

**TO:** 2021-22 Senate Executive Committee  
Ann Marshall, Chair  
**FROM:** Sarah S. LeBlanc, Chair, Curriculum Review Subcommittee  
**DATE:** February 17, 2022  
**SUBJECT:** 5 Year BS Music Industry and Master of Business Administration

The Curriculum Review Subcommittee supports the proposal from the School of Music, for their proposed 5 Year BS Music Industry and Master of Business Administration. We find that the proposal requires no Senate review.

Thank you for your attention in this matter.

**Approving**

Laurel Campbell  
Behin Elahi  
Teresa Hogg  
Sarah LeBlanc  
Jaiyanth Daniel  
Haowen Luo

**Not Approving**

**Absent**

Shannon Johnson

Terri Swim, exofficio (non-voting member)

**Approved**

Hadi Alasti  
Alan Legg  
Hank Strevel

**Not Approved**

Shannon Johnson

**Absent**

David Cochran

Members Kate White and Kerrie Fineran are on sabbatical  
Terri Swim, exofficio (non-voting member)

## Degree/Certificate/Major/Minor/Concentration Cover Sheet

Date: 9/1/2021

Institution: Purdue

Campus: Fort Wayne

School or College: VPA

Department: Music

Location: On Campus  80% or more online: Yes  No

County: Allen

Type: Degrees: Combined or Dual Degrees (both Existing)

Program name:

BS Music Industry and Master of Business Administration

Graduate/Undergraduate: Undergraduate

Degree Code: BS

### Brief Description:

This program is an accelerated (4+1) program with the combination of the BS in Music Industry and the Master of Business Administration. This combined program only uses the existing courses in the BS in Music Industry and the MBA, no new courses or resources are required. Students complete 12 credits that overlap between the programs.

### Rationale for new or terminated program:

Students considering the music industry major may want this combined program to receive the undergraduate degree and the graduate degree in 5 years. Graduates with industry specific knowledge from the BS in Music Industry and the broad preparation of the MBA will have significant advantages for career placement and opportunity for career advancement. Local placement at Sweetwater is a stable and expanding employment opportunity. Students in the undergraduate music business program complete a minor in business, which provides a foundation for further business study at the graduate level.

CIP Code: 50.1003 and 52.0101

Name of Person who Submitted Proposal:

David Steffens

Contact Information (phone or email): steffedj@pfw.edu

## Proposal for Graduate Multiple Degree Combined Program (New, Revision, or Expiration)

Please complete each question below. Your proposal should be approved by your department- and college-level committees before being sent to the OAA, specifically the Associate Vice Chancellor for Academic Programs (AVCAP). Of course, the AVCAP is available to answer questions or provide guidance/feedback on your proposal anytime during the process.

1. Proposal Type – New Multiple Degree Program
2. Title Combined B.S. in Music Industry/M.B.A. with any concentration
3. College: VPA
4. 2nd College (if more than one involved): Business
5. Department: Music
6. 2nd Department: Business
7. International University (if applicable): none
8. Proposed Date of Initiation – Effective Term: Fall 2022

THE POLICY AND GUIDELINES (appendix H and I)

LINK: <https://catalog.purdue.edu/content.php?catoid=7&navoid=2914>

LINK: <https://catalog.purdue.edu/content.php?catoid=7&navoid=2948>

9. Method(s) of Delivery: On Campus

10. Summary:

The BS in Music Industry degree requires that all students complete the Business Studies minor. This is a logical avenue for creating an accelerated program with the Doermer School of Business Masters of Business Administration program. As such, the minor and one additional requirement will be modified for 4 + 1 students (combined program) to allow 12 overlapping credits:

Existing Minor in Business Studies	CR	Requirements for Minor for 4 + 1 students	CR
BUS 30101 (Intro to Marketing)	3	BUS 56000 (Marketing & Customer Relations Management)	3
BUS 30102 (Operations Management)	3	BUS 54001 (Data Analysis and Management Science)	3
BUS 30200 (Management and Behavior in Organizations)	3	BUS 55200 (Management of Information Technology)	3

Existing course in Music Industry Program	CR	Requirement for 4 + 1 Students	CR
MUSC 40400 Internship	3	BUS 60001 Experiential Learning	3

In addition, some of the remaining Business Studies minor will be used to meet Pre-MBA courses. More specifically,

BUS 20100 (Principles of Financial Accounting; 3) will waive BUS 50100 (1)  
 ECON 20101 (Intro to Macroeconomics; 3) will waive BUS 50300 (1)  
 MUSC 28362 (Legal Aspects of the Music Industry) will waive BUS 50400 (1)

11. List of Specific Degrees to be Conferred: Bachelor of Science in Music Industry and Master of Business Administration
12. Provide RATIONALE and NEED for offering the combined degree program. Students considering the music industry major will want this combined program to receive the undergraduate degree and the graduate degree in 5 years. Graduates with industry specific knowledge from the BS in Music Industry and the broad preparation of the MBA will have significant advantages for career placement and opportunity for career advancement. Local career placement at Sweetwater is a stable and expanding employment opportunity. The required minor in Business Studies for all Music Industry students provides a strong foundation for further business study at the graduate level.

