

# UNIVERSITY OF NORTH TEXAS G. BRINT RYAN COLLEGE OF BUSINESS



## ***MBA MUSIC BUSINESS***

The College of Music and the G. Brint Ryan College of Business at the University of North Texas have joined forces to create the MBA in Music Business program. This cutting edge program combines top-quality business administration curriculum in music classes geared towards entrepreneurship and business tools for the 21st century musician. Built upon the foundation of the Music Business and Entrepreneurship program, ranked by Billboard as a Top Music Business School for the fourth year in a row, this MBA features curriculum on management, marketing, finance, media, and more for direct application to the music industry. The MBA in Music Business welcomes students from all musical backgrounds including classical, jazz, and commercial music.

### **DEGREE REQUIREMENTS**

#### **CORE COURSES (24 HOURS)**

ACCT 5130 (3 hrs.) Accounting for Management  
DSCI 5180 (3 hrs.) Intro to the Business Decision Process  
FINA 5170 (3 hrs.) Financial Management  
MKTG 5150 (3 hrs.) Marketing Management\*  
*\*May substitute: MUCE 5010 (3 hrs.) Marketing for Musicians*  
MGMT 5140 (3 hrs.) Organizational Behavior and Analysis  
BCIS 5150 (3 hrs.) Leveraging IT for Business  
MGMT 5710 (3hrs.) Seminar in Ethics and Social Responsibility  
BUSI 5190 (3 hrs.) Administrative Strategy (last semester)

#### **MUSIC CORE COURSES (9 HOURS)**

MUCE 5000 (3 hrs.) Music Business and Entrepreneurship  
MUCE 5030 (3 hrs.) Music Entrepreneurship Practicum / Internship  
MUCE 5040 (3 hrs.) Music Law and Finance

#### **SUPPORTING COURSES (3 HOURS SELECTED FROM)**

MUCE 5020 (3 hrs.) Music Leadership and Performing Arts Management  
MUCE 5050 (3 hrs.) Artist Management and Touring  
MUCE 5060 (3 hrs.) Beginning Digital Audio Production for Music Entrepreneurs  
MUCE 5070 (3 hrs.) Music Business in Media  
MGMT 5300 (3 hrs.) Entrepreneurship and Venture Management

### **REQUIRED BACKGROUND MODULE**

Accounting Foundations

If a student is deficient in this background requirement, this module can be completed through an online self-paced platform. The G. Brint Ryan College of Business Graduate Programs Office works with students to determine if this background module will be necessary or strongly recommended.

**READY TO APPLY? NEED TO GET ADVISED?**

CONTACT A STAFF MEMBER IN THE GRADUATE PROGRAM'S OFFICE AT [RCoBMasters@unt.edu](mailto:RCoBMasters@unt.edu) OR CALL 940-369-8977

| COURSE #  | COURSE NAME   | PROPOSED SCHEDULE OF COURSE OFFERINGS |        |        |
|---|---|---------------------------------------|--------|--------|
|   |   | FALL                                  | SPRING | SUMMER |
| <b>CORE COURSES (24 HOURS)</b>                    |   |                                       |        |        |
| ACCT 5130   | ACCOUNTING FOR MANAGEMENT<br><i>(Prerequisites: Acct. Foundations )</i>   | ✓                                     | ✓      | ✓      |
| DSCI 5180   | INTRODUCTION TO THE BUSINESS DECISION PROCESS   | ✓                                     | ✓      | ✓      |
| FINA 5170   | FINANCIAL MANAGEMENT<br><i>(Prerequisites: Acct. Foundations &amp; DSCI 5180)</i>   | ✓                                     | ✓      | ✓      |
| MKTG 5150   | MARKETING MANAGEMENT<br><i>(Prerequisites: ACCT 5130)</i><br><i>(Substitution: MUCE 5010—Marketing for Musicians (Spring only)</i><br><i>Prerequisites: MUCE 5000 )</i> | ✓                                     | ✓      | ✓      |
| MGMT 5140   | ORGANIZATIONAL BEHAVIOR AND ANALYSIS  | ✓                                     | ✓      | ✓      |
| BCIS 5150   | LEVERAGING IT FOR BUSINESS  | ✓                                     | ✓      | ✓      |
| MGMT 5710   | SEMINAR IN ETHICS AND SOCIAL RESPONSIBILITY   | ✓                                     | ✓      | ✓      |
| BUSI 5190   | ADMINISTRATIVE STRATEGY<br><i>Course is taken in your last term.</i>  | ✓                                     | ✓      | ✓      |
| <b>MUSIC CORE COURSES (9 HOURS)</b>               |   |                                       |        |        |
| MUCE 5000   | MUSIC BUSINESS AND ENTREPRENEURSHIP   | ✓                                     | ✓      |        |
| MUCE 5030   | MUSIC ENTREPRENEURSHIP PRACTICUM / INTERNSHIP<br><i>(Prerequisites: MUCE 5000 )</i>   | ✓                                     | ✓      | ✓      |
| MUCE 5040   | MUSIC LAW AND FINANCE<br><i>(Prerequisites: MUCE 5000 )</i>   |                                       | ✓      |        |
| <b>SUPPORTING COURSES (3 HOURS SELECTED FROM)</b> |   |                                       |        |        |
| MUCE 5020   | MUSIC LEADERSHIP AND PERFORMING ARTS MANAGEMENT<br><i>(Prerequisites: MUCE 5000 )</i>   | ✓<br>Even Semesters                   |        |        |
| MUCE 5050   | ARTIST MANAGEMENT AND TOURING<br><i>(Prerequisites: MUCE 5000 )</i>   | ✓<br>Odd Semesters                    |        |        |
| MUCE 5060   | BEGINNING DIGITAL AUDIO PRODUCTION FOR MUSIC ENTREPRENEURS<br><i>(Prerequisites: MUCE 5000 )</i>  |                                       |        |        |
| MUCE 5070   | BUSINESS OF MUSIC IN MEDIA<br><i>(Prerequisites: MUCE 5000 )</i>  |                                       |        |        |
| MGMT 5300   | ENTREPRENEURSHIP AND VENTURE MANAGEMENT   | ✓                                     | ✓      | ✓      |