

# *Music and Business Administration with Concentration in Music Industry, BS (Boston)*

The combined major in Music and Business Administration with Concentration in Music Industry offers students the opportunity to apply the knowledge and skills of business within the domain of the music industries. Core courses in music industry provide students with a robust overview of the field, which they then explore more deeply through electives related to current topics that intersect music industry contexts with business practices. Additional music courses provide a detailed understanding of specific genres, styles, or eras of music. A flexible set of business foundations in fields such as accounting, innovation, marketing, management, and organizational behavior are designed to prepare students to develop deep skills and experience by choosing to concentrate in one specific area of business.

## Program Requirements

Complete all courses listed below unless otherwise indicated. Also complete any corequisite labs, recitations, clinicals, or tools courses where specified and complete any additional courses needed beyond specific college and major requirements to satisfy graduation credit requirements.

## Universitywide Requirements

All undergraduate students are required to complete the Universitywide Requirements (<https://catalog.northeastern.edu/undergraduate/university-academics/university-wide-requirements/>).

## NUpath Requirements

All undergraduate students are required to complete the NUpath Requirements (<https://catalog.northeastern.edu/undergraduate/university-academics/nupath/>).

## Music Requirements

Code	Title	Hours
<b>Foundational Courses</b>		
Must be taken in alignment with your home college.		
MUSC 1000 or BUSN 1102	Music at Northeastern Personal Skill Development for Business	1
EEAM 2000 or BUSN 1103	Professional Development for Co-op Professional Development for Business Co-op	1
<b>Music Core</b>		
MUSC 1001	Music in Everyday Life	4
MUSI 1230	Introduction to Music Industry	4
<b>Music Theory</b>		
Complete two of the following:		8
MUSC 1119	Fundamentals of Western Music Theory	
MUSC 1201	Music Theory 1	
MUSC 1202	Music Theory 2	
MUSC 1204	Analyzing Popular Genres	
<b>Music in Context</b>		
Complete one course each from two of the following three categories:		8
<i>Western Art Music</i>		
MUSC 2101	Black Popular Music	
MUSC 2105	Songs That Made History	
MUSC 2313	Topics in Global Music Cultures	
MUSC 2320	40,000 Years of Music Technology	
MUSC 2330	Musical Communities of Boston	
MUSC 2331	Topics in Musical Communities	
MUSC 2336	The Festival Experience	
MUSC 2340	Divas, DJs, and Double Standards	
MUSC 2380	The World of Choral Music	
<i>Global Music/Ethnomusicology</i>		
MUSC 1128	Music of Africa	
MUSC 2316	History of the Music Industry	

MUSC 3353	Music and the Racial Imagination
MUSC 3354	Sound and the Sacred
MUSC 3355	Music, Noise, Silence
MUSC 3360	Ethnography and the Arts
MUSI 3210	Music Tourism
MUSI 3351	Music and Social Justice
MUSI 3360	Global Music Industries in Context
MUSI 3401	Hip Hop in the Music Industry

*Contemporary/Popular Music*

MUSC 2101	Black Popular Music
MUSC 2150	Making a Musical: Analysis, Craft, and Creation
MUSC 2310	Popular Music Since 1945
MUSC 2311	Topics in American Music
MUSC 2317	Punk Rock
MUSC 2320	40,000 Years of Music Technology
MUSC 2336	The Festival Experience
MUSC 2340	Divas, DJs, and Double Standards
MUSC 2351	Music, Sound, and the Screen
MUSC 2380	The World of Choral Music
MUSC 3352	Sounding Human
MUSC 3353	Music and the Racial Imagination
MUSC 3354	Sound and the Sacred
MUSI 3360	Global Music Industries in Context
MUSI 3401	Hip Hop in the Music Industry

