

What's Knowledge Management Got To Do With It?

The Secrets of Industry-Respected Music Business Degrees

Fruzsina Morcz, PhD student
ELTE University, Budapest, Hungary

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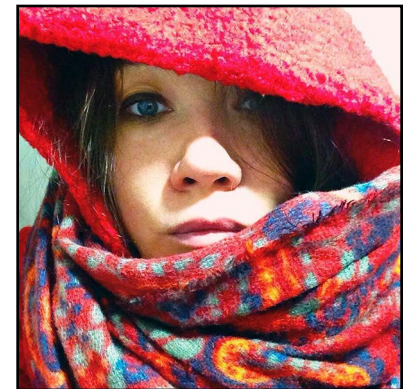
View the Summit presentation at:
<https://youtu.be/LV71cAvYnmw>

Abstract

Issues around industry-respected degrees are strongly linked with skills, employability, as well as industry knowledge. But what is considered as industry knowledge? What should a graduate know and be capable of doing? The lecture aims to introduce the roots of the opposition between music industry professionals and academics in their approach to “industry knowledge”. Most of the knowledge required in music business knowledge can be defined as tacit, while academics value scientific knowledge much more and because of that, some (mainly British) music industry courses tend to focus more on this science-based codified knowledge. This opposition explains the critique of music industry professionals about music business qualifications. This debate is not a new phenomenon: (general) management courses had to face the same criticism at their introduction in the nineteenth century both in Europe and in the United States. This presentation aims to compare the critique of these nineteenth-century management programs to the echoes of these British music business courses, explains why the approach of U.S. music industry programs makes them more labor market-focused than their British counterparts. The lecture also looks into the knowledge management notions called codified and tacit knowledge and their relationship to practical intelligence and how it is all linked to industry-respected degrees and employable graduates. Listeners will understand why it is extremely difficult to define music industry studies as a discipline itself, what makes designing an industry-respected, successful but also scientifically underpinned music industry program a very complicated task, and how we, sitting in the same boat of music industry education, are all linked to medical education.

Keywords: music business pedagogy, music industry pedagogy, music business degrees, music industry degrees

Fruzsina Morcz has been a music business professional for sixteen years and has worked in music business education in for nine years. She gained an Aesthetics and a Hungarian Language and Literature MA degree at Eötvös Loránd University of Sciences (ELTE). Later



on she attended the Music Business Management course at University of Westminster. While living in London, Morcz did her internships at world famous music business companies in London: World Circuit (the record label of Buena Vista Social Club) and the international booking agency The Agency Group. Later on she established the first higher education music business module at International Business School of Budapest and half a year later at Corvinus University of Budapest.

Morcz founded her own music business school, Zeneipari Hivatal, in 2013 to train adult learners. Graduates work for music business companies and bands including Sziget Festival, Artisjus–Hungarian copyright office, Seattle radio station KEXP guest and Eurosonic showcase talent The Qualitons, and the Budapest Showcase Hub festival.

Her industry interests are music business conferences in Europe, artist and band management, concert organizing and touring. Currently she is doing her PhD on the relationship between the U.S. and the European higher education music business courses and their relationship with the labor market at ELTE University, Faculty of Humanities, Doctoral School of Philosophy, Film, Media and Culture Theory Doctoral Program.



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