

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 5617S
Date of Senate Approval 05/04/17

Statement of Faculty Senate Action:

APC Document 49 (MGMT): **Removal of the Music Business Emphasis Area;
Changes to the Experiential Learning Options for the
Management Major**

Effective Date: Fall 2017

1. Delete: On page 213, the entry under **Management Emphasis Areas:**

Music Business

Required: MUSC 140, 382 and 383.

2. Delete: On page 213, item IV a. under **Experiential Learning Options:**

IV. Experiential Learning Options—at least 3 credit hours chosen from one of the following options:

- a. 3-hour project-based internship experience completed in MGMT 489. Students choosing MGMT 489 must review the internship program policy (<https://mgmtacct.unca.edu/management-internships>), attend a mandatory information session, and receive project approval from the Department's Internship Coordinator prior to enrolling in the internship course. Students with a Music Business emphasis choosing to complete an internship must complete MUSC 390 or 490 (<https://music.unca.edu/internships>) in lieu of MGMT 489.

Add: On page 213, in place of deleted entry:

IV. Experiential Learning Options—at least 3 credit hours chosen from one of the following options:

- a. 3-hour project-based internship experience completed in MGMT 489. Students choosing MGMT 489 must review the internship program policy (<https://mgmtacct.unca.edu/management-internships>), attend a mandatory information session, and receive project approval from the Department's Internship Coordinator prior to enrolling in the internship course.

Resource Statement: Removing the Music Business Emphasis Area will have positive impact on student choice and no adverse effects on staffing resources. We are essentially permitting students who wish to study Music Business to enroll in the Arts Management and Entrepreneurship concentration in the Interdisciplinary Studies major program. Music is listed as an Emphasis Area in this new concentration. The Music Department will continue to offer these three courses as part of their current offerings. In terms of transition, majors in Management with an Emphasis Area in Music Business will be permitted to finish their current program, but no additional major declarations will be approved upon Senate approval of this proposal.

Rationale: We propose that the Music Business Emphasis Area be removed from the Management Major due to the inclusion of a related Music Emphasis Area in the approved concentration program in Arts Management and Entrepreneurship that will become effective in AY 2017-18. This would remove any programmatic redundancy, while also affording multi-disciplinary depth for students seeking more knowledge and skill in the area of managing and leading in the music industry and related arts fields. Additionally, deleting MUSC 390/490 from the Experiential Learning Options simply reflects the removal of the Music Business Emphasis Area.