营销专员、品牌和企业传播专员、人力资源专员、客户关系专员和公共关系专员等等。

Music Producer, Songwriter, Artist Agent, Concert Planner, Event Planner, Digital Marketing Executive, Brand & Corporate Communication Strategist, Human Resource Executive, Customer Relations Executive & Public Relations Executive, etc.