



AIMQUALIFICATIONS

Handbook

for centre staff



AIM Qualifications

Suite of Creative Entrepreneurship for the Music Industry

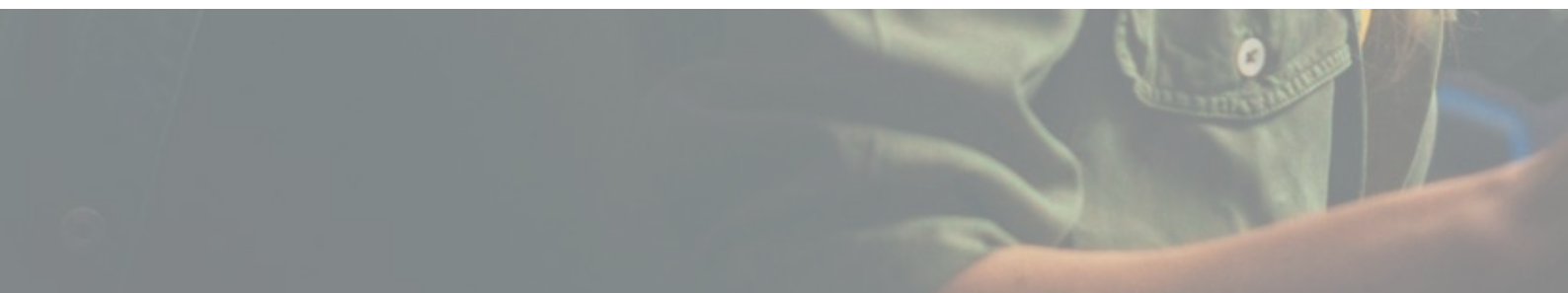
“

I would like to convey my thanks to you all at AIM for the support and guidance you have provided during our first year as a training centre. I am aware we have asked a lot of questions and sent a lot of emails and you have dealt with every query swiftly and efficiently combined with a lot of patience.

It has been a roller coaster of a year setting up everything from scratch but it has been made easier by having access to you all.

