# Music Economics and Management

## Prof. Enrico Girardi; Prof. Maria Majno

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course comprises two parts: The first one will review the main morpho-syntactic structures of music and present a logically organized map of the Italian musical institutions and their organisational models.

The second part of the course, instead, aims to explore the practices used in the artistic and economic management of musical institutions, within the current legislative framework.

Expected outcome is an in-depth knowledge of the key tools used in the organisation and management of musical projects, in relation to the dynamic scenery of live music in Italy.

***COURSE CONTENT***

# Module 1 (*Prof. Enrico Girardi*)

a. Music forms and genres.

b. Italy’s musical institutions.

c. Specific requirements of managing musical institutions.

Module 2 (*Prof. Maria Majno*)

*“Musical projects: from saying to doing".*

1. *Which music, why, and how to present it? Ranges and choices, between cultural and social implications*

2. *From planning to implementation: the “Bach Weeks” and other thematic initiatives*

3. *Production: design, modularity and safety issues*

4. *Managing musical organisations: improvement and sustainability*

5. *Communication and promotion, impact assessment*

6. *Financing: opportunities and coordination*

*7. Widened horizons: interesting case studies based on international networks, with relevance to the 2030 Agenda and to humanitarian challenges*

***READING LIST***

1. Girardi, Video course pack with introductory lectures, available on Blackboard; or, Woodstra-Brennan-Schrott, *All Music Guide to Classical Music. The Definitive Guide to Classical Music*, Backbeat Books, Milwaukee 2005); or, Rattalino, *Forme e generi della musica*, Garzanti, Milan 2001.
2. Balestra-Malaguti, *Organizzare musica*, Franco Angeli, Milan, 2003.
3. Fleischer-Ury-Patton, *Getting to Yes*. Penguin, 1991.

***TEACHING METHOD***

Classroom lectures with extensive use of audio/video/IT materials.

***ASSESSMENT METHOD AND CRITERIA***

Oral exam. In addition to students’ actual knowledge of the course contents, the exam will also test students’ command of the specific vocabulary.

Assessment criteria: ability to apply the theoretical concepts acquired during the course to the dynamic reality of musical organisation in Italy, and understanding of the international case studies analysed during the course.

***NOTES AND PREREQUISITES***

The study of the teaching material indicated in point 1 of the reading list is not compulsory for the students who have already taken the Musical Language Foundations exam, or having a conservatory degree.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.