

Business Management and Music Theory  
Carlos J. Carthen II  
Proposal for Individually Planned Major

### *Section I*

#### *1. Coverage and Definition:*

An undergraduate degree in music and business integrates the standard courses of a typical music minor with additional course work, along with critical business and finance courses. The music courses cover the following, including Basic and Advanced Theory, Music History, and various composition and musical technique classes. In addition to the music classes, several business courses will be tactically added; consisting of Introduction to Economics, Principles of Management, Financial Accounting, Managerial Accounting, Marketing, Corporate Finance and Introduction to the Music Industry.

#### *2. Conceptual Linkages between Concentration and Other Subjects:*

To promote entrepreneurship in the Music Industry as an artist, producer, musician, engineer or any other of its facets, one should be well acquainted with knowledge of music, finance, and business. Early experience and exposure to the music industry, having the gift of playing several instruments well by ear, and an ability to pick up any instrument may or may not get me to the next level. This is where the business aspect comes into play. Strategy, planning, and networking all are equally essential in succeeding in the music industry. Collectively, this knowledge is needed in order for me to learn cooperatively and understand the business, thereby strengthening my chances of reaching success and achieving longevity on the charts.

Knowledge of music theory and composition aids in the definition and understanding of music. The ability to produce and promote that product or artist which will amuse and entertain the masses along with earning revenue will require a business approach as well.

The union of these two specific areas of interest will resolve past and existing problems in the industry, as well as preventing others that may transpire. Compared to other businesses, the music industry has its own problems. An immediate problem is the high percentage of its consumers illegally downloading songs. Whether “leaked” by an employee of the company or by a “bootlegger”, these activities create a problem for major and independent labels, affecting everyone from the producer to the consumer.

Protecting the company, the composer, and the artist is a high priority. I believe that the courses selected will properly provide me with the resources to handle such an issue and many others. With the courses selected in this particular program of study, I will be well prepared to resolve this issue and many others because I will have knowledge of finance and business together with musical knowledge.

#### *3. Expected and Future Plans:*

The music theory courses have given me a background in music’s evolution. I believe using my creativity together with my awareness of music theory and history will prove to be essential in reaching success. The business courses and music curriculum collectively will prepare me for a

variety of management-related careers in the music industry, including both profit and non-profit areas, working at record labels and distributors, in artist and concert management, retail sales and publishing.

## ***Section II***

### **Discipline of Concentration: Music**

- MUS-331 History and Music Theory I
- MUS-332 History and Music Theory II
- MUS-333 History and Music Theory III
- MUS-334 History and Music Theory IV
- MUS-136 Applied Instruction: Scales/Reading
- MUS-136 Applied Instruction: Guitar
- MUS-136 Applied Instruction: Piano
- MUS-136 Applied Instruction: Vocal Performance
- MTM 3010 Introduction to the Music Industry
- MTM 3300 Copyright and Music Publication
- MTM 3060 Legal Aspects of the Music Industry
- Co-Founder/President OU Voices of Inspiration Gospel Choir
- Internship (Sony) Visions Studios

### **Other Fields of Study:**

#### Business Management:

- MAT-111 Statistics
- ECO-121 Introduction to Economics
- ECO-490 Special Topic: International Trade and Business in Europe (Study Abroad)
- BUS-260 Principles of Management
- BUS-362 Human Resource Management
- ACC-230 Financial Accounting
- ACC-231 Managerial Accounting
- BUS-350 Marketing
- BUS-310 Corporate Finance

#### Core Curriculum: Liberal Arts:

- FOC-101 05 Mr. Wizard: PHY Toys & Demos
- COR-101,102 Narratives of the Self I,II
- COR-103 Music and Culture
- COR-201,202 Human Nature and the Social Order I,II
- COR-301,302 Historical Perspectives on the Social Order I, II
- COR-401 Science and Human Nature
- SPN-101,102 Elementary Spanish I&II
- COR-203 Great Ideas of Modern Mathematics

Other Courses:

- PSY-101 Psychological Inquiry
- MAT-102 College Algebra
- POL-101 Intro to American Politics
- ART-102 Introduction to Painting
- ART-205 Special Topics Studio: Intermediate Figure Drawing
- ART-202 Intermediate Painting