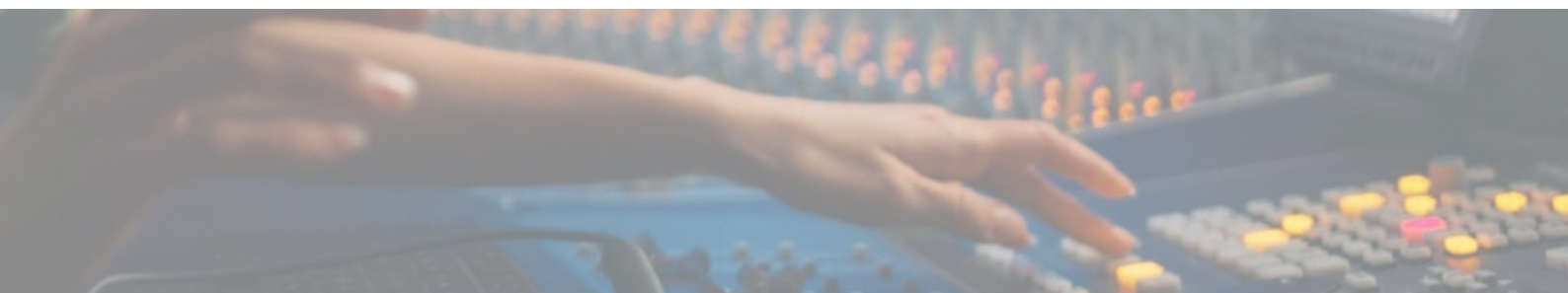
Carol Harmston, AIM Centre

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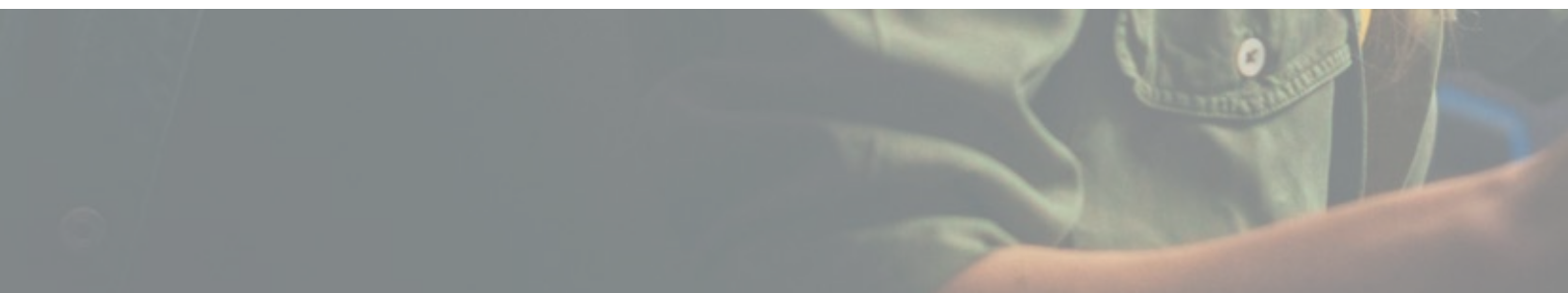
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Introduction

Welcome to the AIM Qualifications Suite of Creative Entrepreneurship for the Music Industry.

This AIM qualification has been designed in partnership with employers and higher education institutions to cover the necessary skills to succeed in the exciting world of creative industry management.

The qualification includes a strong focus on collaboration and teamwork, personal (soft) skills development and subject-specific skill development required by the creative industries. The employer representative group who have designed and present the content, and continue to support the qualifications through the provision of case study materials, workshops and direct contact with individual centres and learner cohorts include:

Industry

- Music Managers Forum
- She Said So
- The Church Studios
- Alice James Productions
- NachtMusik
- Last Man Music
- AEG
- Music Venue Trust
- BMG
- Brighter Sound
- Reservoir Music
- Julie’s Bicycle
- All Our Business
- Outside Organisation
- Be More Social
- MBC PR
- 67 Artists

Education

- Falmouth University
- University of the West of Scotland
- UCLAN
- Kingston University

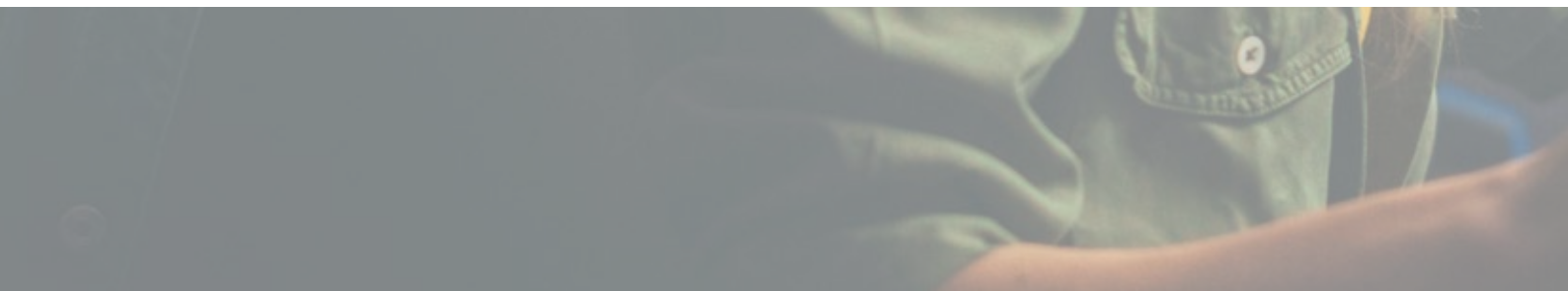


This handbook contains everything you need to know about this qualification and is intended for tutors, assessors, internal verifiers and other staff involved with the planning, delivery and assessment.

This is a live document and as such will be updated when required. You will be informed via email when changes are made and it is your responsibility to ensure the most up-to-date version of the Qualification Handbook is in use.

