

**University Council Recommendations
The University of Georgia**

To: President Michael F. Adams
Re: DOCUMENT NUMBER: 2005.12.01.06
Issue: A proposal for an Undergraduate Certificate in Music Business.
Discussion: None
Action: The vote was called and the proposal was approved.

Submitted by: Rebecca L. Macon
Rebecca L. Macon, Secretary

12.08.05
Date

- Approved
- Reconsider
- Vetoed (see attached explanation)
- Received

Michael F. Adams
Michael F. Adams, President

12.12.08
Date

Attachment



1785

The University of Georgia

University Council
Athens, Georgia 30602

MEMORANDUM

TO: Dr. Nancy Felson, Chair
Executive Committee

FROM: Dr. William Vencill, Chair *William K. Vencill*
University Curriculum Committee

DATE: October 31, 2005

SUBJECT: Undergraduate Certificate in Music Business

The attached proposal for an Undergraduate Certificate in Music Business has been approved by the University Curriculum Committee and is submitted to the Executive Committee for consideration. This approval is pending approval of the College of Arts and Sciences Senate. The Arts and Sciences Senate will meet on November 17, 2005. If the Senate does not approve the proposal, the proposal will be withdrawn.



The University of Georgia

Stephen P. Baginski
Associate Dean for Academic Programs
Herbert E. Miller Chair in Financial Accounting

Terry College of Business

341 Brooks Hall
Athens, Georgia 30602-6272
Telephone (706) 542-8068
Fax (706) 542-3858
baginski@terry.uga.edu

September 30, 2005

To: Dr. Arnett C. Mace, Jr.
Senior Vice President for Academic Affairs and Provost

From: Steve Baginski, Associate Dean for Academic Programs, Terry College

Re: Interdisciplinary Certificate Program in Music Business

Accompanying this memo is a proposal for an undergraduate Interdisciplinary Certificate in Music Business. The proposal is a joint venture between the Terry College of Business and the Hodgson School of Music. The proposal was approved by the appropriate faculty committees of both units, and additional accompanying documents verify administrative approval by the Terry College of Business and the Hodgson School of Music. A letter of additional support from the New Media Institute (where some electives in the program are offered) is also provided.

We are awaiting approval by the Franklin College of Arts and Sciences, which will conduct its final vote on this proposal just prior to the University Curriculum Committee meeting in October. We would like to begin the program in the Spring 2006 semester. Therefore, we need to submit the proposal to you at this time, so that, pending approval by the Franklin College, the University Curriculum Committee may take action on the proposal at its October meeting.

Thank you for your help in moving this proposal to the Curriculum Committee.



An Interdisciplinary Certificate in Music Business

This proposal is a draft, created for informational purposes only and must be approved by the University of Georgia Council.

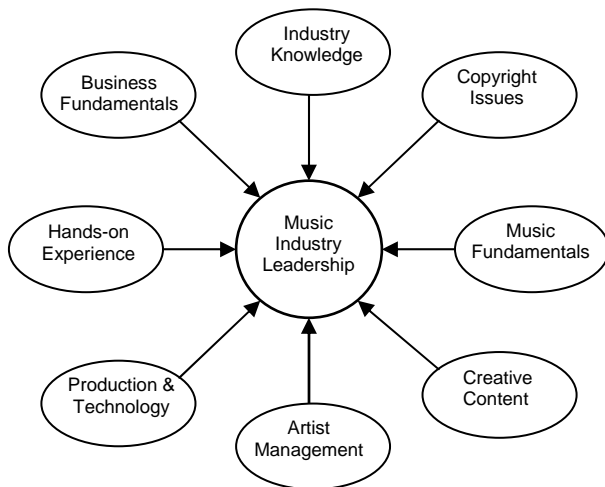
AN INTERDISCIPLINARY CERTIFICATE IN MUSIC BUSINESS

EXECUTIVE SUMMARY

The Interdisciplinary Certificate in Music Business, proposed by the Terry College of Business and the Hodgson School of Music, is designed to provide students at the University of Georgia an opportunity to develop the skills needed for successful careers in the music business. The program offers a unique blend of business content with cutting-edge instruction on the details of the music business. Through a guided selection of courses, the University of Georgia will provide students with the competencies necessary for leadership positions in the music industry.

I. PURPOSE OF THE PROGRAM

The purpose of the program is to develop business leaders for the music industry. By integrating content from a variety of disciplines, the program will create an intellectual synergy beyond what students can achieve in either the current business or music programs separately. As illustrated below, success in the music business requires a broad array of knowledge from a variety of diverse fields. The purpose of the Interdisciplinary Certificate then is draw together these diverse and distinct areas of content into a coherent curriculum, providing students an opportunity that they otherwise would not have.



