FORM NP
NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

Program Title: Music Business

Degree/Certificate: Bachelor of Arts

CIP Classification:

Implementation Date: December 2005

Expected Date of First Graduation: May 2009

Authorization

Jann Weitzel/ VP for Academic Affairs _____ _____

Name/Title of Institutional Officer *Signature* *Date*

Marsha Parker/Dean, School of Fine and Performing Arts 636-949-4906

Person to Contact for More Information *Telephone*

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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Overview

The major in Music Business merges business and musical expertise, preparing the graduate to enter the music industry with an ability to interact with professionals in both disciplines. The core program includes traditional music curricula and coursework in business, management, marketing, promotion, and communication. The degree is intended for students interested in music merchandising, small business ownership, venue administration, copyright licensing and clearance administration, music publishing, talent management, or music-oriented entrepreneurship. Due to the scale of the industry, the program allows students to develop a specific area of expertise via elective selection. The degree includes with an internship and also provides the student with a Minor in Business Administration.

Student Preparation

The program will accept students who are admitted to Lindenwood University.

Faculty Characteristics

All faculty for this program will possess a master's degree or higher from an accredited institution. They will also have work experience in the field of music. Whenever possible, faculty will have teaching experience and management experience. When adjunct faculty are utilized, they will be working professionals who are also qualified college instructors, ensuring that content remains current. Textbooks and objectives for courses taught by adjuncts are determined by full-time faculty.

Student and Program Outcomes

According to the 2001 Occupational Outlook Handbook, graduates of this program will be prepared to work in a variety of sectors within the music industry, including retail management, small business ownership, talent management, marketing, promotions, venue management, and music publishing.

Alumni and Employer Survey

Alumni and employer surveys are not planned.

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PROGRAM STRUCTURE

Overview: Bachelor of Arts in Music Business

Categories	Courses	Hours	Cumulative Hours
General Education	LUL101 Freshman Experience	2	48
	ENG150 English Composition I	3	
	ENG170 English Composition II	3	
	Communications	3	
	Literature	3	
	Literature	3	
	Fine Arts	3	
	American Government or American History	3	
	HIS100 World History	3	
	Cross-Cultural	3	
	MUS357 World Music	3	
	BA210 Survey of Economics	3	
	Social Science	3	
	MTH131 Quantitative Methods for Business or MTH141 Basic Statistics	3	
	Science	3	
	Science w/Lab	4	
Music	MUS104	1	72
	MUS204	1	
	MUS304	1	
	MUS404	1	
	MUS109, 209 & MUS110, 210, 310, 410 or MUS110, 210 & MUS 109, 209, 309, 409	6	
	MUS131 Music Theory I	4	
	MUS132 Music Theory II	4	
	MUS330 Music Business	3	
	MUS499 Internship	3	
Management	BA200 Principles of Financial Accounting	3	105
	BA201 Principles of Managerial Accounting	3	
	BA240 Intro to Information Systems	3	
	BA320 Principles of Finance	3	
	BA330 Principles of Management	3	
	BA332 Human Resource Management	3	
	BA350 Principles of Marketing	3	
	BA333 Small Business and Entrepreneurship	3	
	BA360 Business Law I	3	
	BA432 Managerial Ethics	3	
	BA452 Principles of Public Relations	3	
Communications	COM233 Fundamentals of the Internet	3	111
	COM303 Written Communication for Business	3	
Non Profit Administration	NPA300 Fundraising or NPA371 Grantwriting	3	117
	NPA360 Leadership	3	
Electives	Electives	11	128

Program Hours by Category

General Education	42 Hours
Music	27 Hours (includes MUS357 World Music, which satisfies one of the cross-cultural general education requirements)
Management	36 Hours (includes BA210 Survey of Economics, which satisfies one of the social science general education requirements)
Communications	6 Hours
Non Profit Administration	6 Hours
Electives	11 Hours
Total	128 Hours

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STUDENT ENROLLMENT

Student Enrollment Projections

Year	.05-06	06-07	07-08	08-09	09-10
Full Time	5	10	15	20	30
Part Time not applicable	n/a	n/a	n/a	n/a	n/a
Total	5	10	15	20	30