# Music Economics and Management

## Prof. Enrico Girardi; Prof. Maria Majno

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

The course comprises two parts: The first one aims to review the main morpho-syntactic structures of music and present a logically organised 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.

At the end of the course, students will be able to develop 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.

Module 1: *Prof. Enrico Girardi*

***COURSE CONTENT***

a. Music forms and genres.

b. Italy’s musical institutions.

c. Specific requirements of managing musical institutions.

***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.

***TEACHING METHOD***

Classroom lectures characterised by the extensive use of audio/video/IT material.

***ASSESSMENT METHOD AND CRITERIA***

The final assessment will consist of an oral exam. Students will be assessed not only on their knowledge of the course content, but also on their ability to use an appropriate terminology. The assessment criteria will include the students’ ability to apply their objective theoretical knowledge to the reality of musical organisation on the national territory.

***NOTES AND PREREQUISITES***

Please note that point 1 of the reading list is not compulsory for the students who passed the Foundations of Musical Language exam during their undergraduate programme or who graduated from the Conservatory or in Musicology.

Module 2: *Prof. Maria Majno*

***COURSE CONTENT***

‘Music projects: from words to action’.

1. Which ‘Music’, why and how to propose it: horizons, choices, and perspectives between culture and society

2. From conception, to planning and realisation: ‘Bach Week Festivals’ and other thematic initiatives

3. The management and coordination of Musical institutions: budgets, financial statements, improvement, and sustainability

4. Production: regulations, technical aspects, modularity

5. Communication, promotion, diffusion, impact assessment

6. Financing: opportunities and ways to manage and report it

7. Expanded horizons: the case of some international networks, in relation with the 2030 Agenda and humanitarian crisis

***READING LIST***

1. Girardi, Video coursepack with preliminary 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.