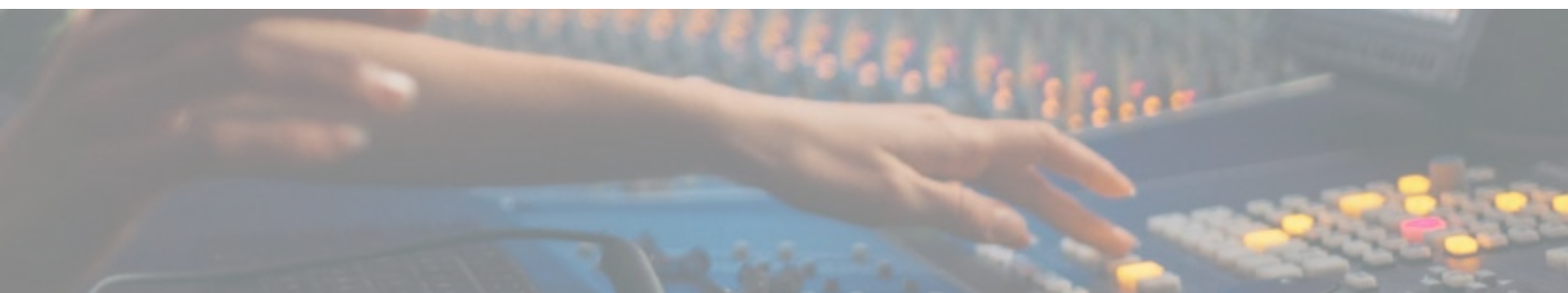
About Us

AIM Qualifications and Assessments is a national and international awarding organisation. We offer a large number of regulated qualifications at different levels and in a wide range of subject areas, access to Higher Education diplomas and end-point assessments. Our products are flexible enough to be delivered in a range of settings, from small providers to large colleges and in the workplace both nationally and internationally. We pride ourselves on offering the best possible customer service, and are always on hand to help if you have any questions. Our organisational structure and business processes enable us to be able to respond quickly to the needs of customers to develop new products that meet their specific needs.



Section One

Qualification Overview



About these Qualifications

The aim is to provide a flexible, vocationally relevant suite of creative music industry qualifications, which will provide learners with the skills to develop realistic employment opportunities in the music industry or to progress to higher education.

This suite of qualifications has been designed to provide vocationally relevant courses that span the creative music industries. The suite allows for both direct progression into industry and/or progression to a higher level of study. It focuses upon the recognition of achievement through practical musical skills, production, composition, live events and entrepreneurship, and offers flexibility of unit combination.

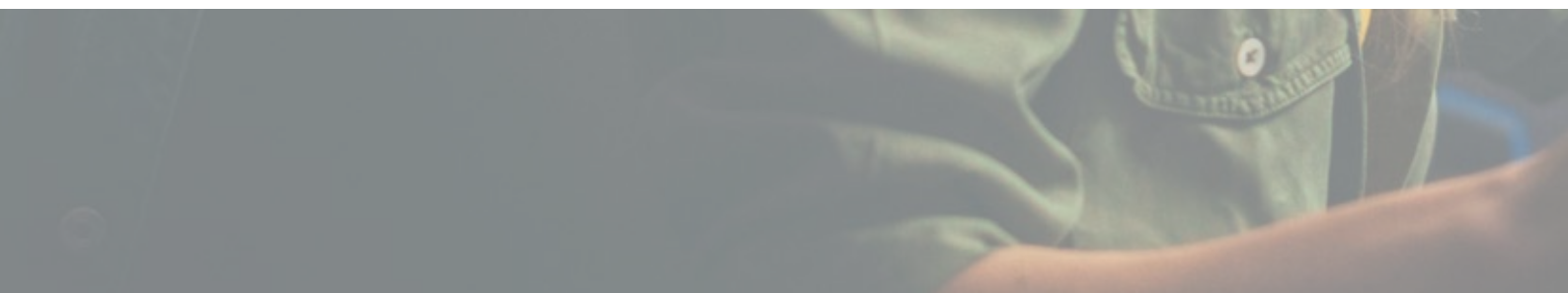
The qualifications within the suite are all level 3 and the sizes of qualifications are as follows: Award, Extended Award, Certificate, Extended Certificate, Diploma, Extended Diploma.

The AIM qualifications suite of creative entrepreneurship for the music industry qualifications provide opportunities for learners to develop their skills and knowledge to enable them to start or build on a career in a range of music industries. These qualifications have been developed in conjunction with employers, training providers and subject matter experts.