**Music Industry Electives**

Code	Title	Hours
Complete four of the following; at least two must be at the 3000 level or higher.		16
MUSC 1204	Analyzing Popular Genres	
MUSC 2150	Making a Musical: Analysis, Craft, and Creation	
MUSC 2210	Introduction to Songwriting	
MUSC 2211	Advanced Songwriting	
MUSC 2316	History of the Music Industry	
MUSC 2336	The Festival Experience	
MUSC 3353	Music and the Racial Imagination	
MUSC 3360	Ethnography and the Arts	
MUSC 3342	Critical Listening for Producers	
MUSI 2101	Demo Production for Songwriters	
MUSI 2231	Music Licensing for Media	
MUSI 2232	Music Production and Recording 1	
MUSI 2234	Festivals	
MUSI 2235	Copyright in the Creative Industries	
MUSI 2330	Performing Arts Administration	
MUSI 2331	Music Production and Recording 2	
MUSI 2332	Music Publishing and Royalties	
MUSI 2341	Music Supervision 1	
MUSI 2973	Special Topics in Music Industry	
MUSI 3210	Music Tourism	
MUSI 3332	Artist Management	
MUSI 3333	The Record Industry	
MUSI 3338	Music Industry Marketing and Promotion	
MUSI 3340	Concert Promotion and Venue Management	
MUSI 3351	Music and Social Justice	
MUSI 3360	Global Music Industries in Context	

MUSI 3401	Hip Hop in the Music Industry
MUSI 3973	Special Topics in Music Industry
MUSI 4530	Music Entrepreneurship
MUSI 5220	The Independent Performing Songwriter: Creation, Commerce, and Well-Being
MUSI 5973	Special Topics in Music Industry
INAM 5240	Make Your Mark: Trademark and Advertising Law in Creative Industries
MUST 1220	Introduction to Music Technology
MSCR 1220	Media, Culture, and Society
or INAM 2000	Ethics in Creativity

## Business Core Requirements

Code	Title	Hours
ACCT 1201	Financial Accounting and Reporting	4
Complete one of the following courses. MGSC 2301 is highly recommended for this combined major:		4
MATH 2280	Statistics and Software	
MATH 3081	Probability and Statistics	
MGSC 2301	Business Statistics	
Complete one of the following courses. MATH 1231 is highly recommended for students in this combined major:		4
MATH 1231	Calculus for Business and Economics	
MATH 1245	Calculus with Applications	
MATH 1340	Intensive Calculus for Engineers	
MATH 1341	Calculus 1 for Science and Engineering	
MATH 1241	Calculus 1	
MATH 1251	Calculus and Differential Equations for Biology 1	
Complete one of the following courses:		4
ECON 1115	Principles of Macroeconomics	
ECON 1116	Principles of Microeconomics	

## Business Electives

Code	Title	Hours
Complete five of the following:		20
ACCT 2301	Profit Analysis for Managers and Advisors	
FINA 2201	Financial Management	
INNO 2301	Innovation!	
INTB 1203	International Business and Global Social Responsibility	
MISM 2301	Introduction to Information Systems and Digital Technologies	
MKTG 2201	Introduction to Marketing	
ORGB 3201	Organizational Behavior	
or ORGB 3203	Behavioral Aspects of Digital Transformation	
SCHM 2301	Supply Chain and Operations Management	

## Business Concentration

A business concentration is required. Choose from the following:

- Accounting (<https://catalog.northeastern.edu/undergraduate/business/concentrations/accounting/>)
- Accounting and Advisory Services (<https://catalog.northeastern.edu/undergraduate/business/concentrations/accounting-advisory-services/>)
- Brand Management (<https://catalog.northeastern.edu/undergraduate/business/concentrations/brand-management/>)
- Business Analytics (<https://catalog.northeastern.edu/undergraduate/business/concentrations/business-analytics/>)
- Corporate Innovation (<https://catalog.northeastern.edu/undergraduate/business/concentrations/corporate-innovation/>)
- Entrepreneurial Startups (<https://catalog.northeastern.edu/undergraduate/business/concentrations/entrepreneurial-startups/>)
- Finance (<https://catalog.northeastern.edu/undergraduate/business/concentrations/finance/>)
- Fintech (<https://catalog.northeastern.edu/undergraduate/business/concentrations/fintech/>)
- Healthcare Management and Consulting (<https://catalog.northeastern.edu/undergraduate/business/concentrations/healthcare-management-consulting/>)

