

SUNY Fredonia Program Proposal Form

Approved by Senate AAC and VPAA Council September, 2008

1. (a) *Program Title:* Music Business – Business Track
(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

Does this proposal impact the Professional Education Unit? No

3. *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.

4. *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).*

Requirements leading to the Bachelor of Science Degree in Interdisciplinary Studies – Music Business

*I. Music Core (19 credit hours):**

Music Track: (audition required)

MUS 021-050 Ensemble (two semesters) Var. Credit

MUS 100 Recital Seminar (taken concurrently with MUS 105, 106) 0

MUS 105-106 Applied Music (two semesters) 4

MUS 115 Music Appreciation 3

or

MUS 264 Topics in Music History

MUS 117-118 Piano Class I & II 2

MUS 121-122 Aural Theory I & II 4

MUS 123-124 Written Theory I & II 4

MUS 131-132 Applied Musicianship 2

*Ensembles carry variable credit. Therefore, the total credit hours will increase.

Business Track:

MUS 021-050 Ensemble (two semesters) Var. Credit

MUS 104 Applied Music Class (four semesters) 4

MUS 115 Music Appreciation 3

MUS 101-102 Beginning Music Theory 6

Two courses chosen from: 6

MUS 270 History of Amer. Popular Music

MUS 333 Music of the World

MUS 265 History of Jazz

MUS 269 Music Criticism

II. Business Core (39 credit hours):

CSIT 104 Introduction to Microcomputer Software 3

ECON 200 Statistics 3

or

STAT 200 Statistical Methods

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 310 Legal Environment of Business 3

BUAD 315 Principles of Business Finance 3

BUAD 321 Management and Organizational Behavior 3

BUAD 325 Principles of Marketing 3

MUS 380 The Business of Music 3

MUS 385 Music Contracts 3

MUS 285 Music Copyright 3

III. Area of Concentration (9 credit hours):

Students in Music Business must complete a minimum of 9 credit hours in one of two concentrations:

Communications/Public Relations (select 9 credit hours from below)

COMM 102 Mass Media and Society 3

COMM 110 Desktop Presentation 1

COMM 111 Web Design 1

COMM 112 Desktop Video 1

COMM 114 Electronic Darkroom 1

COMM 115 Advanced Electronic Darkroom 1

COMM 116 Desktop Publishing 1

COMM 118 Desktop Audio 1

COMM 222 Principles of Public Relations* 3

BUAD 235/COMM 235 Introduction to Business Communication 3
JOUR 270 Issues in Journalism 3
MUS 476 Audio and Desktop Media 3
or
MUS 485 Multimedia for Musicians

Or

Merchandising/Promoting (select 9 credit hours from below)

BUAD 340 Marketing Research*** 3
BUAD 342 Consumer Behavior** 3
BUAD 445 Integrated Marketing Communication 3
BUAD 446 Sales Management** 3
MUS 476 Audio and Desktop Multimedia 3
or
MUS 485 Multimedia for Musicians

*Prerequisite COMM 101

** Prerequisite: BUAD 328

***prerequisites BUAD 328 and BUAD 300

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

Supporting Courses: **12 hours**

COMM 102: Mass Media and Society
CSIT 107: Web programming
CSIT 151: Introduction to Information Systems
CSIT 251: Information System Structures

Lower Level Business Core: **18 hours**

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

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

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

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

MUS 021-048: Ensemble 2 hours
MUS 101: Beginning Music Theory I 3 hours

MUS 115: Music Appreciation	3 hours
MUS 104: Applied Music Class*	1 hour
MUS 104: Applied Music Class*	1 hour
MUS 285: Music Copyright	3 hours
MUS 380: The Business of Music	3 hours
MUS 385: Music Contracts	3 hours
MUS 425: Music Marketing and Promotion	3 hours
MUS 420: Student Record Label	3 hours
1 or 2 hours from the following:	1 or 2 hours
SRT 105: Recording Techniques for Music	
MUS 471: (Digital Recording Software)**	
6 hours from the following:	6 hours
MUS 333: Music of the World	
MUS 265: History of Jazz	
MUS 270: History of American Popular Music	
MUS 457: Seminar in Popular Music	
3 hours from the following:	3 hours
AADM 400 Arts Administration Practicum	
BUAD 480: Internship	
MUS 465: Music Business Internship	
BUAD 340: Marketing Research	
BUAD 342: Consumer behavior	
BUAD 445: Integrated Marketing Communication	
BUAD 446: Sales Management	

*One credit hour per semester for two semesters.

**Special Topics Workshop

6. *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 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.

7. *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.*

Click the ▲ to enter text.

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

MUSB 420, MUSB 425

9. *If this is a proposed new degree program:*
 - (a) *If an undergraduate program, complete and attach the SUNY Program Announcement (Appendix A) form.*
 - (b) *If a graduate program, complete and attach a draft Letter of Intent.*

Once the appropriate chair or program director has approved the new program or program changes, the above information should be submitted to the appropriate dean, using that dean's digital drop box in the ANGEL "Course and Program Approvals" group.

10. *Chair's Approval: I hereby approve this proposal and attest that all affected departments have been informed, and (if this is a proposal for a new program) that the Registrar has approved the proposed program title.*

Name: Mojtaba Seyedian Date: 3/27/09

11. *Dean's Approval: I hereby approve of this proposal. In so doing, I acknowledge that any resource implications of the proposal have been considered, and that any concerns the administration has in this regard will be communicated to the Academic Affairs Committee.*

Name: David W. Ewing Date: 3/31/09

12. *Approval by the Professional Education Council (required if the proposal impacts the Professional Education Unit):*

Name: NR Date: Click the ▲ to enter text.

13. (a) *Approval by the Graduate Council (required for a new graduate program or significant change to an existing graduate program):*

Name: Click the ▲ to enter text. Date: Click the ▲ to enter text.

(b) *Approval by the Academic Affairs Committee (required for a new undergraduate program or significant change to an existing undergraduate program):*

Name: Joseph Straight Date: April 1, 2009

14. *Approval by the Vice President for Academic Affairs and Fredonia University Senate Chair (if major change to an existing program or new program):*

Name: Click the ▲ to enter text. Date: Click the ▲ to enter text.

Name: Click the ▲ to enter text. Date: Click the ▲ to enter text.