

Business Bachelor of Science Completion Program with a Concentration in Music Business

Degree Type

Bachelor of Science

Environment

campus

Program Length

36 weeks

Overview

The Business Bachelor of Science program is designed to develop the knowledge and skills of business professionals in the entertainment and media industries. The program focuses on business management, marketing, and public relations and provides students with a strong foundation of academic and hands-on coursework. After you complete the core Business curriculum, you will have the opportunity to choose a concentration in Entertainment Business, Music Business, Sports Marketing and Media, or Digital Marketing. The Business curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Additionally, a Career Readiness course taken at the end of the program will provide you with an opportunity to prepare for your future career.

Objective

Bachelor's Objective Our goal is to provide you with a focused knowledge and understanding of essential business and management skills to enhance your ability to qualify for entry-level industry positions, including marketing analyst, brand ambassador, promotions manager, public relations assistant, digital marketing strategist, and a variety of other business positions in the fields of film, music, digital media, sports, broadcasting, and gaming. In addition to academic mastery, technical proficiency, and creative development, it is our goal to help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.

Students enrolling in this completion program will also complete the [Music Business Associate of Applied Science](#) degree program. [Apply today](#) to get started.

Month 1

| Code | Title | Credit Hours |
|---------|---|--------------|
| MUB3513 | Music Evaluation for Artists and Repertoire | 3.0 |
| ENC326 | Professional Writing | 4.0 |

Month 2

| Code | Title | Credit Hours |
|---------|------------------------------------|--------------|
| BUS349 | Project and Portfolio IV: Business | 3.0 |
| MUB3311 | Music Business Models | 3.0 |

Month 3

| Code | Title | Credit Hours |
|-------------|--|---------------------|
| ENTB3013 | Principles of Business Finance | 4.0 |
| MAN3152 | Leadership and Organizational Behavior | 4.0 |

Month 4

| Code | Title | Credit Hours |
|-------------|--------------------------|---------------------|
| MUM3733 | Music Business Marketing | 4.0 |
| STA3001 | Statistics | 4.0 |

Month 5

| Code | Title | Credit Hours |
|-------------|-----------------------------------|---------------------|
| BUS359 | Project and Portfolio V: Business | 3.0 |
| PHY3020 | Physical Science | 4.0 |

Month 6

| Code | Title | Credit Hours |
|-------------|-------------------------------|---------------------|
| MUB4361 | Music Retail and Distribution | 3.0 |
| HUM3505 | Popular Culture in Media | 4.0 |

Month 7

| Code | Title | Credit Hours |
|-------------|------------------------------------|---------------------|
| BUS469 | Project and Portfolio VI: Business | 3.0 |
| MUB4716 | Music Supervision | 3.0 |

Month 8

| Code | Title | Credit Hours |
|-------------|--------------------------------|---------------------|
| MUB461 | Concert Management and Touring | 4.0 |

Month 9

| Code | Title | Credit Hours |
|---------------------------|-------------------------------|---------------------|
| BUS4790 | Innovative Business Solutions | 3.0 |
| CRR4000 | Career Readiness | 4.0 |
| Total Credit Hours | | 60 |

Please Note

- Some specific courses may be offered online. Please see course descriptions for details.
- The approved program is a degree completion program. Entering students must have a related associate degree or higher level degree and must complete at least 60 semester hours for a total of 120 credit hours.