



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

02/11/2022

Institution

Truman State University

Site Information

Implementation Date:

8/15/2022 12:00:00 AM

Added Site(s):

Selected Site(s):

Truman State University, 100 East Normal, Kirksville, MO, 63501-9980

CIP Information

CIP Code:

500901

CIP Description:

A general program that focuses on the introductory study and appreciation of music and the performing arts. Includes instruction in music, dance, and other performing arts media.

CIP Program Title:

Music, General

Institution Program Title:

Music Business

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Science

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Student Preparation

Special Admissions Procedure or Student Qualifications required:

Normal undergraduate admissions criteria will be used.



**DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT**

New Program Report

Specific Population Characteristics to be served:

This program aims to serve undergraduate students interested in working in the Music Industry, Arts Administration, or related fields. It is anticipated that the University will draw from an interest pool similar to that of its primary undergraduate population, but that the program will offer a new career alternative that will prove attractive to a new audience of potential students within that recruitment pool.

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

No additional special requirements are needed.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

With some minor occasional exceptions, all courses in the major will be taught by full time faculty.

Expectations for professional activities, special student contact, teaching/learning innovation:

Faculty will be expected to engage in regular professional development by attending conferences required to maintain currency in the field. Full time faculty are also required to remain engaged in student advising.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 5	Part Time: 0	
Year 2	Full Time: 7	Part Time: 0	
Year 3	Full Time: 8	Part Time: 0	Number of Graduates: 0
Year 4	Full Time: 10	Part Time: 0	
Year 5	Full Time: 10	Part Time: 0	Number of Graduates: 5

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

The curriculum meets the accreditation requirements (pending approval) of the National Association of Schools of Music (NASM). Truman is awaiting completion of the approval process.

Program Structure

Total Credits:

120

Residency Requirements:

45 credit hours from Truman.

General Education Total Credits:

42

Major Requirements Total Credits:

66

Course(s) Added



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

COURSE NUMBER	CREDITS	COURSE TITLE
MUSI 341	3	Music History II (Writing Enhanced)
MUSI 337	2	Jazz Arranging and Composition
BSAD 415	3	Entrepreneurship
MUSI 130	3	Music Analysis I
THEA 393	3	Stage Lighting
ECON 205	5	Principals of Economics
COMM 355	4	Digital Video Production
MUSI 128	3	Introduction to the Music Industry
ART 340	3	Digital Graphics
THEA 301	3	Arts Administration
MUSI 310	3	Songwriting
BSAD 301	3	Introduction to Financial Management
ART 219	3	Illustration
MUSI 478	3	Capstone Internship
THEA 275	3	Introduction to Theatre Arts
ART 341	3	Motion Graphics
ACCT 220	3	Introduction to Financial Accounting
MUSI 230	3	Music Analysis III
ART 303	1	Art Bus: Encounters with Professional Practices
MUSI 232	1	Aural Skills in Music III
MUSI 133	1	Aural Skills in Music II
BSAD 349	3	Organizational Behavior
MUSI 339	3	Music Literature
ECON 201	3	Principles of Microeconomics
MUSI 340	3	Music History I
MUSI 279	0	Recital and Concert Attendance
BSAD 325	3	Principles of Marketing
MUSI 132	1	Aural Skills in Music I
THEA 391	3	Stagecraft
MUSI 332	2	Arranging
ART 201	3	Design, Software, and Process
MUSI 131	3	Music Analysis II



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

BSAD 234	3	Legal Environment in Business
ART 221	3	Photography I
ECON 200	3	Principals of Macroeconomics
BSAD 153	1	Introduction to Business Data Analytics
BSAD 329	3	Principles of Finance

Free Elective Credits:

12

Internship or other Capstone Experience:

MUSI 478 Capstone Internship (3 credits)

Assurances

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

First and Last Name: KEVIN
MINCH

Email: kminch@truman.edu

Phone: 660-785-4107

Curriculum Summary
Bachelor of Science in Music Business

MAJOR REQUIREMENTS: 66 – 77 Credits

Major Ensemble (to be taken four times for a total of 4 credits)

One Major Applied Instrument or Voice (to be taken four times for a total of 8 credits)

Keyboard Competency

Credit(s): 1-2

BSAD 153 – Introduction to Business Data Analytics

Credit(s): 1 AND

ECON 205 – Principals of Economics

Credit(s): 5 OR

ECON 200 – Principals of Macroeconomics

Credit(s): 3 AND

ECON 201 – Principals of Microeconomics

Credit(s): 3

MUSI 1XX – Introduction to the Music Industry

Credit(s): 3

MUSI 130 - Music Analysis I

Credit(s): 3

MUSI 131 - Music Analysis II

Credit(s): 3

MUSI 230 - Music Analysis III

Credit(s): 3

MUSI 132 - Aural Skills in Music I

Credit(s): 1

MUSI 133 - Aural Skills in Music II

Credit(s): 1

MUSI 232 - Aural Skills in Music III

Credit(s): 1

MUSI 279 - Recital and Concert Attendance (6 semesters)

Credit(s): 0

MUSI 310 – Songwriting

Credit(s): 3 OR

MUSI 332 – Arranging

Credit(s): 2 OR

MUSI 337 - Jazz Arranging and Composition

Credit(s): 2

MUSI 339 - Music Literature

Credit(s): 3 OR

MUSI 340 - Music History I

Credit(s): 3 OR

MUSI 341 - Music History II (writing enhanced)

Credit(s): 3

MUSI 478 – Capstone Internship

Credit(s): 3-12

THEA 301 – Arts Administration

Credit(s): 3

ARTS ELECTIVES: minimum 12 credits

ART 201 – Design, Software and Process

Credit(s): 3

ART 219 – Illustration

Credit(s): 3

ART 221 – Photography I

Credit(s): 3

ART 303 – Art Bus: Encounters with Professional Practices

Credit(s): 1

ART 340 – Digital Graphics

Credit(s): 3

ART 341 – Motion Graphics

Credit(s): 3

COMM 355 – Digital Video Production

Credit(s): 4

THEA 275 - Introduction to the Theatre Arts

Credit(s): 3

THEA 391 – Stagecraft

Credit(s): 3

THEA 393 - Stage Lighting

Credit(s): 3

BUSINESS ELECTIVES: minimum 9 credits

ACCT 220 - Introduction to Financial Accounting	Credit(s): 3
BSAD 234 - Legal Environment of Business	Credit(s): 3
BSAD 301 - Introduction to Financial Management	Credit(s): 3
BSAD 329 - Principles of Finance	Credit(s): 3
BSAD 325 - Principles of Marketing	Credit(s): 3
BSAD 349 - Organizational Behavior	Credit(s): 3
BSAD 415 – Entrepreneurship	Credit(s): 3

- Internship or Other Capstone Experience: 3
 - MUSI 4XX – Capstone Internship