

REAL Curriculum Program Alignment Proposal

Department or School: Music Department

Date: 11/5/20

Degree type: BS BA BBA BSN BM BFA BSW Minor Certificate

Program: **Music Business Major**

REAL Area Program Designation Sought (check all that apply): R E A L

Dept/School Contact: Timothy Channell – Department Chair; David Rivers – Music Business Director

BS/BA Requirements: N/A

- Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above
- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.
- Degree program may cover up to two REAL areas using a single prefix.
- All courses documenting the coverage of a REAL area must fulfill all learning outcomes and be designated in that area.
- All courses that document fulfillment of a REAL area within a degree program of study are NOT required to be taught by the department/school. However, departments/schools are expected to formally communicate with other departments about reliance on and inclusion of courses in their degree program plans of study. Indicate this through signature of chair or director of the partnering department or school in the areas below.
- Departments or schools that seek to fulfill REAL areas must acknowledge assessment requirements for those areas. Assessment of degree seeking students is required to be conducted yearly by the department or school offering the degree program.
- If departments or schools want to use a menu of courses to fulfill a particular area, please duplicate the sections below for each REAL area and include information for each course included in the menu of options.
- Please save this file for submission as PROGRAM NAME_ProgramType.docx (Example: Criminal Justice_BS.docx)

By signing, the department/school acknowledges the above conditions and considerations:

Dept/School Signature	Date:
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Official Program Description:

Music Business Concentration

All requirements for students selecting the Music Business Concentration are outlined below. Among the requirements are **Music**, Business, and supporting courses. Please note that some hours required by the major also meet Core Curriculum requirements.

Core Curriculum Requirements (43-45 credits)

Music Core (46-48 credits)

- Applied Music (6 semesters)
- MUSC 100 - Introduction to Music Literature
- MUSC 111 - Theory I
- MUSC 112 - Theory II
- MUSC 211 - Theory III
- MUSC 212 - Theory IV
- MUSC 114 - Ear Training and Sight Singing I
- MUSC 115 - Ear Training and Sight Singing II
- MUSC 214 - Training and Sight Singing III
- MUSC 215 - Training and Sight Singing IV
- MUSC 127 - Introduction to Computer Music
- OR
- MUSC 129 – Pro Tools and Music Production
- Choose 7 hours from: MUSC 145, MUSC 147, MUSC 310, MUSC 431, MUSC 434, MUSC 435, MUSC 436, MUSC 455, MUSC 456, MUSC 457.
- MUSC 161:MUSC 162 First Year Piano Class. (not required of Keyboard majors.)
- MUSH 321 - History of Western Art Music I
- MUSH 322 - History of Western Art Music II
- MUSC 354 - Introduction to Conducting

Music Business Core Courses (27-30 credits)

- MUSC 104 – Survey of the Music Industry
- MUSC 291 – Topics in the Arts and Entertainment Business (2 Semesters)
- MUSC 308 – Social Media in the Music Industry
- MUSC 315 - Contract and Copyright Law for Musicians
- MUSC 416 - Fundraising and Grant Writing for the Arts
- MUSC 404 - Music Business Field Experience (2 semesters)
- MUSC 391 - Topics in the Arts and Entertainment Business (2 semesters)
- MUSC 494 - Internship in Music Business
- MUSC 301 – Research Writing in Music *or* MUSC 406 Psychology of Music
- PHYS 230 – Physics of Sound

- Electives in MUSC.

Program Requirements:

- A minimum 2.5 overall cumulative GPA;
- A 2.75 GPA on all work attempted in the major with a music prefix;
- Completion of all music business core courses (listed above) with a grade of “C” or better.

Business Minor (15-18 credits)

All Music Business students must successfully complete one of the following minors, including adhering to GPA requirements set by and administered through the College of Business and Economics: Business Administration, Marketing, Management, or Entrepreneurship. Where the vast majority of students choose the Business Administration Minor the other minors are available.

Regardless of the minor chosen all students must take:

- ACTG 211 – Fundamentals of Financial Accounting
- STAT 200 – Introductions to Statistics
- ECON 105 – Principles of Macroeconomics *or*
- ECON 106 – Principles of Microeconomics

Business Administration Minor (18 credits)

See [Business Administration Minor](#) for course requirements.

Marketing Minor (15 credits)

See [Marketing Minor](#) for course requirements.

Management Minor (15 credits)

See [Management Minor](#) for course requirements.

Entrepreneurship Minor (18 credits)

See [Entrepreneurship Minor](#) for course requirements.