Graduates of this program will have employment opportunities available to MBA graduates and also be qualified for positions specific to the music industry. Relevant entry-level jobs with salaries are noted below:

Marketing Coordinator \$65,810 annual (ONET)	Royalty Processing Analyst \$42,366 (Glassdoor)	Copyright Associate \$58,061 (Glassdoor)
Tour Coordinator \$42,442 (Glassdoor)	Venue Management Assistant \$44,961 (Glassdoor)	Public Relations Representative \$48,519 (Glassdoor)
Business Management Associate \$75,420 (ONET)	Music Promotion Representative \$62,713 (Glassdoor)	Music Contract Analyst \$64,606 (Glassdoor)
Licensing Associate \$62,713 (Glassdoor)	YouTube Content Coordinator \$40,000 (CCMG)	Merchandiser \$30,810 (ONET)
Radio TV Promoter \$53,847 (Glassdoor)	Social Media Coordinator \$43,749 (Glassdoor)	Legal Clearances Analyst \$60,000 (UMG)

13. Objective for the development of the 4 + 1 program: Create an accelerated program to attract and retain students who plan careers in music business and/or business.

**Student Learning Outcomes for the BS in Music Industry** program, include:

- Students will demonstrate knowledge of popular music styles with an understanding of the social, political and cultural impacts that shaped musical development.
- Students will demonstrate proficiency in utilizing appropriate technology to notate and create music, to investigate and report scholarly research, and to support the specific demands of their professional degrees.
- Students will demonstrate an understanding of the legal problems and issues associated with the music industry, including case studies, modern/emerging business models and music licensing.
- Students will apply working knowledge of music event production and the functions and operation of the music publishing industry.
- Students will demonstrate an understanding of marketing products in the music industry including online, distribution, advertising and promotion.
- Students will demonstrate practices, and techniques for self-marketing and promoting the “independent” musical artist or group in order to succeed in the current music industry.

**Student learning outcomes for the Masters in Business Administration** are:

- Conduct innovative problem solving
- Transcend functional boundaries
- Make complex, short-term decisions
- Engage in strategic decision making
- Solve managerial problems
- Effectively utilize information technology
- Build organizational environments
- Develop a sense of professional and social responsibility

#### **14. Proposed Program Structure**

- a. Admission Requirements and Process: PFW undergraduate admission, MBA program admission required for students to add the MBA in combination. Music Industry students can apply at the end of their second year for admission to the 4 + 1 program. They must have a minimum undergraduate GPA of 2.75 or

higher. They will not be required to submit a GMAT as the MBA program does require GMAT for students with a business minor.

- b. Degree Requirements: See the curriculum for BS Music Industry (Appendix A), MBA (Appendix B and C), and below for the 4+1 combined BS Music Industry/MBA
- c. Scope, Size of the Program: Expectation for 5-10 students who will opt for the combined program.
- d. Administrative Structure -- Include a description of the curriculum for the program, including plans of study for each of the separate programs, with specific notations of courses (numbers and titles) to be used to fulfill requirements for each program in the combined plan.

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### **Bachelor of Science in Music, Music Industry/MBA**

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## **Bachelor of Science in Music, Music Industry**

### **Major Area: Music Industry Courses:**

#### Required Courses:

MUSC 18203 Survey of Music Industry and Copyright	Cr. 3
MUSC 28361 Music Publishing	Cr. 3
MUSC 28362 Legal Aspects of the Music Industry (waives BUS 50400)	Cr. 3
MUSC 38366 Music Business: Start up to Success	Cr. 3
MUSC 48401 Music Marketing, Promotion, and Entrepreneurship	Cr. 3
MUSC 48499 Senior Seminar	Cr. 3

#### Choose 15 credits from:

MUSC 20700 Electronic Music I	Cr. 3
MUSC 20800 Electronic Music II	Cr. 3
MUSC 30500 Practicum	Cr. 3
MUSC 30600 Variable Topics-Special Topics	Cr. 3
MUSC 38363 Concert and Event Promotion	Cr. 3
MUSC 38364 Music Products Merchandising	Cr. 3
MUSC 38365 Artist Management	Cr. 3
MUSC 48403 Independent Study	Cr. 3

