

# Music, BA – Music Business Emphasis

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The Bachelor of Arts in Music with an Emphasis in Music Business includes the standard College of Liberal Arts General Education Requirement, the Music Core, an additional 21 semester hours of music and business coursework, and electives to total 120 semester hours. The core of this emphasis is a traditional music degree, with the same "classical" performance requirements as in the other music emphases. Students with dual interests in music and business will benefit from this degree offering.

- Music, BA requires 120 credit hours.
- No minor is required.
- Must have a 2.0 GPA in major and overall.
- No more than 6 credit hours of HPE may count in degree requirements.
- 36 of 120 credit hours must be taken at 300 level or higher.
- 12 of the last 18 credit hours must be taken at UAH, with an overall 25% of coursework taken at UAH.
- No more than 60 credit hours from a two-year school can be applied toward a UAH degree.

Music Business Emphasis	Hours	Comments
MU 110 – Intro to Arts Management	3	
MU 407 – Internship in Music Business	3	
MKT 301 – Principles of Marketing	3	
MGT 301 – Managing Organizations	3	
FIN 410 – Financial Issues in Entrepreneurship	3	
<b>Choose two of the following:</b>	6	
MGT 101 – Intro to Entrepreneurship		
MGT 405 – New Venture Strategies		
MKT 315 – Sales Management & Professional Selling		
MKT 420 – Services Marketing		
<b>Total Music Business Emphasis</b>	<b>21</b>	

<b>Music Core</b>	<b>Hours</b>	<b>Comments</b>
MUA 2_1 – Studio Instruction	3	At least two semesters (x 1.5 cr) at the 200 level. Performance jury to be admitted to 300 level.
MUA 3_1 – Studio Instruction	3	At least two semesters (x 1.5 cr) at the 300 level. Performance jury to be admitted to 400 level.
MUA 4_1 – Studio Instruction	1.5	At least one semesters (x 1.5 cr) at the 400 level. Performance jury to be admitted to MUA 498.
MUA 498 – Senior Recital	1.5	
MUX 3xx - Ensembles	7	Must be on student's primary instrument. At least half must be conducted ensembles. At least one credit must be chamber ensemble.
MU 100 - Intro to Music Literature	3	Included in GER
MU 106 – Intro to Music Technology	1	
MU 201 – Music Theory I	3	Pre-req: Placement Exam or MU 108
MU 203 – Musicianship Skills I	1	Co-req: MU 201
MU 202 – Music Theory II	3	Pre-req: MU 201
MU 204 – Musicianship Skills II	1	Co-req: MU 202
MU 301 – Music Theory III	3	Pre-req: MU 202
MU 303 – Musicianship Skills III	1	Co-req: MU 301
MU 311 – Music History I	3	Pre-req: MU 301
MU 312 – Music History II	3	Pre-req: MU 301
MU 325 – Conducting	2	Pre-req: MU 301
MU 199 – Music Forum	0	P/F – Must PASS this course at least seven times before graduation. Transfer students must pass each semester they are in residence at UAH, up to maximum of 7 times.
<b>Total Music Core</b>	<b>40</b>	