



**AIM**QUALIFICATIONS

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.

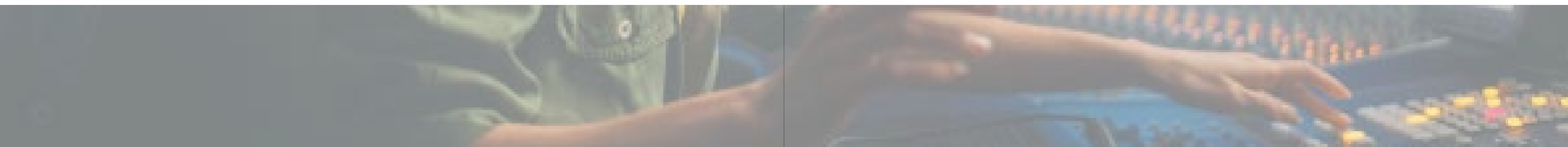
It has been a roller coaster of a year setting up everything from scratch but it has been made easier by having access to you all.

*Carol Harmston, AIM Centre*

”

## Document version history

| Version Number | Date           | Description  |
|----------------|----------------|--|
| 1              | September 2020 | - Document created   |
| 2              | September 2020 | - Added ' <b>Northern Ireland</b> ' to qualification details section ( <i>see page 6</i> ) |



# Contents

|   |           |
|---|-----------|
| Introduction .....  | 1         |
| About AIM.....  | 2         |
| About #TheWrd.....  | 2         |
| <b>Section One - Qualification Overview .....</b>                 | <b>3</b>  |
| About these Qualifications.....                                   | 4         |
| Qualification Details .....                                       | 6         |
| Total Qualification Time and Guided Learning Hours.....           | 7         |
| Progression Opportunities .....                                   | 7         |
| Entry Guidance.....   | 7         |
| Qualification Dates.....  | 7         |
| Resource Requirements .....                                       | 7         |
| <b>Section Two - Qualification Structure and Components .....</b> | <b>8</b>  |
| Qualification Structure and Components.....                       | 9         |
| <b>Section Three - Assessment .....</b>                           | <b>10</b> |
| Centre Staff Requirements .....                                   | 11        |
| How these Qualifications are Assessed.....                        | 12        |
| <b>Section Four - Operational Guidance .....</b>                  | <b>16</b> |
| Offering Qualifications .....                                     | 17        |
| Approval to Offer Qualifications.....                             | 17        |
| Registration and Certification.....                               | 17        |
| Fees and Charges .....  | 17        |
| <b>Section Five - Appendices and Links.....</b>                   | <b>18</b> |

# Introduction

Welcome to the AIM Qualifications Suite of Creative Entrepreneurship for the Music Industry, in association with #TheWrd.

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

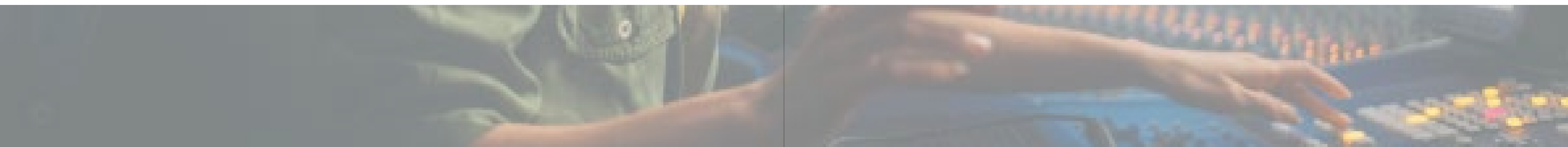
The qualification includes a strong focus on collaboration and teamwork, personal (soft) skills development and subject-specific skill development required by the creative industries. The employer representative group at #TheWrd, who have designed and present the content, and continue to support the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

## 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 AIM

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.