- **Business Fundamentals include basics like accounting and economics.**
- **Industry Knowledge means knowing the history, actors, and trends in the music business.**
- **Music Fundamentals facilitate productive interaction with artists and enable greater creative insight.**
- **Creative Content, its development, cultivation, and management is the heart of the music business.**
- **Artist Management is a skill and a job and is a major function of music business leaders.**
- **Production and Technology are dynamic forces, changing the face of the music industry.**
- **Hands-on Experience is the key to translating theory into practice and to building networks within the Industry.**

II. JUSTIFICATION AND NEED FOR THE CERTIFICATE PROGRAM

The Interdisciplinary Certificate in Music Business is a response to a growing opportunity within the State of Georgia. According to an August, 2003 study, the total annual economic impact of the music industry in Georgia was \$989.5 million, with approximately \$1.9 billion in gross sales, 8,943 jobs, and \$94.7 million in tax revenues.

During the last decade, Georgia has witnessed substantial growth in the number of recording establishments, record labels, and other professional services connected with the music industry. Atlanta has become a fast growing center of urban music and is increasingly seen as “the Motown of the South.” A growing number of rock, Christian/gospel, and country music artists are choosing Georgia as a destination. And Athens was recently named the # 8 “College Town That Rocks” by Rolling Stone Magazine. The Georgia music industry was featured in the October 19, 2002 issue of Billboard magazine, the top trade publication in the music business, as one of the most promising in the United States. Since that time the "most promising" has become one of the "most prosperous" music business regions in the country.

Georgia has a long history in the music business. It is the birthplace and home to many icons in music including Ray Charles, Johnny Mercer, Otis Redding, Ray Stevens, James Brown, Gladys Knight, Ronnie Milsap, Lena Horne, Curtis Mayfield, Isaac Hayes, Trisha Yearwood, Alan Jackson, Chet Atkins, and Travis Tritt. Artists to emerge from Athens include R.E. M., the B-52's, and Widespread Panic. Southern Rock, featuring artists like the Allman Brothers, Marshall Tucker, Lynyrd Skynyrd, and Wet Willie, has its roots in Macon. And Atlanta is home to an astonishingly diverse and talented group of recording stars and producers including Jermaine Dupri, Elton John, Usher, Dallas Austin, John Mayer, OutKast, Ludacris, Lil' Jon, the Indigo Girls, Whitney Houston, Brendan O'brien, and India.Arie.

The Interdisciplinary Certificate in Music Business will fill a void in the educational offerings in the State by providing a training ground for those who would lead this growing industry into the future. In so doing, the Certificate Program supports the strategic plans of the University, the Terry College and the Hodgson School of Music, by supplying qualified professionals to capitalize on this unique and growing opportunity.

III. DESCRIPTION OF PROGRAM

The Certificate will have a curriculum designed to provide foundation skills, specialized music business content, and electives to build specific competencies. The total number of hours required to complete the Certificate will depend upon the level of the student's preparation prior to certificate admission. A minimum of 15 hours and a maximum of 21 hours of coursework will be required, with 6 to 12 hours dedicated to the foundation skills, 6 hours in specialized music business content, and 3 hours of electives.

A. Foundation Skills Courses

The foundation skills courses include the following:

ACCT 2101	Principles of Accounting I
FINA 4150	Investment & Portfolio Management*
MUSI 2060	History of Rock and Roll (or equivalent) **
MUSI 3550	Music Theory for Non-Majors

* *A course, with the number FINA 4150, with content customized for students of this program, will be offered by the Finance Department, with the cooperation and participation of other departments. The content of that course will be a variety of applied general business basics, designed to give non-business students a working familiarity with general business principles and operations. In the event that this course is deemed not satisfactory for the purposes of the program, ECON 2106 Microeconomics will take its place.*

** *MUSI 2060 represents one of several “music literature” courses that might be used to satisfy the foundation skills requirement. As such, MUSI 2060 may be substituted with another music literature course, with the approval of the School of Music Faculty.*

Students must complete or demonstrate proficiency, based upon comparable course work, in all of these courses. For example, a business major would take ACCT 2101 and FINA 4150, or other comparable courses, in their normal course of study. As such, they would need to take only MUSI 2060 and MUSI 3550 to satisfy the foundation skills requirement. Similarly, a Music Major might take MUSI 2060 and MUSI 3550, or other comparable courses, in their normal course of study. However, they would still need to take ACCT 2101 and FINA 4150 to satisfy the foundation skills requirement. The determination of what constitutes comparable coursework for the purpose of substituting foundation skills courses will be made by the undergraduate program committees of the host units

Students with no course work in any of these areas must take all four courses to complete the foundation skills requirement. Thus, for some students, the foundation skills area will require 12 additional hours, while for others it would require only 6 additional hours.

