

THE BACHELOR OF ARTS DEGREE IN MUSIC / BUSINESS AT BOISE STATE UNIVERSITY

INTRODUCTION

All incoming and transfer students (including music minors) must perform an audition for the music faculty and take the Music Literacy Predictive Exam. Students who (a) complete an acceptable performance audition, and (b) complete the Exam will be granted Music Major Status. Students who (a) complete an audition that shows promise but is not yet acceptable, and (b) complete the Exam will be granted Pre-Music Major Status. Pre-Music Majors will have one semester to improve performance skills for Music Major Status. Only Music Major, Pre-Major, and Music Minor status students will be allowed to enroll in MUS 119 Materials of Music I and MUS 121 Ear Training I. Only Music Majors and Music Minors will be allowed to enroll in MUS 120 Materials of Music II and MUS 122 Ear Training II.

The Bachelor of Arts' degree in Music / Business affords the Boise State University student an opportunity to gain a liberal arts education while combining their talents in music with interests in a variety of music business related fields.

The BSU Music Business degree can be viewed as developing expertise in two distinct areas: one in music, the other in business. The music business major will be expected to attain music skills in performance, both solo and ensemble, along with an academic education in music theory and history. During their musical education, music business students will aspire to the same goals and standards as other music majors. The business curriculum is no less rigorous, comprising the same basic coursework that all business majors complete.

Two important aspects of the BSU Music Business degree are essential for the student to comprehend before choosing music business as a major. First, BSU offers no coursework combining music with business. This may present a problem for the student expecting to follow a pre-professional program, complete with prescribed coursework. Technical music-business programs designed to teach a skill, and which may guarantee the student a job upon graduation do exist, but the BSU program is not one of them.

Second, the BSU program has a great deal of flexibility built into the curriculum. The self-motivated student, with an independent and entrepreneurial sensibility, is given the freedom and latitude to develop an area of interest and expertise that is almost unlimited in scope and opportunity. The strength of the BSU program is built upon the Internship program; students can both earn credit and gain real-life experience by working in the Boise music-business community. Internships expose the student to various music-business areas, often leading the student to develop a specific music-business interest and eventual expertise. Internships offer valuable training, which may lead to gainful employment or preparation for further professional study in graduate school. An internship is not a substitute for the culminating Senior Project. (See below)

DEVELOPING AN AREA OF INTEREST AND EXPERTISE

Many students come into the program with little understanding of the many possibilities where music and business come together. Here are just a few possible professions in the field of music and business:

Music Retail Business:

- ❖ selling music instruments: band, orchestral, piano, and pop musical instruments from guitars to electronic keyboard
- ❖ selling digitalized and computer equipment continually evolving in the world of music
- ❖ selling recorded audio and/or video music in all its current/future formats; cd, cd-rom, dvd, etc.

Music Recording:

- ❖ engineering and mastering
- ❖ artists and repertoire specialist
- ❖ marketing
- ❖ graphics and portfolio development
- ❖ music and the movie industry

Sound Reinforcement and Staging:

- ❖ indoor venues: concert halls, nightclubs, multi-purpose pavilions, etc,
- ❖ outdoor venues: amphitheaters, natural settings, athletic stadiums, etc

Live-Music Management:

- ❖ artist management: single or group agency
- ❖ concert promotion: classical, folk, religious, commercial pop, etc.
- ❖ nightclub business: musical venue, restaurant venue,
- ❖ other music venue director: concert and recital halls, multi-purpose pavilions, convention centers
- ❖ music theatre production and promotion

Not-For-Profit Organizations:

- ❖ community orchestra, choral, band organizations
- ❖ business managers including accounting, marketing, educational, and general organizational specialists
- ❖ other arts organizations: state commissions on the arts, museums, historical societies, city arts organizations, literary and visual arts organizations, state and national humanities councils, ballet and theatrical organizations
- ❖ arts festivals: summer music and theatrical festivals: jazz, folk, and commercial music festivals

School Music Business:

