

Program Overview: Bachelor of Arts in Music Elective Studies in Business Concentration

About This Major . . .

The Bachelor of Arts in Music with Elective Studies in Business is designed for students who desire a career within the music industry. The comprehensive core curriculum in music includes courses in theory, history, literature, music technology, improvisation, applied study on the major instrument or voice, and ensemble performance. Also included are specialized courses in Music Industry and Marketing and Advanced Music Technology. Required business courses include the areas of Marketing, Management, Accounting, Economics, and the Legal Environment of Business. This degree will also result in completion of the requirements for a Minor in Business Administration.

Finally, an internship component provides the opportunity for students to gain real world experience in the music industry areas of their choice. Professional success in the musical arts requires a comprehensive understanding of the new business models at work in our digital world. Our program seeks to provide this up-to-date information to enhance success for the student at every level.

All CMU baccalaureate graduates are expected to demonstrate proficiency in critical thinking, communication fluency, quantitative fluency, and specialized knowledge/applied learning.

In addition to these campus-wide student-learning outcomes, graduates of this major will be able to:

1. demonstrate keyboard competency at the level determined by the piano proficiency requirements outlined in the Music Student Handbook.
2. hear, identify, and realize the elements of music (such as rhythm, melody, harmony, structure, timbre, and texture), demonstrating general musicianship and skills appropriate for the particular music concentration.
3. demonstrate in a historical context a broad knowledge of musical literature, cultures, principal genres, and industry practices.
4. develop and defend music judgments through solo performances, ensemble performances, and academic/scholarly work.
5. identify the scope of opportunities in the music industry.
6. demonstrate fundamental principles of economics, marketing, management, accounting and business law.
7. apply learning objectives through on-the-job experiences in their chosen area of interest.
8. produce digital audio projects through multi-track recording, sequencing, and editing using industry standard software.

Program Highlights:

Outstanding musical training with a minor in Business Administration.

Excellent internship opportunities in student's area of interest, such as:

- Retail
- Recording Technology
- Sound Production
- Venue/Artist Management
- Arts Leadership and Administration
- Entrepreneurship

Senior project in student's area of interest, such as:

- recording project
- business plan presentation
- performance recital
- marketing plan presentation

Hands on recording and audio editing experiences.

Many students in this major have won their category in the CMU Student Showcase.



Program Requirements

A student must follow CMU graduation requirements by completing 120 semester credit hours, including 40 credits of coursework at the 300+ level. See the “Undergraduate Graduation Requirements” in the catalog for additional graduation information. Students should work closely with a faculty advisor when selecting and scheduling courses prior to registration. In general, CMU’s programs of study are based on two curriculum groups:

1. Essential Learning

CMU’s Essential Learning program provides the foundation of skills and information that cuts across all fields of study and the support for advanced concepts that students will later encounter in their majors. Before moving into work at the 300+ level, students complete the Maverick Milestone and its co-requirement, Essential Speech. This pair of courses is a capstone experience where students integrate what they have learned from their foundation courses by making connections among diverse areas of knowledge. The capstone is also an opportunity for students to work with disparate ideas, a critical skill expected of all CMU graduates that will aid them in solving the complex and unscripted problems they will encounter in their personal, professional, and civic lives.

2. What You Will Study in This Major. . .

Music Foundation Courses

These courses in music give you the technical foundation on which to build your musical leadership.

- Music Theory I, II, III, IV
- Music Technology
- Beginning Conducting
- Ear Training & Sight Singing I & II
- Performance Ensembles
- Private Lessons

Music Business Core

These courses in advanced musical training and leadership prepare you to begin your career in the music industry.

- Music History and Literature
- Orchestration
- Advanced Conducting
- Jazz Improvisation
- Advanced Music Technology
- Music Industry and Marketing
- The Music of World Cultures
- Advanced Private lessons
- Performance Ensembles
- Senior Recital or Presentation
- Advanced Jazz Improvisation

Business Courses

By taking the following courses, students in this program graduate with a minor in Business Administration.

Required Business Courses

- Principles of Management
- Principles of Marketing
- Legal Environment of Business
- Effective Workplace Communication

Business Electives (choose two courses)

- Principles of Managerial Accounting
- Business Communications
- Solving Problems Using Spreadsheets and Statistical Software
- Managerial Finance
- Small Business Management
- Organizational Behavior
- Human Resource Management
- Entrepreneurship
- Consumer Behavior

Performance Opportunities

Choral – Vocal

Concert Choir
Chamber Choir
Women’s Choir
Vocal Chords (Vocal Jazz)
Opera Scenes

Band

Wind Symphony
Jazz Ensemble
The Maverick Stampede
(Marching Band)
The Maverick Sound
(Pep Band)

Orchestra

Symphony Orchestra
Chamber Orchestra
String Orchestra

Chamber Ensembles

String Quartet
Brass Quintet
Woodwind Quintet
Saxophone Quartet
Clarinet Quartet
Flute Choir
Piano Ensemble
Percussion Ensemble
Jazz Combo

For more information about this major, go to: <http://www.coloradomesa.edu/music/degrees.html> or contact the Academic Department Head for Music, 001 Moss Performing Arts Center, 970.248.1163.