This combination of knowledge and experience has resulted in a suite of qualifications which truly reflect the knowledge, skills and understanding which individuals require when employed in music industry roles. Details about each qualification can be found later in this document, however, **all qualifications are based on the following:**

Vocational Teaching, Learning and Assessment

All qualifications have strong emphasis on vocational teaching, learning and assessment where learners develop a practical understanding of key competences based on fundamental underpinning knowledge. This approach enables centres to deliver dynamic and interactive teaching where role plays, scenarios and demonstrations are key teaching, learning and assessment tools.



Flexible Curriculum

All qualifications present centres with an opportunity to determine the most appropriate content for a qualification where, through appropriate rules of combination, learners can engage with components above or below their primary level of study. This enables centres to select components which present both a challenge and variety to a learner's experience.

To ensure these qualifications maintains its currency and meets the requirements of employers, all qualifications are periodically reviewed. Representatives from employers training providers, subject matter experts and the broader subject sector area are key stakeholders in all periodic reviews.



Qualification Details

Suite of Creative Entrepreneurship for the Music Industry Qualifications	
Qualification Family	Technical
Grading	Pass/Fail
Geographical Coverage	England/Wales
Operational Start Date	01/10/2020
Review Date	31/07/2025
Sector	9.3 Media and Communication

	AIM Qualifications Level 3 Award in Creative Entrepreneurship for the Music Industry	AIM Qualifications Level 3 Extended Award in Creative Entrepreneurship for the Music Industry	AIM Qualifications Level 3 Certificate in Creative Entrepreneurship for the Music Industry	AIM Qualifications Level 3 Extended Certificate in Creative Entrepreneurship for the Music Industry	AIM Qualifications Level 3 Diploma for Creative Entrepreneurship for the Music Industry	AIM Qualifications Level 3 Extended Diploma for Creative Entrepreneurship for the Music Industry
Qualification Number						
Learning Aim Reference						
Guided Learning Hours (GLH)	120	240	360	540	720	1080
Total Qualification Time (TQT)	160	320	480	720	960	1440
Total Credits Required	16	32	48	72	96	144
Minimum Learner Age	16	16	16	16	16	16

Total Qualification Time and Guided Learning Hours

Total Qualification Time (TQT) is the number of notional hours it takes a typical learner to achieve the full qualification and is made up of two elements:

- the minimum number of Qualification Guided Learning Hours (GLH) - the number of Tutor-led contact hours
- the number of hours spent on preparation, studying and the assessment that is non-guided

For example, the number of tutor-led contact hours (GLH) for a qualification is 30 and the number of hours spent by the learner (non-GLH) on preparation, studying and the assessment is six hours. Therefore the Total Qualification Time (TQT) for the qualification is 36 hours.

Progression Opportunities

Learners can progress within the suite of Skills for Business, Administration and Customer Service or exit this pathway at any point to undertake a qualification at the same or higher level and within the same subject area.

At Level 2, learners have the opportunity to progress onto a Level 3 apprenticeship in business, administration and customer service or onto a Level 3 apprenticeship in another, but similar, subject.

Entry Guidance

There are no specific entry requirements for this qualification.

Qualification Dates

The qualification review date is the date by which we will have carried out a review of the qualification. We work with employers, industry experts and training providers to make any changes necessary to ensure validity and reflect recent developments. We will post information relating to changes or extensions to qualifications on our website and centres approved to offer the qualification will be kept updated. The certification end date will be three years from the operational end date.

