



BACHELOR OF ARTS IN MUSIC BUSINESS

The Bachelor of Arts in Music Business degree is a liberal arts degree that prepares graduates to foster and employ an entrepreneurial mindset. Students focus their studies on the music performance and the music industry in areas such as music law, music publishing, artist management, music licensing, live concert production and promotion, radio programming and production, artist development and marketing in addition to the conventional study of music history, theory, individual music instruction and ensemble performance. A primary goal of the program is to develop connections and relationships between students and the industry in Los Angeles through core coursework, masterclasses and internships.

PROGRAM LEARNING OUTCOMES

Program Learning Outcomes reflect the mission of the academic programs of the institution and address the acquisition of performance proficiency, specific professional knowledge and academic merit.

Bachelor of Arts

BA PLO 1: Professional Knowledge

Students will be able to demonstrate broad professional knowledge and skills in the language, technology, legal concepts, entrepreneurial strategies and business practices recognized in the music industry.

BA PLO 2: Critical Thinking

Students will be able to demonstrate the ability to critically analyze and solve problems that are characteristic in the business of music and entertainment.

BA PLO 3: Language of Music Fluency

Students will be able to demonstrate an intermediate knowledge of the elements of musical structure, and show proficiency in music theory, ear-training, keyboard skills and basic composition.

BA PLO 4: Creative Activity

Students will be able to demonstrate skill and knowledge related to basic songwriting concepts, including lyric and melodic construct as well as harmonic and structural techniques.

BA PLO 5: Historical Context

Students will be able to demonstrate academic knowledge in popular music history – its composers, literature, and stylistic connections, from the invention of music genres to their contemporary expansion

GENERAL EDUCATION OUTCOMES

GE 1: Critical Thinking

Students will be able to demonstrate the ability to analyze and interpret evidence, statements and questions, identify relevant arguments, analyze and evaluate alternate points of view and fully explain assumptions and reasons.

GE 2: Quantitative Skills

Students will be able to demonstrate the ability to solve problems by applying college-level mathematical reasoning to analyze and explain real world issues and to interpret and construct graphs, charts, and tables.

GE 3: Information Literacy

Students will be able to demonstrate the ability to use appropriate technology to identify, locate, evaluate and present information for personal, educational and workplace goals.

GE 4: Natural Sciences

Students will be able to demonstrate the ability to analyze and explain natural phenomena by applying the foundational principles of the biological and physical sciences.

GE 5: Social Sciences and Humanities

Students will be able to demonstrate the ability to integrate learned skills and knowledge derived from the study of social sciences, literature, philosophy and the arts.

GE 6: Diversity

Students will be able to demonstrate the ability to relate to, critically discuss—and thus be sensitive to—the diversity and universality in global history, culture, and society, as well as the diversity in and uniqueness of local communities.

GE 7: Oral Communication

Students will demonstrate the ability to construct oral presentations with clear organizational patterns, choose language that is compelling and appropriate, master delivery techniques with confidence and deliver a central message that is precisely stated and strongly supported.

GE 8: Written Communication

Students will be able to demonstrate the ability to write clearly, concisely and accurately and compellingly convey facts, ideas, and arguments in a variety of contexts and formats and for many audiences.

DEPARTMENT LEARNING OUTCOMES

Department Learning Outcomes reflect the mission and learning outcomes of the institution, the academic program and to the acquisition of skills that are specific to a concentrated field of study.

MB DLO 1: Professional Knowledge

Students will be able to demonstrate broad professional knowledge in the language, communication, strategic trends, and legal concepts as practiced in areas of publishing, recording, licensing, artist management and promotion in the music and entertainment industry.

MB DLO 2: Historical Influences

Students will be able to demonstrate knowledge of the evolution of business roles and structures in the popular music industry and how they influence current practices and trends.

MB DLO 3: Proficiency in Songwriting

Students will be able to demonstrate knowledge of musical structure, harmonic language and lyric composition by composing original songs that display fundamental skill in melodic and harmonic form, lyrical content and musical arrangement.

MB DLO 4: Foundational Music

Students will be able to demonstrate intermediate knowledge and proficiency in music theory, basic keyboard techniques, contemporary music and popular song history and their cultural context, and conducting.

MB DLO 5: Business Technology

Students will be able to demonstrate competency in using computer technology and online tools such as social media and streaming platforms in the practice of monetizing music and media content.

MB DLO 6: Strategic Planning

Students will be able to demonstrate the ability to synthesize professional knowledge and entrepreneurial concepts to create a business strategy supported by financial planning and marketing.