- ❖ private teaching studio
- ❖ community music academy
- ❖ clinician, adjudicator, etc.
- ❖ rural (traveling) music dealer representative
- ❖ instrument repair
- ❖ piano technician and tuner
- ❖ instrument maker
- ❖ music instrument representative: sales, artist representative,
- ❖ music textbook representative: salesman, editor, etc.
- ❖ sheet music: dealer, publisher
- ❖ music web site developer:
- ❖ professional fund raiser

Commercial Music Performer:

- ❖ classical, folk, jazz, religious musical performer
- ❖ the business of coping with “stardom”

THE INTERNSHIP

Internships may be completed in any number of community-oriented music and business environments. After seeking advice on internship possibilities from the music-business advisor, the student pursues and obtains an agreement with a businessperson in the community who is willing to supervise the student during the experience. University credit is given for the total time spent in the internship—1 credit for every 50 hours completed, not to exceed 3 credit hours for each internship. Registration for an internship is processed by completing the MUS 293/493 form, available in the music office. Four signatures are necessary before the internship may begin. (Music Business Advisor, Internship Coordinator, Internship Supervisor, and Chair of the Music Department) The Music Business advisor oversees the completion of the work, often requiring a weekly journal of the experience, and upon consultation with the business supervisor, awards a grade--either graded or pass/fail. While most internships do not involve paid employment, in some cases employment and the internship may be undertaken within the same business.

THE SENIOR PROJECT

The culminating project for Music Business degree is completed during the senior year, but the preliminary work should begin by the time students reach upper-division standing in their junior year. The senior project is designed to parallel the music performance major's senior recital, or the music education's student teaching experience. In all cases, preparation must begin for the culminating event through coursework and self-directed studies in the semesters before the senior year.

THE SENIOR PROJECT PROPOSAL

The student must work on the senior project under the guidance of a supervising, BSU faculty member. This is typically someone with whom the student has developed a close, mentoring relationship, musically and/or academically, and who will agree to oversee the student through to completion of the senior project. The faculty member may or may not have expertise in the area of the senior project, but must agree to assist and provide assurance that the project meets all standards.

The student will make a written proposal for the senior project using the following guidelines:

List Resources to Be Used In the Preparation and Completion of Project:

- ❖ coursework that will be applied to the project
- ❖ internship experience applicable to the project
- ❖ other areas of expertise developed
- ❖ scholarly and/or professional resources available:
 - written scholarly texts or professional manuals
 - survey/questionnaire research
 - internet/web sources
 - professional experts
 - other non-traditional resources

Final Possible Forms of the Completed Project:

- ❖ a research document: scholarly and/or business model
- ❖ a music-business product, such as a recorded CD, software, or web-site construction
- ❖ music business evaluation including marketing assessment, accounting and marketing plan
- ❖ research study: aspects of the business of music and/or the arts
- ❖ web site development
- ❖ development of computer software program

OBTAINING PERMISSION FOR THE SENIOR PROJECT

Before enrolling for the senior project, the student must gain approval by filling out the MUS 496 Independent Study form, and obtaining the permission and signatures of the supervising faculty member, the music-business advisor, and the chair of the music department. Accompanying the MUS 496 form should be a proposal following the format and addressing the issues above.

CURRICULUM COMPLETION CHECKLIST

University general “core” education:

It is highly advisable to complete the 42 hours of “core” education by the junior year. Also, making sure to complete any **provisional status** concerns within the 3-semester, time limit.

Music curriculum:

Freshman:

- ❖ meet with the music-business advisor
- ❖ enroll in the music theory, materials and ear-training 3-semester sequence.
- ❖ enroll in MUS 101 Survey of Music during the fall semester
- ❖ declare a major performance area (instrument/voice type) and begin the four semesters of applied lessons and attain the 200 level before graduating

Sophomore year:

- ❖ complete the 200-level business school coursework
- ❖ attain the 200 level in your applied area
- ❖ complete the theory and ear training sequence
- ❖ complete the 4-semester concert class requirement

Junior standing:

- ❖ begin the music history sequence
- ❖ plan and begin work on the upper-division elective requirements
- ❖ plan and undertake a minimum of one internship (a variety of internships types and credits are advised)
- ❖ begin to focus and planning for the culminating senior project

Senior year:

- ❖ propose and obtain acceptance of the senior project
- ❖ complete senior project

SUMMARY OF THE MUSIC BUSINESS DEGREE

Unlike other music degree programs, the Bachelor of Arts in Music Business curriculum is less prescribed in course work and less structured in faculty oversight and governance. Students should seek to develop mentoring relationships with faculty members, as well as the music-business advisor. The music-business major should meet with the music-business Advisor each semester to assure that the proper coursework is taken in a timely fashion, and to seek guidance in developing a music-business focus that will become a future area of expertise.

