

# MUSIC INDUSTRY, BMUS/MBA

## Contact

Whitman Graduate Programs Office, Suite 315, 315-443-4327,  
busgrad@syr.edu

Gregg Barron, 120D Crouse College, 315-443-2191, gpbarron@syr.edu

Students will complete 120 credits for the Bachelor of Music in Music Industry degree and an additional 54 credits for the MBA degree.

## 3+2 Program

### Program Description

The joint B.M. Music Industry/MBA program is designed to provide high-caliber students at Syracuse University with the opportunity to complete a bachelor's degree in the Setnor College of Music and an MBA degree in the Whitman School of Management in five years with minimal additional expense and time.

### Accreditation

The Whitman School has been accredited by the Association to Advance Collegiate Schools of Business (AACSB International) since 1920.

### Admission

Students in the Setnor School will apply for the MBA program during their sophomore year. Students are required to take the GMAT as part of the application process. Applicants will be considered for the program based on their GMAT score, previous academic experience, references, and application essay.

## Satisfactory Progress

Students are required to maintain a GPA of 3.0 or higher to meet degree requirements for the MBA.

## Student Learning Outcomes

1. Demonstrate skills for functional and artistic self-expression at the appropriate level and the ability to perform a cross-section of repertoire
2. Demonstrate functional keyboard skills to support musicianship at the appropriate level
3. Demonstrate an understanding of the common elements and organizational patterns of music and their aural and verbal analysis and a functional understanding of musical forms, processes, and structures
4. Demonstrate the ability to complete aural dictation at the appropriate level
5. Demonstrate growth in artistry and technical skills in an ensemble setting and collaborative competency and knowledge of ensemble repertoire
6. Demonstrate a functional knowledge of music history and repertoire through the present time, including the study and experience of musical languages and cultures
7. Demonstrate skills for functional and artistic self-expression at the appropriate level and the ability to perform a cross-section of repertoire

8. Demonstrate growth in artistry and technical skills in an ensemble setting and collaborative competency and knowledge of ensemble repertoire
9. Demonstrate knowledge and skills sufficient to work as a leader, and in collaboration, on matters of musical interpretation
10. Demonstrate an understanding of multiple business structures, articulate the layout of the current media landscape, and deconstruct how current music industry contracts are structured
11. Demonstrate industry specific skills in the professional business environment of an internship, have the knowledge and skills to secure a job in the music industry, and understand the function and relationships between each of dozens of unique career paths
12. Articulate how to market a musical product in the current media landscape
13. Demonstrate the ability to develop a business plan focused on a music centric company and articulate opportunities in the areas of entrepreneurship in the arts

## Program Requirements

Students are required to achieve 5 credits of music industry practicum (internships). There are opportunities in the immediate campus area during the academic year and numerous opportunities with high-profile music industry businesses in major metropolitan areas such as New York City.

- Music Requirements: 96 credits
- Principal Performance Area: 16 credits
- Secondary Performance Area: 4 credits (Keyboard Skills unless Piano or Organ student)
- MBA Requirements: 54

Code	Title	Credits
<b>Music Requirements</b>		
Principal Performance Area		16
Secondary Performance Area		4
(Keyboard Skills Unless Piano or Organ Student)		
MTC 145	Theory and Musicianship I	3
MTC 146	Theory and Musicianship II	3
MTC 147	Ear Training I	1
MTC 148	Ear Training II	1
MTC 245	Theory and Musicianship III	3
MTC 246	Theory and Musicianship IV	3
MTC 247	Ear Training III	1
MTC 248	Ear Training IV	1
CTG 545	Basic Conducting	2
<b>Music History and Literature</b>		
MHL 185	Introduction to World Music	3
MHL 267	European Music before 1800	3
MHL 268	European and American Music Since 1800	3
<b>Large Ensembles</b>		
One Large Ensemble Required for Each Semester in Residence		7
Final semester is taken for 0 credit.		
<b>Weekly Student Convocations</b>		
Required for Each Semester in Residence		0
<b>Music Electives</b>		
Complete 6 credits of Music Electives.		6

**Music Industry Requirements**

MUI 205	Music Industry I	3
MUI 206	Music Industry II	3
MUI 305	Music Industry Marketing and Media	3
MUI 307	Studio Recording	3
MUI 308	Live Sound and Concert Recording	3
MUI 310	Soyars Leadership Lecture Series ((x6) 1 credit each)	6
MUI 320	Syracuse University Recordings	2
MUI 402	Current State of the Music Industry	2
MUI 405	Music Industry Law and Ethics	3

**Academic Requirements**

WRT 105	Studio 1: Practices of Academic Writing	3
WRT 205	Studio 2: Critical Research and Writing	3
ECN 203	Economic Ideas and Issues	3
MAR 301	Essentials of Marketing	3
MGT 355	Strategic Human Resource Management	3
PSY 205	Foundations of Human Behavior	3
SOC 101	Introduction to Sociology	3
FYS 101	First Year Seminar	1

**Academic Electives**

Must be a 3-credit course chosen from the IDEA Elective List.	8
---	---

**MBA Courses**

MBC 600	Selected Topics	1-6
MBC 601	Economic Foundations of Business	1.5
MBC 602	Economics for International Business	1.5
MBC 606	Information Technology for Decision Support	1.5
MBC 609	Accounting for Managerial Decisions	1.5
MBC 610	Opportunity Recognition and Ideation	1.5
MBC 629	Legal and Ethical Aspects of Management	1.5
MBC 630	Behavior in Organizations	1.5
MBC 631	Financial Accounting	3
MBC 633	Managerial Finance	3
MBC 635	Operations and Supply Chain Management	3
MBC 636	Marketing Management	3
MBC 638	Data Analysis and Decision Making	3
MBC 645	Strategic Management	3
MBC 647	Global Entrepreneurial Management	3
Management Elective		3
MBA Internship		3
MBA Independent Study		3
MBA Electives		12
Total Credits Required: 166		

## Degree Requirements

Students admitted to the MBA program will be awarded their B.M. in Music Industry degree concurrently with their MBA degree, as they will complete their B.M. and MBA requirements during their fifth year.

### 3+2 Program Requirements

Years 1 & 2: Enrollment in required undergraduate coursework

Year 3: Enrollment in undergraduate courses and summer MBA coursework

Year 4: Enrollment in some MBA courses and summer MBA internship

Year 5: Completion of BM and MBA coursework

## Transfer Credit

Students can transfer a maximum of 6 credits of elective coursework for the MBA degree. The credits must be graduate level taken from an AACSB accredited business school. A grade of "B" or higher is needed to transfer in the credits. The grade itself does not transfer.

## Study Abroad

During their academic career, industry students have the opportunity to study abroad in London and Strasbourg or spend a semester interning and taking classes in L.A.

### Degree Awarded: BMus in Music Industry/MBA

#### Undergraduate University Requirements

The following requirements and experiences apply to all Syracuse University Undergraduate matriculated degree programs.

- IDEA Course Requirement (<https://coursecatalog.syracuse.edu/undergraduate/idea-course-requirement/>)
- First Year Seminar (<https://coursecatalog.syracuse.edu/undergraduate/courses/fys/>)