BACHELOR OF ARTS - DEGREE PACING

180 Credits | 12 Quarters

QUARTER 1		
CODE	COURSE	CREDITS
GE-100	English Composition	3
GM-110A	Theory/Musicianship 1	3
GM-111A	Musicianship Development 1	2
IND-100	Music Industry Studies 1	2
IND-102	Music Marketing Foundations	2
IND-104	History of the Digital Revolution 1	2
		Total Credits: 14

QUARTER 2		
CODE	COURSE	CREDITS
GE-101	English Composition & Critical Thinking	3
GM-110B	Theory/Musicianship 2	3
GM-111B	Musicianship Development 2	2
IND-105	History of the Digital Revolution 2	2
IND-109	Music Industry Studies 2	2
IND-110	Social Media Branding	2
IND-113	Music Publishing 1	2
		Total Credits: 16

QUARTER 3		
CODE	COURSE	CREDITS
GE-200	Oral Communication	3
GM-210A	Theory/Musicianship 3	3
IND-101	Building the Artist's Team	2
IND-108	Artist Management Seminar	3
IND-202	Music Publishing 2	2
IND-203	Music Data & Marketing Budgeting	2
		Total Credits: 15

QUARTER 4		
CODE	COURSE	CREDITS
GE-111	Health & Wellness	3
GM-210B	Theory/Musicianship 4	3
MUS-116	Chartwriting	2
PROD-306	Ableton Live	3
IND-112	Music Licensing 1	2
IND-211	Mechandise Licensing & Retail	2
		Total Credits: 15

QUARTER 5

CODE	COURSE	CREDITS
GE-405	Music Appreciation	3
PROD-230	Apple Logic	3
COMP-104	Guitar Accompaniment	2
MUS-1140	Elective	2
IND-201	Music Licensing 2	2
IND-305	Contemporary Performance Ensemble 1	2
IND-114	Private Lesson 1	2
Total Credits: 16		

QUARTER 6

CODE	COURSE	CREDITS
GE-303	Spanish	3
COMP-100	Songwriting 1	2
COMP-218	Music Business Practicum 1	3
IND-204	Royalty Accounting	2
IND-219	Career Development	2
IND-306	Contemporary Performance Ensemble 2	2
IND-115	Private Lesson 2	2
Total Credits: 16		

QUARTER 7

CODE	COURSE	CREDITS
GE-301	Music Cultures of the World	3
COMP-101	Songwriting 2	2
MUS-2140	Elective	2
IND-117	A&R and Label Management	3
IND-218	Music Business Law & Contracts	3
IND-315	Contemporary Performance Ensemble 3	2
Total Credits: 15		

QUARTER 8

CODE	COURSE	CREDITS
GE-302	Philosophy	3
MUS-302	Music History: Middle Ages to 19th Century	2
COMP-315	Songwriting Demo Production	2
IND-304	Applied Economics for Business	2
IND-307	Publicity	2
IND-311	Record Label & A&R Practicum	4
Total Credits: 15		

QUARTER 9

CODE	COURSE	CREDITS
GE-410	Music and Society	3
GE-305	Statistics	3
MUS-303	Music History: 19th Century - 20th Century	2
IND-314	Music Journalism	2
IND-350	Financial Strategies for the Indie Artist	2
IND-316	Touring Strategies	3
Total Credits: 15		

QUARTER 10

CODE	COURSE	CREDITS
GE-306	Physics for Musicians	2
GE-306L	Physics for Musicians Lab	1
MUS-327	Music History: America's Popular Music	2
ELE-114	Internship Prep	2
IND-403	Music Licensing & Song Placement Practicum	4
IND-412	Global Music Business	3
Total Credits: 14		

QUARTER 11

CODE	COURSE	CREDITS
GE-401	Sociology	3
GE-402	Political Science	3
MUS-3140	Elective	2
IND-312	Endorsement & Strategic Partnerships	2
MUS-416	Conducting	1
IND-207	Music Supervision	2
IND-410	Internship 1	2
Total Credits: 15		

QUARTER 12

CODE	COURSE	CREDITS
GE-403	Psychology	3
GE-406	Physiology	3
IND-313	Entrepreneurship	2
MUS-4140	Elective	2
IND-411	Internship 2	2
IND-450	Senior Project	2
Total Credits: 14		

ASSOCIATE OF ARTS IN MUSIC BUSINESS

The Associate of Arts in Music Business degree is a liberal arts degree that prepares graduates to foster and employ an entrepreneurial mindset. Students focus their studies on the music performance and the music industry in areas such as music law, music publishing, artist management, music licensing, live concert production and promotion, radio programming and production, artist development and marketing in addition to the conventional study of music history, theory, individual music instruction and ensemble performance. A primary goal of the program is to develop connections and relationships between students and the industry in Los Angeles through core coursework, masterclasses and internships.