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- International Business (<https://catalog.northeastern.edu/undergraduate/business/concentrations/international-business/>) (available only as a second concentration)
- Management (<https://catalog.northeastern.edu/undergraduate/business/concentrations/management/>)
- Management Information Systems (<https://catalog.northeastern.edu/undergraduate/business/concentrations/management-information-systems/>)
- Marketing (<https://catalog.northeastern.edu/undergraduate/business/concentrations/marketing/>)
- Marketing Analytics (<https://catalog.northeastern.edu/undergraduate/business/concentrations/marketing-analytics/>)
- Social Innovation and Entrepreneurship (<https://catalog.northeastern.edu/undergraduate/business/concentrations/social-innovation-entrepreneurship/>)
- Supply Chain Management (<https://catalog.northeastern.edu/undergraduate/business/concentrations/supply-chain-management/>)

### Integrative Requirement

Code	Title	Hours
<b>Capstone</b>		
MUSI 4601	Seminar in Music Industry	4

### Business Experiential Learning

Code	Title	Hours
Complete at least one of the following experiences:		
BUSN 4945	In-the-Field Experiential Professional Practicum	0-8
COOP 3945	Co-op Work Experience	
COOP 3946	Co-op Work Experience—Half Time	
COOP 3947	Co-op Work Experience Abroad—Half Time	
COOP 3948	Co-op Work Experience Abroad	
EEBA 2945	Internship Experience	
EEBA 2948	Internship Experience Abroad	

### Music GPA Requirement

Students must maintain at least a 2.667 GPA (B– average) in the requirements of the music half of the combined major. Students who fail to meet this standard will be placed on departmental probation; those who remain on probation for two consecutive semesters will be dropped from the major.

### Business GPA Requirement

Minimum 2.000 GPA required in all business courses

### Program Requirements

128 total semester hours required

### Plan of Study

#### Sample Plan of Study

#### FOUR YEARS, TWO CO-OPS IN SPRING/SUMMER FIRST HALF

<b>Year 1</b>							
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>	<b>Summer 1</b>	<b>Hours</b>	<b>Summer 2</b>	<b>Hours</b>
MUSC 1000 or BUSN 1102	1	MATH 1231	4	Music industry elective 1	4	MUSC 1119	4
ACCT 1201	4	MGSC 2301	4	ECON 1115 or 1116	4	Business elective 1	4
MUSC 1001	4	MKTG 2201	4				
ENGW 1111	4	Music in context course 1	4				
MUSI 1230	4						
	<b>17</b>		<b>16</b>		<b>8</b>		<b>8</b>
<b>Year 2</b>							
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>	<b>Summer 1</b>	<b>Hours</b>	<b>Summer 2</b>	<b>Hours</b>
EEAM 2000 or BUSN 1103	1	COOP 3945	0	COOP 3945	0	Business elective 3	4
FINA 2201	4					NUpath course	4
Business elective 2	4						
MUSC 1201	4						
Music industry elective 2	4						
	<b>17</b>		<b>0</b>		<b>0</b>		<b>8</b>

Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
Music in context course 2		4 COOP 3945		0 COOP 3945		0 NUpath course	4
Elective	4					Elective	4
Business concentration course 1	4						
Business elective 4	4						
	16			0		0	8

Fall	Hours	Spring	Hours
Business elective 5		4 ENGW 3314, 3304, or 3315	4
Music industry elective 3		4 MUSI 4601	4
Business concentration course 2		4 Business concentration course 4	4
Business concentration course 3		4 Music industry elective 4	4
	16		16

**Total Hours: 130**