



Item: A 3a

ACADEMIC AND STUDENT AFFAIRS COMMITTEE

October 17, 2006

SUBJECT: Approval of New Degree: Master of Science in Music Business Administration (50.0909)

PROPOSED COMMITTEE ACTION

Approval of New Masters Degree in Music Business Administration

BACKGROUND INFORMATION

The Master of Science degree in Music Business is designed to prepare students for careers in the commercial music industry. The South Florida area is one of the top metropolitan areas in which the music and the entertainment industries have a high profile. While these industries are highly competitive, graduates from the state of Florida have an excellent opportunity to obtain employment that has, on average, starting salaries of above \$50,000 per year and good potential for advancing to salaries that are several times the starting salary. This proposed degree program is consistent with the goals of Florida Atlantic University and the Florida Board of Governors.

The development and administration of this degree will be a collaborative effort between the Dorothy F. Schmidt College of Arts and Letters and the College of Business. The proposal was initiated by the Department of Music and developed jointly with the Department of Industry Studies.

IMPLEMENTATION PLAN/DATE

Change will be made upon BOT approval and acknowledgement of the BOG.

FISCAL IMPLICATIONS

Resource requirements for this program are minimal, with many of the courses being proposed already part of our existing academic program offerings. Funds required for initial and on-going promotion and recruitment will be funded by the Dean's office in the College of Business.

Supporting Documentation:
Presented by: Deans Dennis Coates, Sandra Norman

Executive Summary
Phone: 561.297.2011

the College of Business and uses courses that are either currently in existence or that have been offered successfully on a trial basis.

.

History and Planning

Collaboration and discussion between the Schmidt College of Arts and Letters has been ongoing for several years. In the spring of 2003, Carl Riegel, the Chair of Industry Studies in the COB and Michael Zager, Eminent Scholar in Music held several conversations about ways in which the COB and the Department of Music could collaborate with respect to courses aimed at the entertainment industry generally and commercial music, in particular. As a result, of these discussions, a new course, BUL 4622 *Entertainment Law* was developed and approved in 2004 for undergraduate students in Commercial Music as well as students from other areas of the university. Class enrollment, to date, has been very good. For exam Tw(of th to dargis)Tj18.6l t ,

Exhibit1

Required and Elective Courses and Course Sequence
Master of Science in Music Business Administration

Semester 1 (Fall)

ACG 6027 (3) Financial Accounting Concepts
GEB 6215 (3) Graduate Business Communications
BUL 6628 (3) Advanced Entertainment Law
(0)