PROGRAM LEARNING OUTCOMES

Program Learning Outcomes reflect the mission of the academic programs of the institution and address the acquisition of performance proficiency, specific professional knowledge and academic merit.

Associate of Arts

AA PLO 1: Performance Proficiency

Students will be able to demonstrate a suitable level of performance proficiency on their major instrument.

AA PLO 2: Professional Knowledge

Students will be able to demonstrate a general professional knowledge and skills in the language, technology, creative activity, and business practice of their concentrated field of study.

AA PLO 3: Critical Thinking

Students will be able to demonstrate the ability to critically analyze and solve problems that are characteristic in the study of music.

AA PLO 4: Language of Music Fluency

Students will be able to demonstrate knowledge of the elements of musical structure, and show foundational proficiency in music theory and basic composition.

AA PLO 5: Historical Context

Students will be able to demonstrate academic knowledge in popular music history – its composers, literature, and stylistic connections, from the invention of music genres to their contemporary expansions.

DEPARTMENT LEARNING OUTCOMES

Department Learning Outcomes reflect the mission and learning outcomes of the institution, the academic program and to the acquisition of skills that are specific to a concentrated field of study.

MB DLO 1: Professional Knowledge

Students will be able to demonstrate broad professional knowledge in the language, communication, strategic trends, and legal concepts as practiced in areas of publishing, recording, licensing, artist management and promotion in the music and entertainment industry.

MB DLO 2: Historical Influences

Students will be able to demonstrate knowledge of the evolution of business roles and structures in the popular music industry and how they influence current practices and trends.

MB DLO 3: Proficiency in Songwriting

Students will be able to demonstrate knowledge of musical structure, harmonic language and lyric composition by composing original songs that display fundamental skill in melodic and harmonic form, lyrical content and musical arrangement.

MB DLO 4: Foundational Music

Students will be able to demonstrate intermediate knowledge and proficiency in music theory, basic keyboard techniques, contemporary music and popular song history and their cultural context, and conducting.

MB DLO 5: Business Technology

Students will be able to demonstrate competency in using computer technology and online tools such as social media and streaming platforms in the practice of monetizing music and media content.

MB DLO 6: Strategic Planning

Students will be able to demonstrate the ability to synthesize professional knowledge and entrepreneurial concepts to create a business strategy supported by financial planning and marketing.

ASSOCIATE OF ARTS - DEGREE PACING

90 Credits

QUARTER 1

CODE	COURSE	CREDITS
GE-100	English Composition	3
GM-110A	Theory/Musicianship 1	3
GM-111A	Musicianship Development 1	2
IND-100	Music Industry Studies 1	2
IND-102	Music Marketing Foundations	2
IND-104	History of the Digital Revolution 1	2
Total Credits: 14		

QUARTER 5

CODE	COURSE	CREDITS
MUS-303	Music History: 19th Century - 20th Century	2
PROD-230	Apple Logic	3
COMP-104	Guitar Accompaniment	2
MUS-2140	Elective	2
IND-201	Music Licensing 2	2
IND-305	Contemporary Performance Ensemble 1	2
IND-115	Private Lesson 2	2
Total Credits: 15		

QUARTER 2

CODE	COURSE	CREDITS
MUS-1140	Elective	2
GM-110B	Theory/Musicianship 2	3
GM-111B	Musicianship Development 2	2
IND-105	History of the Digital Revolution 2	2
IND-109	Music Industry Studies 2	2
IND-110	Social Media Branding	2
IND-113	Music Publishing 1	2
Total Credits: 15		

QUARTER 6

CODE	COURSE	CREDITS
IND-313	Entrepreneurship	2
COMP-100	Songwriting 1	2
COMP-218	Music Business Practicum 1	3
IND-204	Royalty Accounting	2
IND-219	Career Development	2
IND-306	Contemporary Performance Ensemble 2	2
IND-225	AA Final Project	2
Total Credits: 15		

QUARTER 3

CODE	COURSE	CREDITS
GE-200	Oral Communication	3
GM-210A	Theory/Musicianship 3	3
IND-101	Building the Artist's Team	2
IND-108	Artist Management Seminar	3
IND-202	Music Publishing 2	2
IND-203	Music Data & Marketing Budgeting	2
Total Credits: 15		

QUARTER 4

CODE	COURSE	CREDITS
MUS-302	Music History: Middle Ages to 19th Century	2
GM-210B	Theory/Musicianship 4	3
MUS-116	Chartwriting	2
PROD-306	Ableton Live	3
IND-112	Music Licensing 1	2
IND-211	Mechandise Licensing & Retail	2
IND-114	Private Lesson 1	2
Total Credits: 16		