Total Credits Needed for Degree (126-139)

REAL Fulfilment

R STAT 200 Introduction to Statistics

R PHYS 230 Physics of Sound

and

R MUSC 301 Research Writing in Music or R MUSC 406 Psychology of Music

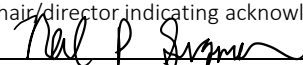
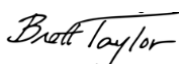
E MUSC 100 Intro to Music Literature

E MUSC 111 Music Theory I

E MUSC 308 Social Media in the Music Industry

A ECON 105 or A ECON 106
and
A MUSH 321 History of Western Art Music I
A MUSH 322 History of Western Art Music II

SCIENTIFIC AND QUANTITATIVE REASONING

<p>R Area: Course Prefix: STAT Course Number: 200 Course Title: Introduction to Statistics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 8-10</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school: </p>
<p>R Area: Course Prefix: PHYS Course Number: 230 Course Title: Physics of Sound Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 8-10</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input checked="" type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school: </p>
<p>R Area: Course Prefix: MUSC Course Number: 301 Course Title: Research in Writing in Music Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 8-10</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input checked="" type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input checked="" type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area: Course Prefix: MUSC Course Number: 406 Course Title: Psychology of Music Credit Hours: New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 8-10</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input checked="" type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be) STAT 200</p>	

R Area: Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.	
Learning Outcome 1: Students apply scientific and quantitative information to test problems and draw conclusions.	Description of learning outcome assessment plan: Plan to use university-wide assessment instrument
Learning Outcome 2: Students evaluate the quality of data, methods, or inferences used to generate scientific and quantitative knowledge.	Description of learning outcome assessment plan: Plan to use university-wide assessment instrument
Additional information for REAL Council consideration:	

HUMANISTIC OR ARTISTIC EXPRESSION

E Area: Course Prefix: MUSC Course Number: 100 Course Title: <i>Intro to Music Literature</i> Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Projected student enrollment per academic year: 8-10	Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: <input checked="" type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below) Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:
E Area: Course Prefix: MUSC Course Number: 111 Course Title: <i>Music Theory I</i> Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Projected student enrollment per academic year: 8-10	Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: <input checked="" type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below) Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:
E Area: Course Prefix: MUSC Course Number: 308 Course Title: <i>Social Media in the Music Industry</i> Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Projected student enrollment per academic year: 20	Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: <input type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below) Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:
E Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be)	

MUSC 100 and MUSC 111

E Area:	
Learning Goal: To explore humanistic or artistic expression through inquiry or creativity.	
Learning Outcome 1: Students demonstrate understanding of diverse ideas, languages, products, or processes of humanistic inquiry or artistic expression.	Description of learning outcome assessment plan: Plan to use university-wide assessment instrument
Learning Outcome 2: Students critically evaluate, synthesize, or create forms of human expression or inquiry.	Description of learning outcome assessment plan: Plan to use university-wide assessment instrument
Additional information for REAL Council consideration:	

CULTURAL OR BEHAVIORAL ANALYSIS

A Area: Course Prefix: ECON Course Number: 105 Course Title: Principles of Macroeconomics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Projected student enrollment per academic year: 8-10	Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input checked="" type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below) Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school: See additional signature document w/Dr. Seife Dendir's signature
A Area: Course Prefix: ECON Course Number: 106 Course Title: Principles of Microeconomics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Projected student enrollment per academic year: 8-10	Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input checked="" type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below) Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school: See additional signature document w/Dr. Seife Dendir's signature
A Area: Course Prefix: MUSH Course Number: 321 Course Title: History of Western Art Music I Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Projected student enrollment per academic year: 8-10	Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: <input checked="" type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below) Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:
A Area: Course Prefix: MUSH Course Number: 322	Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: <input type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)

Course Title: History of Western Art Music II Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Projected student enrollment per academic year: 8-10	Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:
A Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be) ECON 105 Principles of Macroeconomics <i>or</i> ECON 106 Principles of Microeconomics	

A Area: Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s).	
Learning Outcome 1: Students describe behaviors, beliefs, cultures, social institutions, and/or environments.	Description of learning outcome assessment plan: Plan to use university-wide assessment instrument
Learning Outcome 2: Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.	Description of learning outcome assessment plan: Plan to use university-wide assessment instrument
Additional information for REAL Council consideration:	

APPLIED LEARNING

<p>L Area: Course Prefix: Course Number: Course Title: Credit Hours: New course: <input type="checkbox"/> Yes <input type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Projected student enrollment per academic year: _____</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school: _____</p>
<p>L Area: Course Prefix: Course Number: Course Title: Credit Hours: New course: <input type="checkbox"/> Yes <input type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Projected student enrollment per academic year: _____</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school: _____</p>
<p>L Area: Course Prefix: Course Number: Course Title: Credit Hours: New course: <input type="checkbox"/> Yes <input type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Projected student enrollment per academic year: _____</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school: _____</p>
<p>L Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be)</p>	

<p>L Area: Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection.</p>	
<p>Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

Are existing material resources adequate to support this program alignment proposal?


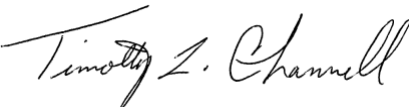
Yes No If not, what additional material resources would be needed?

Are existing space resources adequate to support this program alignment proposal?

Yes No If not, what additional space resources would be needed?

Are existing human resources adequate to support this program alignment proposal?

Yes No If not, what additional human resources would be needed?

Department Curriculum Committee Recommendation:	Signature: 	Date: 11-4-20
Chair/Dean on Behalf of Dept/School:	Signature: 	Date: 11-5-20
College Curriculum Committee Approval:	Signature:	Date:
Dean/AVP Approval:	Signature:	Date:
REAL Council Recommendation:	Signature:	Date:
Faculty Senate Curriculum Committee Recommendation:	Signature:	Date:
Faculty Senate Approval:	Signature:	Date:
Provost Approval:	Signature:	Date: