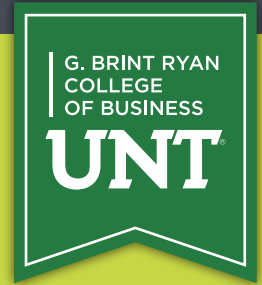


# UNIVERSITY OF NORTH TEXAS G. BRINT RYAN COLLEGE OF BUSINESS



## *MBA IN MUSIC BUSINESS (2020-2021)*

The College of Music and the G. Brint Ryan College of Business at the University of North Texas come together for the brand new MBA in Music Business. This cutting edge program combines top-quality business administration curriculum with hands-on learning in music classes geared towards entrepreneurship and business tools for the 21st century musician. Built upon the foundation of the Music Business & 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.

### COURSE 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 Information Technology for Business

MGMT 5710 (3 hrs) Seminar in Business 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 5050 (3 hrs) Artist Management and Touring

MUCE 5020 (3 hrs) Music Leadership and Performing Arts Management

MUCE 5060 (3 hrs) Beginning Digital Audio Production for Music Entrepreneurs

MUCE 5070 (3 hrs) Business of Music in Media

MGMT 5300 (3 hrs) Entrepreneurship and Venture Management

### BACKGROUND COURSES/CONTENT

Background content includes:

- » Econ and Finance Foundations
- » Accounting Foundations
- » Managerial Accounting
- » Business Law
- » Quantitative Foundations

Deficiencies can be completed through Ivy Software and Responsive.net. The Ryan College of Business Graduate Programs Office works with students to determine if background courses will be necessary or strongly recommended.

While not required, students without academic backgrounds in business computer information systems, statistics, finance or marketing are encouraged to complete courses delivered through our online partners.

### QUESTIONS OR READY TO APPLY?

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

# MBA IN MUSIC BUSINESS

COURSE NUMBER	COURSE NAME	PROPOSED SCHEDULE OF COURSE OFFERINGS		
		FALL	SPRING	SUMMER

## CORE COURSES (24 HOURS)

ACCT	5130	Accounting for Management <small>(Prerequisites: Acct Foundations, Managerial Acct, Econ, Quantitative Foundations)</small>	16W (FRISCO) 8W2 (ONLINE)	16W (DENTON) 8W1 (ONLINE)	5W2 (ONLINE)
DSCI	5180	Intro to the Business Decision Process	8W1 (ONLINE) 16W (DENTON)	16W (FRISCO) 8W1 (ONLINE)	5W1 (ONLINE)
FINA	5170	Financial Management <small>(Prerequisites: Accounting Foundations &amp; Managerial Accounting)</small>	16W (DENTON) 16W (ONLINE) 8W1 (ONLINE)	16W (DENTON) 16W (FRISCO)	5W1 (ONLINE)
MKTG	5150	Marketing Management <small>(Prerequisites: Accounting Foundations &amp; Managerial Accounting)</small>	8W1 (ONLINE) 16W (FRISCO)	8W1 (ONLINE) 8W2 (ONLINE)	10W (ONLINE)
MGMT	5140	Organizational Behavior and Analysis	16W (FRISCO) 8W1 (ONLINE) 8W2 (ONLINE)	8W1 (ONLINE) 8W2 (ONLINE) 16W (FRISCO) 3W (WINTER)	3W1 (ONLINE) 5W1 (ONLINE)
BCIS	5150	Leveraging IT for Business	16W (DENTON)	8W1 (ONLINE)	
MGMT	5710	Seminar in Ethics and Social Responsibility	8W2 (ONLINE)		5W2 (ONLINE)
BUSI	5190	Administrative Strategy <small>Taken in last term. Request enrollment: cob.unt.edu/masters/request-busi-5190-enrollment</small>	8W1 (ONLINE)	8W1 (ONLINE) 3W (WINTER)	3W1 (ONLINE)

## MUSIC CORE COURSES (9 HOURS)

MUCE	5000	MUSIC BUSINESS AND ENTREPRENEURSHIP	16W (DENTON)	16W (DENTON)	
MUCE	5030	MUSIC ENTREPRENEURSHIP PRACTICUM/ INTERNSHIP	16W (DENTON)	16W (DENTON)	10W (ONLINE)
MUCE	5040	MUSIC LAW AND FINANCE	16W (DENTON)	16W (DENTON)	

## SUPPORTING COURSES (3 HOURS SELECTED FROM)

MUCE	5050	ARTIST MANAGEMENT AND TOURING			
MUCE	5020	MUSIC LEADERSHIP AND PERFORMING ARTS MANAGEMENT	16W (DENTON)		
MUCE	5060	BEGINNING DIGITAL AUDIO PRODUCTION FOR MUSIC ENTREPRENEURS			
MUCE	5070	BUSINESS OF MUSIC IN MEDIA			
MGMT	5300	ENTREPRENEURSHIP AND VENTURE MANAGEMENT		8W2 (ONLINE)	5W2 (ONLINE)