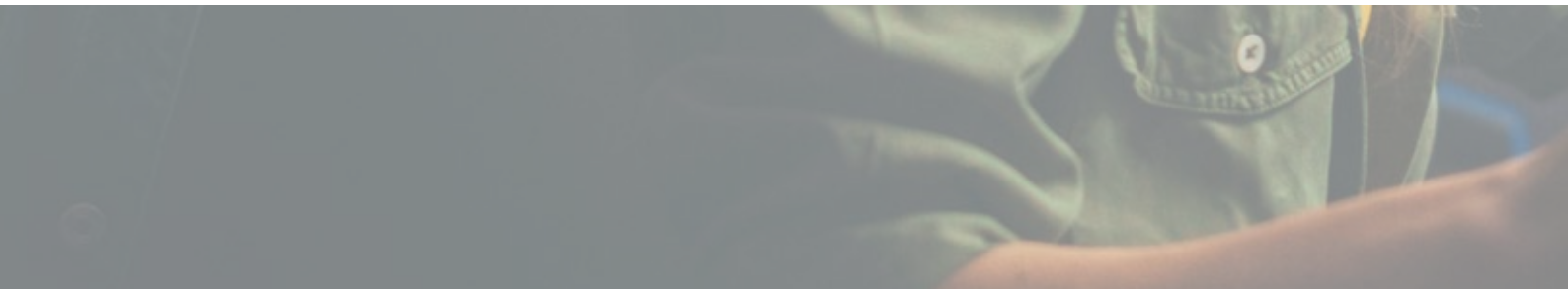
Resource Requirements

There are no specific resource requirements for these qualifications. You must ensure that your centre has appropriate resources in place to deliver the components in these qualifications.



Section Two

Qualification Structure and Components



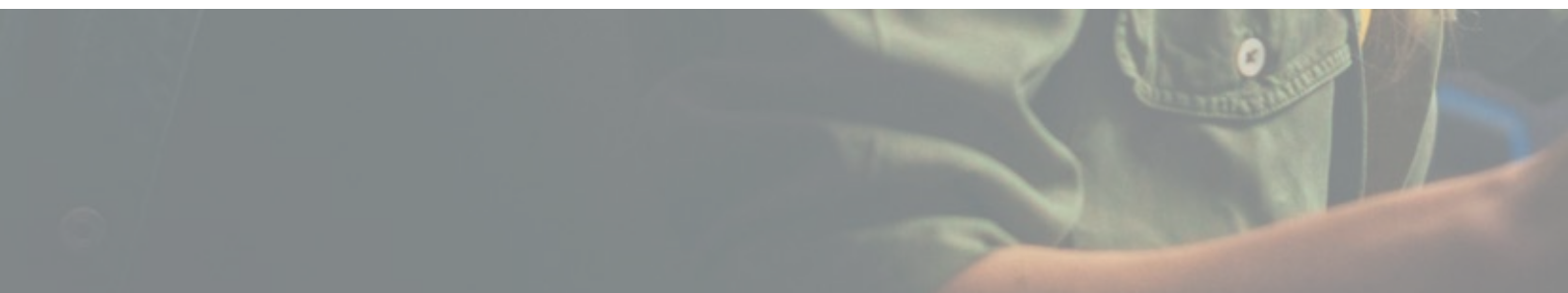
Qualification Structure and Components

This section details the rules of combinations for these qualifications.

	AIM Qualifications Level 3 Award in Creative Entrepreneurship for the Music Industry	AIM Qualifications Level 3 Extended Award in Creative Entrepreneurship for the Music Industry	AIM Qualifications Level 3 Certificate in Creative Entrepreneurship for the Music Industry	AIM Qualifications Level 3 Extended Certificate in Creative Entrepreneurship for the Music Industry	AIM Qualifications Level 3 Diploma for Creative Entrepreneurship for the Music Industry	AIM Qualifications Level 3 Extended Diploma for Creative Entrepreneurship for the Music Industry
Total credits required	16	32	48	72	96	144
Minimum credits from Business, Administration and Customer Service Group	8	12	16	20	24	28
Full description of rules of combination	<p>Learners must achieve a minimum of 16 credits.</p> <p>8 credits must be taken from the mandatory group.</p> <p>The remaining credits can be taken from either the mandatory or optional groups</p>	<p>Learners must achieve a minimum of 32 credits.</p> <p>12 credits must be taken from the mandatory group.</p> <p>The remaining credits can be taken from either the mandatory or optional groups.</p>	<p>Learners must achieve a minimum of 48 credits.</p> <p>16 credits must be taken from the mandatory group.</p> <p>The remaining credits can be taken from either the mandatory or optional groups.</p>	<p>Learners must achieve a minimum of 72 credits.</p> <p>20 credits must be taken from the mandatory group.</p> <p>The remaining credits can be taken from either the mandatory or optional groups.</p>	<p>Learners must achieve a minimum of 96 credits.</p> <p>24 credits must be taken from the mandatory group.</p> <p>The remaining credits can be taken from either the mandatory or optional groups.</p>	<p>Learners must achieve a minimum of 144 credits.</p> <p>28 credits must be taken from the mandatory group.</p> <p>The remaining credits can be taken from either the mandatory or optional groups.</p>

Section Three

Assessment



How these Qualifications are Assessed

These qualifications are assessed through an internally set, internally marked and externally verified portfolio of evidence. Guidance on our expectations is available in the [AIM Qualifications: Assessment Handbook](#).

Please refer to [Section two - Qualification Structure and Components](#) for the rules of combinations for the specific qualification sizes and levels. **Components with the same title at different levels are barred against each other.**

The full list of components for these qualifications are displayed below:

Mandatory Components					Assessment set by the centre			Assessment set by AIM		
Component Code	Component Title	Level	Credit Value	GLH	Portfolio of evidence	Exam	Practical	Portfolio of evidence	Exam	Practical
F/618/4739	Brand, Marketing and Production	Three	8	60	✓	–	✓	–	–	–
R/618/4762	Creative Industries Finance	Three	8	60	✓	–	✓	–	–	–
M/618/4767	Creative Industries Project	Three	16	120	✓	–	✓	–	–	–
A/618/4769	How the Music Industry Works	Three	8	60	✓	–	✓	–	–	–
Y/618/4777	Level Up - Yourself	Three	4	30	✓	–	✓	–	–	–
D/618/4778	Level Up - Your Impact	Three	4	30	✓	–	✓	–	–	–
H/618/4779	Level Up Your Opportunities	Three	4	30	✓	–	✓	–	–	–
Y/618/4780	Live Events Industry	Three	8	60	✓	–	✓	–	–	–

Mandatory Components					Assessment set by the centre			Assessment set by AIM		
Component Code	Component Title	Level	Credit Value	GLH	Portfolio of evidence	Exam	Practical	Portfolio of evidence	Exam	Practical
D/618/4781	Music Technology and Culture Today	Three	8	60	✓	–	✓	–	–	–
K/618/4783	Music Technology and Culture Tomorrow	Three	8	60	✓	–	✓	–	–	–
T/618/4785	Music Technology and Culture Yesterday	Three	8	60	✓	–	✓	–	–	–
F/618/4787	Principles of Music Publishing	Three	8	60	✓	–	✓	–	–	–

Optional Components					Assessment set by the centre			Assessment set by AIM		
Component Code	Component Title	Level	Credit Value	GLH	Portfolio of evidence	Exam	Practical	Portfolio of evidence	Exam	Practical
F/618/4790	Artist Management	Three	8	60	✓	–	✓	–	–	–
J/618/4791	Audience Experience and Motivation	Three	8	60	✓	–	✓	–	–	–
R/618/4793	Digital Content Creation	Three	8	60	✓	–	✓	–	–	–
Y/618/4794	DJ Skills	Three	8	60	✓	–	✓	–	–	–
H/618/4796	Entrepreneurship	Three	8	60	✓	–	✓	–	–	–
M/618/4798	Festival Management	Three	8	60	✓	–	✓	–	–	–
T/618/4799	Future Trends	Three	8	60	✓	–	✓	–	–	–
M/618/4803	Introduction to Music Law	Three	8	60	✓	–	✓	–	–	–
T/618/4804	Media and Communication Techniques	Three	8	60	✓	–	✓	–	–	–
A/618/4805	Music and Diversity	Three	8	60	✓	–	✓	–	–	–
F/618/4806	Music Video Production	Three	8	60	✓	–	✓	–	–	–
J/618/4807	Record Label Management	Three	8	60	✓	–	✓	–	–	–
L/618/4808	Record Production Skills	Three	8	60	✓	–	✓	–	–	–
R/618/4809	Releasing Music	Three	8	60	✓	–	–	–	–	–