MUSIC BUSINESS ADVISOR: Dr. Michael Samball

Office: MC C207.... Phone: 426-3498 Email: msamball@boisestate.edu

BACHELOR OF ARTS MUSIC/BUSINESS	
CURRICULUM OF REQUIRED COURSES	CREDIT HOURS
ENGL 101-102 English Composition	6
MUS 101 Survey of Western Art Music	3
Area I core course in literature	3
Area I core course in a second field	3
Area I core course in any field	3
COMM 101 Fund of Speech Communication	3
ECON 201 Principles of Macroeconomics	3
ECON 202 Principles of Microeconomics	3
Area II core course in history	3
MATH 124 Introduction to Mathematical Thought OR	4
MATH 130 Finite Mathematics OR	4
MATH 160 Survey of Calculus	4
Area III core course in a second field	
Area III core course in any field	
ACCT 205 Introduction to Financial Accounting	3
FINAN 208 Personal Finance	3
GENBUS 101 Introduction to Business	3
GENBUS 202 The Legal Environment of Business	3
ITM 104 Operating Systems and Word Processing	1
ITM 105 Spreadsheet Topics	1
ITM 106 Database Topics	1
ITM 310 Business Intelligence	3
MGMT 301 Leadership Skills	3
MKTG 301 Principles of Marketing	3
MKTG 307 Customer Behavior	3
MUS 119 Materials of Music I	3
MUS 120 Materials of Music II	3
MUS 121 Ear Training I	1
MUS 122 Ear Training II	1
MUS 219 Materials of Music III	3
MUS 221 Ear Training III	3
MUS 352 Music History and Literature II	3
MUS 351 Music History and Literature I OR	3
MUS 353 Music History and Literature III	
MUS 493 Internship (associated with and completed before Senior Project)	3
MUS-APL 10 Concert Class (8 semesters of Pass grade)	0
MUS-APL 496 Senior Project	3
MUS-ENS — Major ensemble (4 semesters)	4
MUS-PRV — Performance studies	8
(Must study for one semester at the MUS-PRV 200 level)	
Additional Upper-division Electives (electives to total 40 credits)	19
Other Electives (lower or upper division)	4
Total	128