B. Specialized Music Coursework

The curriculum will include two mandatory, 3-hour, specialized music business courses (*proposed*). All students in the certificate program, regardless of background, must complete these 6 hours. These courses will be listed under the prefix, MBUS, which was created exclusively for the Music Business Certificate Program at the joint request of the sponsoring units.

MBUS 4100, Music Business I, is designed as a survey of the music business field and industry. Emphasis in MBUS 4100 will be placed on the operational aspects of the music business and on the translation of the foundation skills into practice, within this industry. MBUS 5100, Music Business II, will focus on special topics, such as engineering, creative content development, and intellectual property protection. MBUS 5100 will also feature experiential learning activities, designed to provide hands-on experience and networking opportunities. Details on both courses are available in the appendix.

C. Elective Coursework

Along with the Foundation Skills and Specialized Music courses, students must complete at least 3 hours of electives. These electives may not count towards the student’s major and must be from an area outside of the student’s unit. For example, students within the College of Business

may not use business courses to satisfy their elective requirements. Similarly, students within the School of Music may not use music courses to satisfy elective requirements.

This structure is designed to encourage interdisciplinary study, while offering flexibility. Students of differing talents and interests can select courses that fit their developmental and career interests. Thus, by utilizing the breadth of the University's disciplines and faculty, in conjunction with the mandatory elements of the Program, the curriculum will leverage a diverse array of resources for providing music business education to a broad audience of students.

Provided below is an initial list of suggested electives that will satisfy the program requirement. A minimum of 3 hours, selected from this list, along with the completion of the mandatory elements will be required.

MUSI 2040	History of Popular Music
MUSI 2080	African American Music
MUSI 3020	World Music Survey: Africa, Europe, and the Americas
MUSI 3021	World Music Survey: Middle East, Asia, and Oceania
MUSI 4783	Jazz History
NMIX 2020	Introduction to New Media
ECON 2105	Principles of Macroeconomics
ECON 2106	Principles of Microeconomics (unless part of the Foundation skills courses)
FINA 3000	Financial Management
LEGL 2700	Legal and Regulatory Environment of Business
MARK 3000	Principles of Marketing
MGMT 3000	Management of Organizations and Individuals
MIST 2090	Intro. To Information Systems in Business
MSIT 3000	Statistical Analysis for Business I
RMIN 4000	Risk Management & Insurance

Courses beyond this list might also be used to satisfy the elective requirement of the Certificate Program, with approval of the appropriate Undergraduate Program Faculty. All prerequisite requirements for the elective courses in the Certificate Program must either be met by the student or waived by the appropriate faculty units.

IV. REQUIREMENTS FOR THE CERTIFICATE

To receive the Certificate, students must have a cumulative GPA of not less than 3.0 across all of the certificate curriculum courses, required and elective.

V. ADMISSION TO THE PROGRAM

The program will admit rising juniors with a GPA of 3.2 or above. The program is expected to appeal mostly to students in Business and Music. However, enrollment is open to all students at the University. Students will be asked to complete an application, which will be available at the program office. The selection process for admission will be the responsibility of the program director. The Certificate is designed to take 2 years to complete and the program is projected to

serve approximately 35 students per year. In the event that demand exceeds the seats available in the required courses, the application may serve as a selection tool.

VI. OPERATING POLICIES AND PROCEDURES

- A. The Program will be administered by an Administrative Director, who will be housed in the Terry College of Business and an Academic Co-Director. The Program Coordinators will report to the Associate Dean for Academic Programs, within the Terry College of Business and the Director of the Hodgson School of Music.
- B. The Certificate Program will be supported with resources contributed from external sources, the Terry College of Business, and the Hodgson School of Music. The administrative offices and staff necessary to support the program will be provided by the Terry College and the Hodgson School. As program enrollment increases, additional resources will be sought to provide necessary funding.

MBUS 4100 - Music Business I (Proposed)

Hours: 3

Prerequisite: Certificate Foundation Skills Courses (or equivalent)

Course Description

Music Business I is a survey of the music industry, its various prominent commercial and regulatory organizations, and its developmental history and future directions. Specific issues covered in MBUS 4100 include record and music company operations, income generation and distribution models, and publishing technologies and trends.