Optional Components					Assessment set by the centre			Assessment set by AIM		
Component Code	Component Title	Level	Credit Value	GLH	Portfolio of evidence	Exam	Practical	Portfolio of evidence	Exam	Practical
J/618/4810	Song writing	Three	8	60	✓	–	✓	–	–	–
L/618/4811	Sustainability in Music	Three	8	60	✓	–	✓	–	–	–
R/618/4812	Musical Genres	Three	8	60	✓	–	✓	–	–	–
Y/618/4813	The Business of Sync	Three	8	60	✓	–	✓	–	–	–
D/618/4814	Tour Management and Logistics	Three	8	60	✓	–	✓	–	–	–
H/618/4815	Wellbeing in Music	Three	8	60	✓	–	✓	–	–	–
K/618/4816	Writing about Music	Three	8	60	✓	–	✓	–	–	–

These qualifications are assessed through an internally set, internally marked and externally verified portfolio of evidence. Guidance on our expectations is available in the [AIM Qualifications: Assessment Handbook](#).

Section Four

Operational Guidance



Offering Qualifications

Centres wishing to offer this qualification must be an AIM recognised centre. New centres can apply to become a centre using the centre recognition application process on our website: www.aim-group.org.uk.

We can advise centres of the best and most efficient methods for offering this qualification. All procedures for the use of this qualification, including approval, registration of learners, verification and certification will be completed through AIM and all centres will have an allocated customer experience advisor to support them.

Approval to Offer Qualifications

Centres wishing to offer this qualification must complete and submit a Qualification Approval request. [This can be found on the AIM website when choosing a qualification](#). Some qualifications require centres to have specific resources in place and/or their assessors/internal verifiers should hold certain qualifications. Where this is the case, centres must provide evidence of resources/staff qualifications when completing the Qualification Approval request.

Registration and Certification

Once your centre has approval to offer a qualification, you will be able to register learners via the AIM Online Portal. Learners must be registered onto the correct programme via the Portal. Centres then select their chosen components.

For all registration and certification processes, please refer to the portal guidance document which can be downloaded from our website: www.aim-group.org.uk. Details of assessment, internal verification and external verification can be found in the [AIM Qualifications: Assessment Handbook](#).

Learners achieving a qualification will be issued with a qualification certificate detailing the achieved qualification and components. Learners who have not achieved a qualification will, on request, be issued with a component certificate detailing the components achieved.

Fees and Charges

The AIM Fees and Charges brochure includes all qualification charges and is [available on our website](#). Please note that registrations will not be processed if centre fees have not been paid.

Section Five

Appendices and Links



Appendices and Links

Select an appendix or link from the list below to view the document.

Useful Links

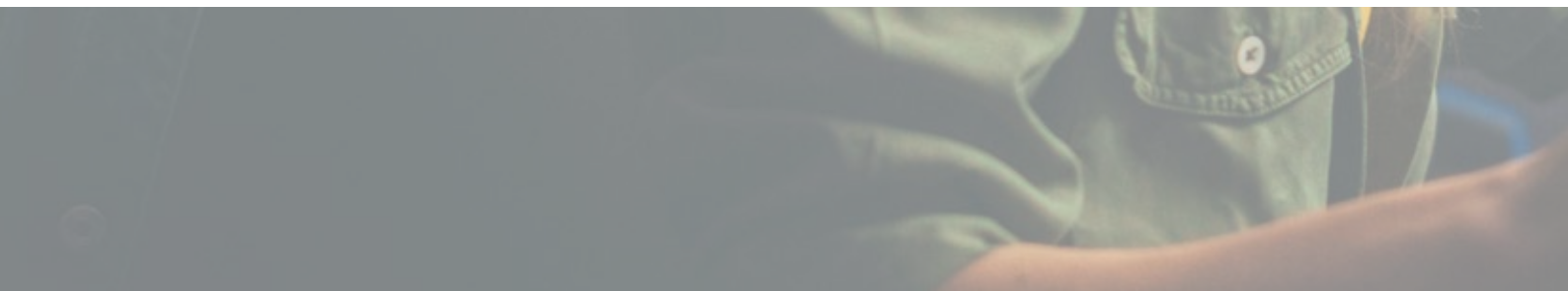
Link 1 - [AIM Centre handbooks and forms](#)

Link 2 - [AIM Qualifications: Assessment Handbook](#)

Link 3 - [AIM Website](#)

Link 4 - [Fees and Charges](#)

Link 5 - [Qualification Search](#)





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