BACHELOR OF ARTS IN MUSIC/BUSINESS: 4 YEAR SCHEDULE				
YR	FALL SEMESTER	H R S	SPRING SEMESTER	H R S
F R E S H M A N	ENG 101 ENGLISH	3	ENG 102 ENGLISH	3
	AREA I MUS 101 SURVEY OF MUSIC	3	AREA II CMM 101 FUND SPEECH	3
	MUS 119 MATERIALS OF MUSIC I	3	MUS 120 MATERIALS OF MUSIC II	3
	MUS 121 EAR TRAINING I	1	MUS 122 EAR TRAINING II	1
	AREA I	3	GENBUS 101 INTRO TO BUSINESS	3
	MUS-PRV MAJOR PERFORMANCE	2	MUS-PRV MAJOR PERFORMANCE	2
	MUS-ENS MAJOR ENSEMBLE	1	MUS-ENS MAJOR ENSEMBLE	1
	MUS-APL 10 CONCERT CLASS ELECTIVE	0 1	MUS-APL 10 CONCERT CLASS ELECTIVE	0 1
	TOTAL CREDITS	17	TOTAL CREDITS	17
S O P H O R E	MUS 219 MATERIALS OF MUSIC III	3	AREA I LITERATURE	3
	MUS 221 Ear Training III	1	AREA II ECON 202 Microeconomics	3
	AREA II ECON 201 Macroeconomics	3	ACCT 205 Intro/Financial Accounting	4
	GENBUS 202 LegalEnvironmentBusiness	3	AREA III	
	AREA II HISTORY	3	ITM 104 Operating Systems and Word Processing	1
	MUS-PRV MAJOR PERFORMANCE	2	ITM 105 Spreadsheet Topics	1
	MUS-ENS MAJOR ENSEMBLE	1	ITM 106 Database Topics	1
	MUS-APL 10 CONCERT CLASS ELECTIVE	0 1	MUS-PRV MAJOR PERFORMANCE MUS-ENS MAJOR ENSEMBLE MUS-APL 10 CONCERT CLASS ELECTIVE	2 1 0 1
	TOTAL CREDITS	17	TOTAL CREDITS	17
J U N I O R	MUS352 MUSIC HISTORY II	3	MUS351 OR 353 MUSIC HISTORY I/III	3
	AREA I	3	AREA II	3
	AREA III	4	AREA III	4
	FINAN 208 Personal Finance	3	MGMT 301 Leadership Skills	3
	ITM 310 Business Intelligence	3	MUS-APL 10 CONCERT CLASS	0
	MUS-APL 10 CONCERT CLASS	0	ELECTIVES	2
	ELECTIVES	2		
	TOTAL CREDITS	18	TOTAL CREDITS	15
S E N I O R	MUS 493 INTERNSHIP	3	MUS-APL 496 SENIOR PROJECT	3
	MKTG 301 Principles of Marketing	3	MKTG 307 Customer Behavior	3
	MUS-APL 10 CONCERT CLASS ELECTIVES	0 8	MUS-APL 10 CONCERT CLASS ELECTIVES	0 7
	TOTAL CREDITS	14	TOTAL CREDITS	13

THE BOISE STATE UNIVERSITY SENIOR PROJECT in MUSIC BUSINESS

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- ❖ music business evaluation including marketing assessment, accounting and marketing plan
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OBTAINING PERMISSION FOR THE SENIOR PROJECT

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FORMAT FOR SUBMITTING A SENIOR PROJECT PROPOSAL:

The student will follow the format below in proposing a senior project in music business and will in approval of the supervising faculty member and the music business advisor before filling out the MUS 496 "Independent Study" paperwork and signing up for the project.

Senior Project Semester Date of Completion_____

Student's Name: _____

Address_____

Phone Number/s_____

Email Address_____

Faculty Supervising Project_____

Title of Project: Conceive a description that is clear, concise, scholarly, and academic in nature. This title will appear on your transcript (for the rest of your life) and allows the reader to quickly and simply understand the meaning and focus of your culminating project.

Project Objective: Write a short narrative justifying and discussing how your project, 1) connects music and business, 2) will combine your educational, musical, and business interests and expertise, 3) has value and will benefit the community, and 4) will impact your future in the music business profession.

Methodology: List and explain in detail the full extent of the materials resources (academic and scholarly), experiences, and any other sources (such as the internet search, statistical questionnaire, demographic survey, personal interviews, etc.) that you will use in creating and completing your project. This section should be the most detailed of your proposal. (start with an outline, then add the narrative)

Timeline: List information pertinent to your project with dates of completion (detail weekly activity where possible and include month and year)

- 1) Coursework and internships pertinent to the study (dates completed)
- 2) Research gathering and source materials (preliminary dates)
- 3) Completion of bibliography and first draft (completion date)
- 4) Editing, modification, and analysis of research and other data (inclusive dates)
- 5) Completion date (specific date)

Project Outcomes and Goal: Detail the shape and form that the final product of your senior project will result in: Examples include, but are not limited to:

- 1) a scholarly research document with bibliography, with other addendums such as survey/questionnaire/interview analysis, etc., or
- 2) business plans, demographic studies/implications, spreadsheets, journals or manuals from previous internships related to the senior project, or any other types of business graphs or business plan formats pertinent to the project, or
- 3) physical products such as audio or visual formats produced by the student, such as CD/DVD/VCR, etc., or
- 4) web page development, graphic design, etc., or
- 5) other types of proposed projects_____

Finally, all types and kinds of senior projects will include a concluding summary (minimum two pages) reflecting the goals of the project, analysis of outcomes, and the importance that your senior project will have on music and business.