

**International Music Industry  
Lab**

Course guide 2024-2025

Semester	Fall and Spring (semester 1 and 2)
Inholland location(s)	Haarlem
Inholland faculty	Creative Business
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

## Subjects

Subject title	ECTS	Course code
IMI Lab Group Project	30	3822IMIE1A
IMI Lab Individual Portfolio		3822IMIE1B

### Content subjects

Do you believe in the power of music to make the world a better place? Join the International Music Industry Lab and together we build healthier music ecosystems.

#### What is the International Music Industry Lab?

The International Music Industry Lab (IMI Lab) is a living lab, a hybrid space where education, the professional field and academic research coincides. Where junior professionals, coaches, researchers, professional partners and other stakeholders collaborate and co-create.

At IMI Lab, we believe that music is more than a commodity. Music has the power to address global issues by connecting to people on a personal level. The music industry can play a vital role in this by being a responsible actor in the music ecosystem. We believe that the music industry can be inclusive, sustainable, and an open, engaging environment for everybody.

#### What will you be doing?

At IMI Lab in Haarlem, you will be collaborating with students from other degree programs, harnessing the knowledge you've acquired in your previous years. You will work with collaborating partners from outside who, unlike a more traditional client, will help you grow in terms of both the team process and your individual development.

Together, you will explore the global issues the international music industry is facing, challenges that they cannot easily solve on their own. We call them 'wicked problems', for which your project team will come up with solutions that they can implement in their daily practice.

During this semester, you will also define your own personal goals, to become a young professional in the music industry. You will meet regularly with your personal coach to talk about your goals, how you want to reach them, and the progress you have made. At the end of the semester, you hand in an individual portfolio.

#### Examples of issues

Rather than working on simulated projects, we focus on authentic urban and social problems. Curious about the organizations you will be collaborating with and the projects you will be working on? Find out more about our current workfield partners and their challenges.

##### *Mental health in the music industry*

The c/o pop Festival has been bringing national and international acts from the fields of electro, indie, hiphop/rap and related styles to Cologne's stages since 2004 - including both established artists and newcomers. The people in the music industry are, like in all creative industries, suffering with mental health issues. Especially in an 'always on' culture, discussing and being open about your mental health condition can be difficult and daring. How can we make mental health an important issue that is openly discussed and gets the attention it deserves?

### *The rise of Web 3 in the music industry*

elrow is a Spanish company that organizes electronic dance music events internationally and specializes in techno and house. All experts are convinced Web 3 will change the music industry profoundly. Not only in terms of distributing music, but also in the way we will consume music. What does the rise of Web 3 - blockchain, DAOs, crypto, metaverse and NFTs - mean for a party and festival organization like elrow?

### *Creative community in Amsterdam Zuid-Oost*

Prospect Eleven offers young creative entrepreneurs a physical location to work and grow, both personal and as an entrepreneur. There is a lot going in Amsterdam Zuid-Oost, especially in the music ecology. Prospect Eleven wants to create a healthy and solid community where creatives work together, be inspired and stimulated to grow. What does that community look like?

### *Social listening and the music industry*

Utopia Music is a Swiss Music fintech company leveling up the Music Industry with data-based solutions. Listening to music used to be a social activity. Since the rise of the internet (but already with the introduction of the walkman), listening to music has been individualized more. Lately there is a trend towards more listening together, or social listening. What does that trend mean for the way we listen to music, for our idea of what music is and what are the changes in the music ecology that could be fueled by this trend?

## **Learning outcomes**

We work with three overarching learning outcomes or competences. These are:

1. Experimenting  
Based on analysis and via a process of successive iterations and development loops, the student designs and realizes creative solutions for complex problems from the urban area. This is done in collaboration with partners from the professional field and other disciplines from the creative sector.
2. Interdisciplinary collaboration  
The student brings in their own (professional) expertise and appreciates and uses the perspective. The active role in teamwork and constructive work ethic has led to a collaborative solution-oriented result.
3. Professionalization  
The student proactively manages their professional development by making content related choices and formulating personal learning issues and (SMART) learning objectives. Feedback received on professional conduct results in adequate self-reflection.

The learning objectives are:

- Independently initiating and achieving innovative cooperation with external partners that result in a prototype of an economic and/or societally relevant product or service.
- Developing innovative and relevant solutions for your collaborating client's complex, wicked problem, in a multi-disciplinary environment, based on creative analysis.
- Critically reflecting on underlying conceptual perspectives and premises of a professional practice, using relevant scientific theoretical concepts. Formulating possible alternative points of departure and establishing the resultant consequences for society and/or professional practice.

To increase the relevance of learning, students are required to spend 4 hours a week to transfer what they learn in the labs to the learning outcomes of their home course. They will deliver a Personal & Professional Growth Portfolio. Students will be coached at in creating this portfolio.

### **Mode of delivery, planned activities and teaching methods**

Creative Future lab and its partnerships provide you the context in which you can learn. Both individually and as a team. The lab educational approach is based on authentic leadership, design- driven research and self-directed learning.

It is believed that design thinking can solve complex problems and is educated to many professionals nowadays, also within Inholland. We guide students with a structure and tools and we send them off on a learning journey.

Our working method is inspired by the metaphor of a climbing wall: you climb towards the next boulder in order to get to the top. In line with our defined design thinking framework, we work with four big Climbs. Every Climb consist of a diverging and a converging phase.

### **Prerequisites and co-requisites**

- You are at least a third-year Bachelor student, or an Associate Degree student in the final phase of the study
- You are enthusiastic, creative, innovative and can work autonomously
- You can handle uncertainty and see this as a chance to learn
- You are passionate to tackle complex challenges together with stakeholders and peers
- Your development is self-directed supported by setting your own educational goals
- You choose your own educational path supported by a teachers' coaching and within the opportunities of your team
- You are open for new and pioneering forms of education and assessments: showcase portfolio and conscious reflection in and on action.

### **Recommended or required reading and/or other learning recourses/tools**

Within the lab track we use mandatory literature. Costs are approximately € 50.

### **Assessment methods and criteria**

There is a Group Portfolio that consists of:

1. A Process Biography: a reflective document on the team development gives insights in the process, the team effort and the individual activities
2. The Design Rationale: shows the design decisions in the iterative codesign process and experimenting
3. The Experimental Outcome: the concept prototype and its value proposition and business model
4. The Final Presentation: for the collaborating partners.

In your Individual Portfolio, you will have freedom to explore yourself. Through regular coaching sessions and feedback, you will gain a deeper insight into your own sense of identity and purpose.

### **Lecturer(s)**

Lab lead: Koos Zwaan PhD