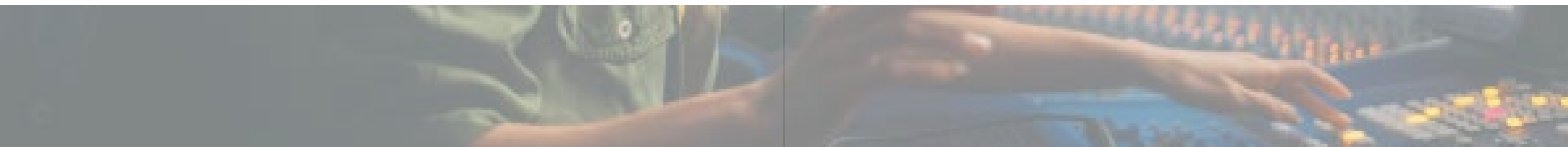
## About #TheWrd

#TheWrd is a new, elite educational programme via which young people for ALL backgrounds, who potentially want to pursue a career in the music industry, can achieve advanced level qualifications (A Level equivalent) that can directly lead to university, further study, training, or work.

Created, run and backed by experienced educators, decorated music industry professionals and major in-sector companies, #TheWrd is powered by the latest deep-learning and AI technologies, and is aiming to revolutionise vocational education in schools for the creative industries.

#TheWrd offers vocational arts education for 16-19 year-olds to learn from the most influential people shaping the music industry today, including major artists, publishers, producers, composers, technicians, marketers, business executives, lawyers, accountants, graphic designers, publicists, agents, and the list goes on.

## 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, 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:**

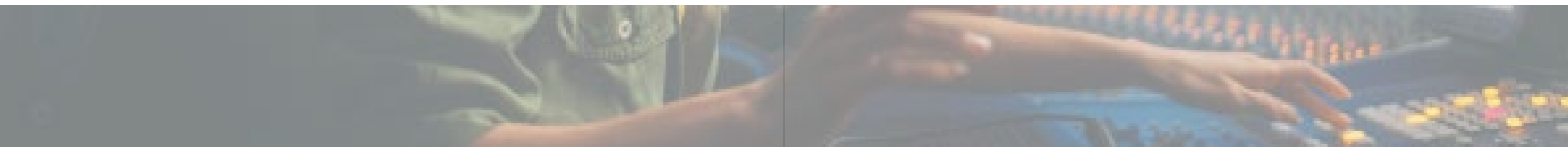
### Vocational Teaching, Learning and Assessment

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/Northern Ireland |
| 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 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           | 603/6576/6   | 603/6578/X   | 603/6580/8  | 603/6581/X   |
| Learning Aim Reference         | 60365766   | 6036578X   | 60365808  | 6036581X   |
| Guided Learning Hours (GLH)    | 80   | 320  | 720   | 1080   |
| Total Qualification Time (TQT) | 120  | 360  | 960   | 1440   |
| Total Credits Required         | 12   | 36   | 96  | 144  |
| Minimum Learner Age            | 16   | 16   | 16  | 16   |

[Back to Contents](#)

6

## 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 creative entrepreneurship for the music industry or exit this at any point to undertake a qualification at the same or higher level and within the same subject area.

## 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.

[Back to Contents](#)

7



# Qualification Structure and Components

## Section Two

### 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 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                              | 12  | 36  | 96  | 144  |
| Minimum credits from the mandatory components Group | 8   | 16  | 24  | 28   |
| Full description of rules of combination            | <p>Learners must achieve a minimum of <b>12 credits</b>.</p> <p><b>8 credits</b> 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 <b>36 credits</b>.</p> <p><b>16 credits</b> 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 <b>96 credits</b>.</p> <p><b>24 credits</b> 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 <b>144 credits</b>.</p> <p><b>28 credits</b> must be taken from the mandatory group.</p> <p>The remaining credits can be taken from either the mandatory or optional groups.</p> |

## Centre Staff Requirements

---

As an Awarding Organisation, we require that:

Tutors have relevant teaching experience and/or a qualification and experience and/or a qualification in the relevant subject area. Suitable teaching qualifications include:

- Level 3 or 4 Preparing to Teach in the Lifelong Learning Sector (PTLLS) or above
- Level 3 Education and Training or above
- Diploma or Certificate in Education
- Bachelors or Masters Degree in Education

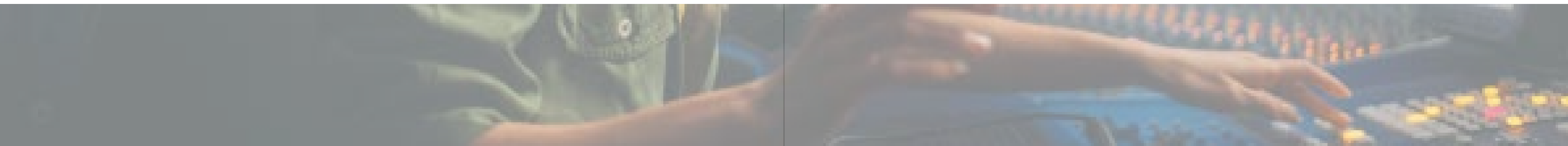
Assessors have an assessor qualification or evidence of recent relevant experience. Suitable assessor qualifications include:

- Level 3 Award in Assessing Competence in the Work Environment
- Level 3 Certificate in Assessing Vocational Achievement
- A1 Assess Candidate Performance using a Range of Methods
- D32 Assess Candidate Performance and D33 Assess Candidate using Differing Sources of Evidence

Suitable internal verification qualifications include:

- Level 4 Award in Internal Quality Assurance of Assessment Processes and Practice
- Level 4 Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practice
- V1 Conduct Internal Quality Assurance of the Assessment Process
- D34 Internally Verify the Assessment Process

In addition, specifically for these qualifications, Assessors and Internal Verifiers must have verifiable and relevant current industry experience and competence of the occupational working area at or above the level being assessed and evidence the quality of occupational experience to ensure the credibility of the assessment judgements.



## 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](#).

## 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](http://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

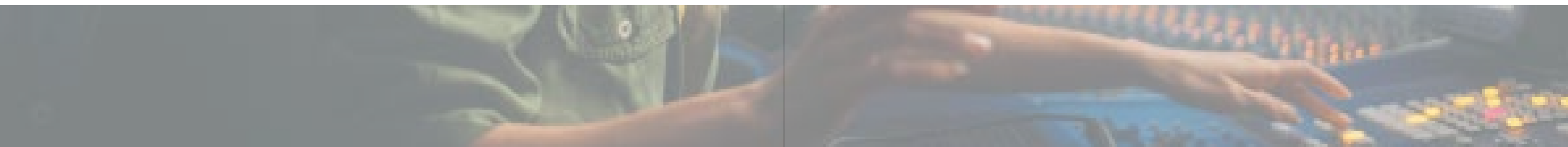
Once your centre has approval to offer a qualification, you will be able to register learners via the AIM Online Portal. Learners must be registered onto the correct programme via the Portal. Centres then select their chosen components.

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](http://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.



## Appendices and Links

# Section Five

## Appendices and Links

---

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

### Useful Links

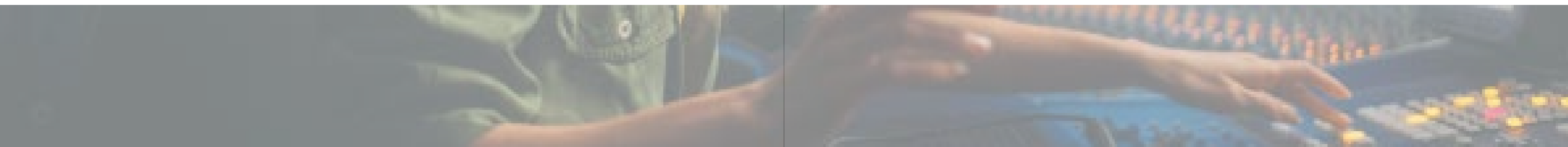
Link 1 - [AIM Centre handbooks and forms](#)

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

Link 3 - [AIM Website](#)

Link 4 - [Fees and Charges](#)

Link 5 - [Qualification Search](#)





**AIM**

Qualifications and Assessment Group



+44 (0)1332 341822



[enquiries@aim-group.org.uk](mailto:enquiries@aim-group.org.uk)



[www.aim-group.org.uk](http://www.aim-group.org.uk)

AIM Qualifications and Assessment Group  
3 Pride Point Drive  
Pride Park  
Derby  
DE24 8BX