Course Content Areas:

1. **General Industrial Overview:** A survey of the music industry, its various revenue generating sources, its principal actors, and its developmental history.
2. **Creative Content:** A study of the art and mechanics of content development both at the individual and the organizational level. How do ideas become songs and how do songs progress to recordings?
3. **Commercialization of Music:** A study of the movement of the recorded and printed intellectual content into the market place.
4. **Music Company Operations:** A study of the specifics of company organization and operations to facilitate the creation of content and the management of various revenue streams.
5. **Industry Opportunities and Threats:** A look forward at the arising opportunities and threats to industry profitability in the future.
6. **Music Career Development:** An overview of career development options, with emphasis on arising trends and developments and the skills associated with working effectively in the new environment.

MBUS 5100 Music Business II (Proposed)

Hours: 3
Prerequisite: Certificate Foundation Skills Courses (or equivalent)
MBUS 4100

Course Description

Music Business II is an in depth study of topics of specific relevance to the music industry, with a strong emphasis on experiential learning and practical application of classroom knowledge to the music business environment.

Course Content Areas:

1. **Production & Distribution:** What has been the typical model of music production and how is technology changing that model? What implications does this have for copyright protection, for revenue management, and the overall vitality of the industry?
2. **Intellectual Property Issues:** Who really owns the music and how are owners interests protected? What are the tradeoffs in open-sourcing of music to build market share and creating the belief that music is a free good? What is the state of the art in legal theory related to music copyrighting and use?
3. **Artist Management:** A study of the various facets of artist management, including performance management and recording contracts, talent agencies, personal management and artist promotion.
4. **Entrepreneurship in the Music Business:** A study of arising opportunities and the resources and skills required to pursue those opportunities.
5. **Experiential Project:** A capstone project conducted off-site and in conjunction with organizations and individuals within the music business will be required. These projects may take the form of consultation projects, market studies, or content development, based upon the interests of the students and needs of marketplace.



The University of Georgia

P. George Benson
Dean
Simon S. Selig, Jr. Chair for
Economic Growth

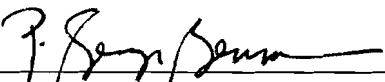
Terry College of Business

335 Brooks Hall
Athens, Georgia 30602-6251
Telephone (706) 542-8100
Fax (706) 542-3835
gbenson@terry.uga.edu

Approval of Undergraduate Interdisciplinary Certificate in Music Business

The attached Interdisciplinary Certificate in Music Business, which represents a joint venture between the Terry College of Business and the Hodgson School of Music, has been approved by the Terry College Undergraduate Program Committee and by vote of the general faculty.

Dean's Approval



P. George Benson, Dean, Terry College of Business

September 12, 2005

Date



The University of Georgia

Hugh Hodgson School of Music
Franklin College of Arts and Sciences

September 12, 2005

University Curriculum Committee
Administration Building
University of Georgia
Athens, GA 30602

Dear Committee Members:

This is to enthusiastically endorse the interdisciplinary Certificate Program in Music Business. It has been carefully considered by the faculties of both the Terry College of Business and the School of Music for a period of several years, and the faculty to the School of Music recently voted unanimously to support the Program.

I strongly believe that the Certificate Program will serve the students of the University very well. Over the years, we have received many requests from students for such a course of study. I believe the Program is well structured, and will prove to be a valuable addition to the curriculum. I strongly urge the Committee to approve the proposal.

Thank you for your Attention.

Sincerely,

Donald R. Lowe
Professor and Director
Hugh Hodgson School of Music

Cc: Hugh Ruppensburg, Associate Dean, Franklin College



The University of Georgia

Scott A. Shamp, Ph.D.
Director

New Media Institute
www.nmi.uga.edu

110 East Clayton St., 5th Floor
Athens, Georgia 30601
Telephone (706) 227-7237
Fax (706) 227-7236
sshamp@uga.edu

September 8, 2005

Allen C. Amason, Ph.D.
Associate Professor of Strategic Management
Terry College of Business
CAMPUS

Dr. Amason,

As director of the New Media Institute, I would like to officially express my support for the proposal to create the Music Business Certificate. I believe that the music industry is in great need of such a credential and I believe the University of Georgia has unique resources to offer such a program.

There are two classes in the New Media Institute that I believe are applicable to the Certificate:

- NMIX 2020 – Intro to New Media
- NMIX 4110 – New Media Production

I believe these courses will give your students essential grounding in the technologies that are shaping the music industry. I welcome you to include these courses as electives in your program. I will work forward with your group to guarantee seats in these classes.

Good luck with your proposal. The New Media Institute looks forward to collaborating closely with your new program.

Sincerely yours,

Scott A. Shamp, Ph.D.