

# SUNY Fredonia Program Proposal Form

*Approved by Senate AAC and VPAA Council September, 2008*

1. (a) *Program Title:* B.S. in Business Administration – Music Business  
(b) *Department Making Proposal:* Business Administration  
(c) *Chair/Director:* Mojtaba Seyedian  
(d) *Office Number/Building:* E336 Thompson Hall  
(e) *Telephone:* x4813  
(f) *E-mail:* seyedian@fredonia.edu

2. *Check which applies (double-click a box to check or uncheck it):*  
 Major Program       Minor Program       Concentration

*Check which applies:*

- Proposed New Program       Proposed Change to an Existing Program

3. *Does this proposal impact the Professional Education Unit? No*
4. *If changes are being proposed to an existing program, briefly provide an overview of the proposed changes.*

Recasting the curriculum of the existing Music Business (business track) program into the mold of the curriculum of the degree programs in Business Administration, while adding and deleting courses in consideration of curricular currency and faculty resources.

**Added by JS: Currently, Music Business is a major under Interdisciplinary Studies. This proposal is to have Music Business become a major program under Business Administration, a la Finance, Management, and Marketing.**

5. *If this is a proposed change to an existing program, provide the current catalog listing (or, at least, show those parts of the current listing that are being revised).*

Refer to page 67 of the 2007 – 2009 Undergraduate Catalog.

6. *Provide a complete (new or revised) catalog listing for the program requirements, following the format used in the current university catalog.*

Supporting Courses: **15 hours**

COMM 102: Mass Media and Society	3
CSIT 107: Web Programming	3
CSIT 151: Introduction to Information Systems	3
CSIT 251: Information System Structures	3
Plus one of the following two courses:	
BUAD 378: Business Ethics	3
PHIL 310: Business Ethics	3

Lower Level Business Core: **18 hours**

BUAD/ECON 200: Fund. of Statistics for Business and Economics	3
ECON 201: Principles of Macroeconomics	3
ECON 202: Principles of Microeconomics	3
ACCT 201: Principles of Financial Accounting	3
ACCT 202: Principles of Managerial Accounting	3
BUAD 235: Introduction to Business Communication	3

Upper-Level Business Core Courses: **15 hours**

BUAD/ECON 300: Statistical Analysis	3
BUAD 310: Legal Environment of Business	3
BUAD 320: Managerial Finance	3
BUAD 323: Organizational Behavior	3
BUAD 328: Marketing Foundations	3

Major Course requirements: **35 or 36 hours**

MUS 021-048: Ensemble	2
MUS 101: Beginning Music Theory I	3
MUS 115: Music Appreciation	3
MUS 104: Applied Music (two semesters)	1
MUS 285: Music Copyright	3
MUS 380: The Business of Music	3
MUS 385: Music Contracts	3
MUS 425: Music Marketing and Promotion	3
MUS 420: Student Record Label	3

Either

SRT 105: Recording Techniques for Music	1
---	---

or

MUS 471: Digital Recording Software	2
-------------------------------------	---

Two of the following courses:

MUS 333: Music of the World	3
MUS 265: History of Jazz	3
MUS 270: History of American Popular Music	3
MUS 457: Seminar in Popular Music	3

One of the following courses:

AADM 400: Arts Administration Practicum	3
BUAD 340: Marketing Research	3
BUAD 342: Consumer Behavior	3
BUAD 445: Integrated Marketing Communication	3
BUAD 446: Sales Management	3
BUAD 480: Internship	3
MUS 465: Music Business Internship	3

7. *Please provide a rationale for the proposal, including a discussion of resource implications. If appropriate, indicate how the proposed new program or program change resulted from program assessment.*

Currently, the Music Business – Business Track is an interdisciplinary major under the supervision of the Associate Vice President for Academic Affairs. Due to increased enrollment (100+), it is now imperative to make the program a stand-alone major and house it in an appropriate department. It has been decided to house the major in the Business Administration Department because, according to the department's accrediting body (AACSB) all the campus programs with more than 25% of required course work in business must be housed in the BUAD department.

There are no resource implications for this proposal as it merely deals with the re-housing of an existing major.

8. *If a new program is being proposed, please provide a plan for program assessment. This should include, in particular, a plan for the assessment of student learning that follows the format of existing plans on file with the Office of Campus Assessment.*

Since Music Business will be part of the Business Administration program, it will be assessed as part of that program.

9. *Please list any new courses or changes to existing courses related to this proposal. Remember to submit course proposal forms for these.*

MUS 420, MUS 425