Total Music Industry Courses 33 credits

### **Supportive Courses in Music**

#### 9 Credits Required from:

MUSC 20103 History of Rock and Roll Music	Cr. 3
MUSC 28211 Variable Topics: Perspectives in Music	Cr. 3
MUSC 39300 History of Jazz	Cr. 3

MUSC 40501 History of Music I	Cr. 3
MUSC 40502 History of Music II	Cr. 3
MUSC 40503 History of Music III	Cr. 3

Required Additional 18 credits from any MUSC Courses	Cr. 18
Total Supportive Courses in Music	27 credits

**Business Studies:**

**Undergraduate Minor in Business Studies:**

BUS 20100 Principles of Financial Accounting (waives BUS 50100)	Cr. 3
BUS 20101 The Computer in Business	Cr. 3
ECON 20101 Introduction to Microeconomics (waives BUS 50300)	Cr. 3
BUS 55200 Management of Information Tech. (replaces BUS 30200)	Cr. 3
BUS 54001 Data Analysis and Mgmt. Science (replaces BUS 30102)	Cr. 3
BUS 56000 Marketing and Cons. Rel. Management (replaces BUS 30101)	Cr. 3
Total Business Studies minor	18 credits

**Media Production Courses:**

9 Credits Required from:	
AD 10502 Digital Imaging	Cr. 3
AD20301 Web Design I: Introduction to Web Design	Cr. 3
AD 20801 Video and Inter-Media I	Cr. 3
Total Media Production Courses	9 credits

**General Education**

Total General Education	<u>33 credits</u>
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\* Specific general education courses are common choices among courses meeting requirements.

Total program	<b>120 credits</b>
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**Master of Business Administration Graduate Courses:**

BUS 50200 Basic Finance	Cr. 1
BUS 52400 Decision Making and Economic Environment in a Global Economy	Cr. 3
BUS 54001 Data Analysis and Mgmt. Science (in UG minor)	Cr. 0/3
BUS 54200 Strategic Cost Management	Cr. 3
BUS 54201 Financial Analysis and Decision Making	Cr. 3
BUS 54202 Leadership and Management of People in Organizations	Cr. 3
BUS 55200 Management of Information Tech. (in UG minor)	Cr. 0/3
BUS 56000 Marketing and Cons. Rel. Management (in UG minor)	Cr. 0/3
BUS 57000 Operations and Supply Chain Management	Cr. 3
BUS 55900 Strategic Management Capstone	Cr. 3
BUS 60001 Experiential Learning – Internship (in UG degree)	Cr. 0/3
Concentrations/General Track (6 credits required)	
BUS 57500 Topics in Finance	Cr. 3

BUS 58900 Topics in Law	Cr. 3
BUS 57501 Topics in Operations Management	Cr. 3
Other Approved MBA Graduate Elective Courses	<u>Cr. 3</u>

Total Business Courses **25 (37) credits**

Total Credits for 4 + 1 program: **145 credits**

To recap, students in the 4 + 1 program will complete BUS 60001, BUS 55200, BUS 54001, and BUS 56000 in place of MUSC 40400, BUS 30200, BUS 30102, and BUS 30101. These 12 overlapping credits allow for the student to complete both degrees in 5 years.

Existing Minor in Business Studies	CR	Requirements for Minor for 4 + 1 students	CR
BUS 30101 (Intro to Marketing)	3	BUS 56000 (Marketing & Customer Relations Management)	3
BUS 30102 (Operations Management)	3	BUS 54001 (Data Analysis and Management Science)	3
BUS 30200 (Management and Behavior in Organizations)	3	BUS 55200 (Management of Information Technology)	3

Existing course in Music Industry Program	CR	Requirement for 4 + 1 Students	CR
MUSC 40400 Internship	3	BUS 60001 Experiential Learning	3

In addition, some of the remaining Business Studies minor will be used to meet Pre-MBA courses. More specifically,

- BUS 20100 (Principles of Financial Accounting; 3) will waive BUS 50100 (1)
- ECON 20101 (Intro to Macroeconomics; 3) will waive BUS 50300 (1)
- MUSC 28362 (Legal Aspects of the Music Industry) will waive BUS 50400 (1)

15. Sustainability and Impact on the State and Region:

Given that we expect 5-10 students to select this option, we believe this program is sustainable. Both programs have strong enrollments and we are currently able to meet student needs for courses by offering them on a regular, rotating basis. If students obtain the jobs listed earlier in the proposal (see page 2), this could result in raising to the average income of individuals/families in Northeast Indiana and throughout the state of Indiana. In 2019 the median income for individuals was \$28,548 (FW) and \$30,005 (IN) and for



households was \$49,411 (FW) and \$56,303 (IN). Even the lowest paid job on the list is above the median individual income for 1-year.

