

B.S. in Commercial Music Technology: Commercial Music Business Concentration

Program Description

The commercial music business (CMB) concentration of the Bachelor of Science in Commercial Music Technology follows the three-tiered curricular structure of the Commercial Music Technology (CMT) degree, but places greater emphasis on business and entrepreneurship training. Students enrolled in the CMB program take approximately 18 additional business credits when compared to a CMT major (9 credits).

CMB students have the option of customizing their business studies in order to place them on a fast-track for completing a Masters of Business Administration (MBA) one year after their four-year CMB studies.

Note: Students wishing to enroll in the Commercial Music Business program must go through the audition process outlined on the Cal U website.

Delivery Mode

Traditional (on campus)

Curriculum

This program can be completed in four years. The curriculum shown below illustrates the scope of courses that are required for graduation from this program.

Course	Credits
General Education Courses	40 or 41
<i>Building a Sense of Community</i> UNI 100 First-Year Seminar	1
<i>Composition</i> ENG 101 English Composition I	3
<i>Public Speaking</i> CDC 101 Public Speaking	3
<i>Mathematics and Quantitative Literacy</i> Any Mathematics and Quantitative Literacy Course	3
<i>Health and Wellness</i> Any Health and Wellness Course	3
<i>Technological Literacy</i> DMT 180 Foundations of Digital Media	3
<i>Humanities</i> Any Humanities Course	3
<i>Fine Arts</i> MUS 100 Intro to Music	3
<i>Natural Sciences</i> CMD 221 Speech Science	3

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<i>Social Sciences</i> Any Social Sciences Course	3
<i>Ethics and Multicultural Awareness Emphasis</i> MUS 300 Jazz: History, Form and Analysis	3
<i>General Education Options</i> <ul style="list-style-type: none"> • THE 211 Lighting I • ENG 217 Scientific and Tech. Writing I • Student-Selected General Education Option Course 	9
Core Major Courses	18
MUS 211 Keyboard Class	3
MUS 215 Comprehensive Musicianship	3
MUS 275 Music and Recording Technology	3
MUS 314 The Music Industry: History, Form and Analysis	3
MUS 315 Comprehensive Musicianship II	3
MUS 375 Music and Recording II	3
Performance Ensemble Electives (select from list)	6
MUS 187 Guitar Ensemble	1
MUS 188 String Ensemble	1
MUS 191 Choir	1
MUS 192 California Singers	1
MUS 193 Gospel Choir	1
MUS 196 Jazz Ensemble	1
MUS 197 Pep Band	1
MUS 198 Marching Band	1
MUS 199 Concert Band	1
MUS 307 Special Music Project	1
Applied Instruction Electives (select from list)	8
Brass - MUS 109, 209, 309, 409	1 to 3
Piano - MUS 119, 219, 319, 419	1 to 3

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Percussion - MUS 129, 229, 329, 429	1 to 3
Woodwind - MUS 149, 249, 349, 449	1 to 3
Voice - MUS 159, 259, 359, 459	1 to 3
Guitar - MUS 170, 270, 370, 470	1 to 3
String - MUS 179, 279, 379, 479	1 to 3
Special Experience Electives (select from list)	6
MUS 485 Music Tech Practicum	1 to 3
MUS 488 Music Tech Internship	1 to 12
Required Business Courses	12
BUS 100 Introduction to Business	3
BUS 242 Business Law I	3
MGT 300 Principles of Management	3
MKT 300 Principles of Marketing	3
Business Ethics (select one course)	3
BUS 342 Business, Society and Government	3
BUS 343 Corporate Social Responsibility	3
BUS 345* Business Ethics (required for Law Group, so Law Group students must choose additional ethics course above)	3
Business Elective Groups (choose one group)	12
Law Group	
BUS 345* Business Ethics (see above)	3
BUS 346 Business Law II	3
MGT 375 Info Tech Ethics	3
MGT 376 Cyber Law	3
Entrepreneurship Group	
MGT 303 Entrepreneurship I	3

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MGT 305 Entrepreneurship II	3
FIN 321 Entrepreneurial Finance	3
MKT 361 Entrepreneurial Marketing	3
Sales and Marketing Group	
MKT 320 Selling	3
MKT 321 Sales Management	3
MKT 351 Advertising	3
MKT 311 E-Marketing	3
Free Electives	15
Total	120

Additional requirements, not counted toward the General Education requirements, include:

- **Special Experience Course (1 course required):** MUS 488 Music Tech Internship
- **Writing-Intensive Component Courses (2 courses required):** MUS 375 Music and Recording Technology II AND any approved advanced writing course
- **Laboratory Course (1 course required):** DMT 180 Foundations of Digital Media

Program Notes: All prescribed courses, including general education courses, may not be substituted except at the discretion of the music department. Developmental courses do not count toward the 120 credits necessary for graduation, but are calculated in your overall GPA.

Accelerated Bachelor's-to-Master's Program

An accelerated bachelor's-to-master's (B.S. in Commercial Music Technology to MBA) program is also available to undergraduate students who qualify. Curriculum requirements are listed under the "Accelerated Programs" section of this catalog.

Program Webpage

<https://www.calu.edu/academics/undergraduate/bachelors/music-business/index.aspx>