

# MUSIC ENTREPRENEURSHIP MINOR (B.MUS.) (18 CREDITS)

**Offered by:** Music Research (Schulich School of Music)

**Degree:** Bachelor of Music

**Program credit weight:** 18

## Program Description

This Minor is a collaboration between the Schulich School of Music and Desautels Faculty of Management. It is designed to provide music students with an understanding of how to conceptualize, develop, and manage successful new ventures; manage their careers as performers, music teachers and arts administrators; and develop skills in marketing, fundraising, publicizing, and financing. The program covers the essentials of management and is multidisciplinary and integrative.

This Minor is restricted to B.Mus. students who have completed one year of studies and have a minimum CGPA of 3.0. The minor has limited enrolment; interested students should contact the Music Research Department to apply for admission. Students in this Minor are not permitted to take the Desautels Minors in Management, Marketing, Finance or Operations Management (for Non-Management Students).

## Required Courses (9 credits)

Expand allContract all

Course	Title	Credits
INTG 215	Entrepreneurship Essentials for Non-Management Students.	3
MGPO 362	Fundamentals of Entrepreneurship.	3
MUPD 350	Applied Projects for Musicians.	3

## Complementary Courses (9 credits)

3 credits from the following:

Expand allContract all

Course	Title	Credits
MGCR 211	Introduction to Financial Accounting.	3
MGCR 222	Introduction to Organizational Behaviour.	3
MGCR 331	Information Technology Management .	3
MGCR 341	Introduction to Finance.	3
MGCR 352	Principles of Marketing.	3
MGCR 372	Operations Management.	3
MGCR 382	International Business.	3
MGCR 423	Strategic Management.	3
MGCR 460	Social Context of Business.	3

3-6 credits chosen from the following:

Expand allContract all

Course	Title	Credits
MUMT 301	Music and the Internet.	3
MUPD 200	Introduction to Music Marketing.	3
MUPD 201	Business Fundamentals for Musicians.	3
MUPD 475	Special Project: Professional Development 3. <sup>1</sup>	3
MUSR 200	Audio Recording Essentials.	3
MUSR 201	Audio Production Essentials.	3

<sup>1</sup> To be counted towards the Minor in Music Entrepreneurship, the internship placement or project must be approved as having an entrepreneurial focus.

0-3 credits chosen from the following:

Expand allContract all

Course	Title	Credits
BUSA 465	Technological Entrepreneurship.	3
MGPO 364	Entrepreneurship in Practice.	3
MGPO 438	Social Entrepreneurship and Innovation.	3
PSYC 471	Human Motivation.	3