Given the published goal of the Allen County Together economic development plan to become recognized as a “Top-10 Music City” by the end of 2031 through expanded festivals, music venues, training and education, and music-industry innovation;” this proposal connects our academic programs to regional economic development plans. The program is timely as it supports the regional economic development plans and sustainable as part of a long-term commitment to music industry innovation. See

[https://www.greaterfortwayneinc.com/allen-county-together-plan-charts-course-for-next-decade-of-growth/?fbclid=IwAR0ZRKQks9jyvQ7jWSdR7JcdoBCKswdNL\\_pNqBjAov4J44Xa1QNLp\\_j3iaA](https://www.greaterfortwayneinc.com/allen-county-together-plan-charts-course-for-next-decade-of-growth/?fbclid=IwAR0ZRKQks9jyvQ7jWSdR7JcdoBCKswdNL_pNqBjAov4J44Xa1QNLp_j3iaA)

16. Staffing and Infrastructure: No additional resources are needed.
  - a. Additional Requirements: None

Graduate School and Graduate Program Requirements:

<https://www.purdue.edu/gradschool/prospective/gradrequirements/index.html>

**Table 1**  
**ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY**  
**Date: xx/xx/xx**

Institution/Location: Purdue University Fort Wayne \_\_\_\_\_  
 Program: Combined BS Music Industry and MBA

	<u>Year #1</u> <u>FY 2023</u>	<u>Year # 2</u> <u>FY2024</u>	<u>Year # 3</u> <u>FY 2025</u>	<u>Year # 4</u> <u>FY 2026</u>	<u>Year # 5</u> <u>FY 2027</u>
Enrollment Projections (Headcount)					
Full-Time	<u>3</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>7</u>
Part-Time	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total	<u>3</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>7</u>
Enrollment Projections (FTE)					
Full-Time	<u>3</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>7</u>
Part-Time	<u>      </u>	<u>      </u>	<u>      </u>	<u>      </u>	<u>      </u>
Total	<u>3</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>7</u>
Degree Completions Projection	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>3</u>

CHE Code: 12-XX  
 Campus Code: XXXX  
 County: Allen  
 Degree Level: XXX  
 CIP Code: Federal - 000000; State - 000000

## Appendix A

### BSM Music Industry Curriculum (Current)

General Education Requirements: Credits 33

Music Industry: Credits 30

Required courses: Cr. 15

- **MUSC 18203 - Survey Of Music Industry And Copyright** Cr. 3.
- **MUSC 28361 - Music Publishing** Cr. 3.
- **MUSC 28362 - Legal Aspects Of The Music Industry** Cr. 3
- **MUSC 38366 - Music Business: Start Up To Success** Cr. 3
- **MUSC 48401 - Music Marketing, Promotion And Entrepreneurship** Cr. 3.

Electives (choose from): Cr. 15

- **MUSC 20700 - Electronic Music I** Cr. 3.
- **MUSC 20800 - Electronic Music II** Cr. 3.
- **MUSC 30500 - Practicum** Cr. 1-4.
- **MUSC 30600 - VT-Special Topics** Cr. 1-4.
- **MUSC 38363 - Concert And Event Promotion** Cr. 3.
- **MUSC 38364 - Music Products Merchandising** Cr. 3.
- **MUSC 38365 - Artist Management** Cr. 3.
- **MUSC 40400 - Internship** Cr. 1-4.
- **MUSC 48403 - Independent Study** Cr. 1-4.

Perspectives In Music: Credits 9

Electives (choose from):

- **MUSC 20103 - History of Rock and Roll Music** Cr. 3.
- **MUSC 28211 - VT-Perspectives In Music** Cr. 3.
- **MUSC 39300 - History of Jazz** Cr. 3.
- **MUSC 40501 - Music History I** CR. 3.
- **MUSC 40502 - Music History II** CR. 3.
- **MUSC 40503 - Music History III** CR. 3.

Music Elective: Choose from any MUSC courses, Credits 18

Senior Seminar: MUSC 48499 - Senior Seminar, Credits 3

Media Production: Credits 9

- **AD 10502 - Digital Imaging** Cr. 3.
- **AD 20301 - Web Design I: Introduction to Web Design** Cr. 3.
- **AD 20801 - Video And Inter-Media I** Cr. 3.

