

## **Program Overview: Bachelor of Music, Elective Studies in Business\***

**\*Program name pending final approval from CMU Board of Trustees**

### **About This Major . . .**

The Bachelor of Music with Elective Studies in Business and Entrepreneurship 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
- Create materials for effective marketing in the arts field
- Apply learning objectives through on-the-job experiences in their chosen area of interest.
- Apply entrepreneurial concepts in the creation of an entity in the creative sector
- Produce digital audio projects through multi-track recording, sequencing and editing using industry standard software.

### **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)  
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

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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