

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 7214S
Date of Senate Approval 04/03/14

Statement of Faculty Senate Action:

APC Document 60: Add Music Business as a concentration in Management

Effective Date: Fall 2014

1. Add: On page 204, under Management Concentrations, after the entry for Marketing:

Music Business

18 hours: MUSC 131, 382, 383, at least 3 hours from MUSC 390 or 490, and 6 hours of MUSC at the 300-400 level. The internship must be approved by both the student's advisor in Management and a member of the Music faculty. MUSC 390 or 490 can be used in lieu of MGMT 489 or 499 for the major requirements.

Impact Statement: These changes would have a relatively small impact on resources in either Management or Music. It is anticipated that, at least initially, fewer than ten students per academic year will be declaring the Music Business concentration.

Rationale: Multiple stakeholders (students, faculty, administration and community members) have long expressed a need for a degree that provides students with the tools necessary to be successful in the music business industry. The current structure of the curriculum does allow students to pursue degrees that somewhat meet this objective. For example, they could obtain an interdisciplinary degree (combining Music with Management) or they could pursue a major in Management with a minor in Music. These options were investigated as viable means to meet the aforementioned needs for programs of study in music business. The consensus from all interested parties is that a major in Management with a concentration in Music Business provides students with a stronger core of courses to be successful in the music business industry and also gives them a program that is practically more appealing and competitive in terms of finding appropriate and viable career opportunities. The faculty from both the Music and Management departments met to discuss the structure of this degree and reached agreement on the listed concentration courses.