Business Studies Minor: Credits 18

Total Credits: 120

## Appendix B

### MBA Curriculum (Current)

Business Essentials: (Credits 4) – may be waived

- **BUS 50100 - Essentials Of Accounting** Cr. 1.
- **BUS 50200 - Basic Finance** Cr. 1.
- **BUS 50300 - Introduction To Economics** Cr. 1.
- **BUS 50400 - Ethics And Regulatory Environment** Cr. 1.

Professional Core: (Credits 30)

- **BUS 52400 - Decision Making And Economic Environment In A Global Economy** Cr. 3.
- **BUS 54001 - Data Analysis And Management Science** Cr. 3.
- **BUS 54202 - Leadership And Management Of People In Organizations** Cr. 3.
- **BUS 54200 - Strategic Cost Management** Cr. 3.
- **BUS 54201 - Financial Analysis And Decision Making** Cr. 3.
- **BUS 57000 - Operations And Supply Chain Management** Cr. 3.
- **BUS 56000 - Marketing And Customer Relationship Management** Cr. 3.
- **BUS 55200 - Management Of Information Technology** Cr. 3.
- **BUS 59000 - Strategic Management** Cr. 3.
- **BUS 60001 - Experiential Learning** Cr. 3.0

Concentration/General Track (6 credit hours)

- **BUS 57500 - Topics In Finance** Cr. 3.
- **BUS 58900 - Topics In Law** Cr. 3.
- **BUS 57501 - Topics In Operations Management** Cr. 3.

Concentrations are available in Finance, Human Resource Management and Business Analytics. Students may also select a general track.

BUS 57500 - Topics in Finance - Finance Concentration - 6 credits in finance electives

BUS 57501 - Topics in Operations Management - Business Analytics Concentration - 6 credits in business analytics electives

BUS 58900 - Topics in Business Law, OLS 500+ as approved by MBA Director - Human Resource Management Concentration - 6 credits in human resource management electives

Total MBA Credits: 36 credits

## Appendix C

### MBA Program Plan for 4 + 1 Students

**36-40 Credit Hours Required**

**Concentration: Any**

Course #	Business Essential Courses	Cr Hr	DELIVERY	Term – Year
W 50100	<b>Essentials of Accounting</b> (Content covered: Financial Acct. & Managerial Acct.)	1	F 2 F	Waived – BUS 20101 in Minor
50200	<b>Basic Finance</b> (Content covered: Business or Corporate Finance)	1	F 2 F	Fall Prior to Senior Year
W 50300	<b>Introduction to Economics</b> (Content covered: Microeconomics & Macroeconomics)	1	ONLINE	Waived – Waived ECON 20101
W 50400	<b>Ethics and Regulatory Environment</b> (Content covered: Ethics and Business Law)	1	F 2 F – 1 ONLINE	Waived – BUS 20300/MUSC 28362
Course #	Professional Core	Cr Hr	DELIVERY	Term – Year
54202	<b>Leadership &amp; Management of People in Orgs</b>	3	ONLINE	Summer 2021, Fall 2021
54001	<b>Data Analysis and Management Science</b>	3	HYBRID or Online	IN UG MINOR
52400	<b>Decision Making and Economic Environment in a Global Economy</b> (PreReq: 50300 or equivalent)	3	ONLINE or Hybrid	Summer 2021, Spring 2021, Summer 2022 Online & Hybrid
54200	<b>Strategic Cost Management</b> (PreReq: 50100, 50400 or equivalent)	3	ONLINE or HYBRID	Fall 2021, Fall 2022
55200	<b>Management of Information Technology</b>	3	HYBRID	IN UG MINOR
54201	<b>Financial Analysis and Decision Making</b> (PreReq: 50200 or equivalent)	3	ONLINE	Spring 2021; Spring 2022
56000	<b>Marketing &amp; Customer Relationship Management</b>	3	HYBRID or ONLINE	IN UG MINOR
57000	<b>Operations &amp; Supply Chain Management</b>	3	HYBRID or ONLINE	Spring 2021, Summer 2020 Online 6/29-8/16, Summer 2021
Course #	Capstone	Cr Hr	DELIVERY	Term – Year
59000	<b>Strategic Management</b>	3	F 2 F	Fall 2021
<b>Concentration</b> (Must choose 1 concentration)				
57500 F 57501 BA	<b>Concentration – Must choose 1 concentration</b> Finance General Business Analytics Dual – BA and Finance	6	57501 – HYBRID 57500 – OL/F2F	Fall 2020, Spring 2021, Fall 2021, Spring 2022
<b>Additional Courses</b>				
60001	<b>Experiential Learning</b>	3	IND STUDY	IN UG DEGREE

**August prior to senior year: BUS 50200**