

Program Overview: Bachelor of Music, Elective Studies in Business

About This Major . . .

The Bachelor of 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, Entrepreneurship 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 Certificate in Entrepreneurship. 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.

- Develop and express music judgments through solo performances (Critical Thinking)
- Create materials for effective marketing in the arts field (Communication)
- Apply music industry concepts to an approved capstone, which may consist of a senior presentation and/or recital. (Applied Learning)
- Produce digital audio projects through multi-track recording, sequencing and editing using industry standard software (Applied Learning)

Program Highlights:

Outstanding musical training in addition to courses in Business and Entrepreneurship

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 between diverse areas of knowledge. The capstone also is 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 Core

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

Music History and Literature
Orchestration
Advanced Conducting
Jazz Improvisation
Advanced Music Technology

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 degree graduate with a minor in Business Administration.

Business Courses

Music Industry and Marketing
Principles of Management
Principles of Marketing
Legal Environment of Business
Applied Financial Management for Emerging Firms

Entrepreneurship Courses

Small Business and Entrepreneurship
Exploring Entrepreneurial Opportunities
Entrepreneurship for Creatives

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)
Rowdy Brass 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, Moss Performing Arts Center 001, 970-248-1163