



BACHELOR OF ARTS IN MUSIC BUSINESS

The Bachelor of Arts in Music Business degree is a liberal arts degree that prepares graduates to foster and employ an entrepreneurial mindset. Students focus their studies on the music performance and the music industry in areas such as music law, music publishing, artist management, music licensing, live concert production and promotion, radio programming and production, artist development and marketing in addition to the conventional study of music history, theory, individual music instruction and ensemble performance. A primary goal of the program is to develop connections and relationships between students and the industry in Los Angeles through core coursework, masterclasses and internships.

PROGRAM LEARNING OUTCOMES

Program Learning Outcomes reflect the mission of the academic programs of the institution and address the acquisition of performance proficiency, specific professional knowledge and academic merit.

Bachelor of Arts

BA PLO 1: Professional Knowledge

Students will be able to demonstrate broad professional knowledge and skills in the language, technology, legal concepts, entrepreneurial strategies and business practices recognized in the music industry.

BA PLO 2: Critical Thinking

Students will be able to demonstrate the ability to critically analyze and solve problems that are characteristic in the business of music and entertainment.

BA PLO 3: Language of Music Fluency

Students will be able to demonstrate an intermediate knowledge of the elements of musical structure, and show proficiency in music theory, ear-training, keyboard skills and basic composition.

BA PLO 4: Creative Activity

Students will be able to demonstrate skill and knowledge related to basic songwriting concepts, including lyric and melodic construct as well as harmonic and structural techniques.

BA PLO 5: Historical Context

Students will be able to demonstrate academic knowledge in popular music history – its composers, literature, and stylistic connections, from the invention of music genres to their contemporary expansion

GENERAL EDUCATION OUTCOMES

GE 1: Critical Thinking

Students will be able to demonstrate the ability to analyze and interpret evidence, statements and questions, identify relevant arguments, analyze and evaluate alternate points of view and fully explain assumptions and reasons.

GE 2: Quantitative Skills

Students will be able to demonstrate the ability to solve problems by applying college-level mathematical reasoning to analyze and explain real world issues and to interpret and construct graphs, charts, and tables.

GE 3: Information Literacy

Students will be able to demonstrate the ability to use appropriate technology to identify, locate, evaluate and present information for personal, educational and workplace goals.

GE 4: Natural Sciences

Students will be able to demonstrate the ability to analyze and explain natural phenomena by applying the foundational principles of the biological and physical sciences.

GE 5: Social Sciences and Humanities

Students will be able to demonstrate the ability to integrate learned skills and knowledge derived from the study of social sciences, literature, philosophy and the arts.

GE 6: Diversity

Students will be able to demonstrate the ability to relate to, critically discuss—and thus be sensitive to—the diversity and universality in global history, culture, and society, as well as the diversity in and uniqueness of local communities.

GE 7: Oral Communication

Students will demonstrate the ability to construct oral presentations with clear organizational patterns, choose language that is compelling and appropriate, master delivery techniques with confidence and deliver a central message that is precisely stated and strongly supported.

GE 8: Written Communication

Students will be able to demonstrate the ability to write clearly, concisely and accurately and compellingly convey facts, ideas, and arguments in a variety of contexts and formats and for many audiences.

DEPARTMENT LEARNING OUTCOMES

Department Learning Outcomes reflect the mission and learning outcomes of the institution, the academic program and to the acquisition of skills that are specific to a concentrated field of study.

MB DLO 1: Professional Knowledge

Students will be able to demonstrate broad professional knowledge in the language, communication, strategic trends, and legal concepts as practiced in areas of publishing, recording, licensing, artist management and promotion in the music and entertainment industry.

MB DLO 2: Historical Influences

Students will be able to demonstrate knowledge of the evolution of business roles and structures in the popular music industry and how they influence current practices and trends.

MB DLO 3: Proficiency in Songwriting

Students will be able to demonstrate knowledge of musical structure, harmonic language and lyric composition by composing original songs that display fundamental skill in melodic and harmonic form, lyrical content and musical arrangement.

MB DLO 4: Foundational Music

Students will be able to demonstrate intermediate knowledge and proficiency in music theory, basic keyboard techniques, contemporary music and popular song history and their cultural context, and conducting.

MB DLO 5: Business Technology

Students will be able to demonstrate competency in using computer technology and online tools such as social media and streaming platforms in the practice of monetizing music and media content.

MB DLO 6: Strategic Planning

Students will be able to demonstrate the ability to synthesize professional knowledge and entrepreneurial concepts to create a business strategy supported by financial planning and marketing.

BACHELOR OF ARTS - DEGREE PACING

184 Credits | 12 Quarters

QUARTER 1

CODE	COURSE	CREDITS
GE-100	English Composition	3
MUS-100	Theory/Ear Training 1	2
MUS-101	Keyboard Skills 1	1
IND-104	History of the Digital Revolution 1	2
IND-100	Music Industry Studies 1	2
IND-101	Building the Artist's Team	2
IND-102	Music Marketing Foundations	2
IND-103	Promotion Concepts and Tools	1
IND-114	Private Lesson 1	2
		Total Credits: 17

QUARTER 2

CODE	COURSE	CREDITS
GE-101	English Composition & Critical Thinking	3
MUS-102	Theory/Ear Training 2	2
MUS-103	Keyboard Skills 2	1
IND-105	History of the Digital Revolution 2	2
IND-106	A&R Strategy	2
IND-107	Brand Development & Partnership	1
IND-108	Artist Management Seminar	2
IND-109	Music Industry Studies 2	2
IND-115	Private Lesson 2	2
		Total Credits: 17

QUARTER 3

CODE	COURSE	CREDITS
GE-200	Oral Communication	3
MUS-220	Theory/Ear Training 3	2
MUS-221	Keyboard Skills 3	1
COMP-104	Guitar Accompaniment 1	1.5
IND-110	Social Media Branding	2
IND-112	Music Licensing 1	2
IND-113	Music Publishing 1	2
IND-116	Private Lesson 3	2
		Total Credits: 15.5

QUARTER 4

CODE	COURSE	CREDITS
GE-111	Health & Wellness	3
MUS-290	Theory/Ear Training 4	2
MUS-291	Keyboard Skills 4	1
COMP-105	Guitar Accompaniment 2	1.5
IND-201	Music Licensing 2	2
IND-202	Music Publishing 2	2
IND-203	Marketing Budgeting	2
COMP-216	Private Lesson 4	2
		Total Credits: 15.5

QUARTER 5

CODE	COURSE	CREDITS
GE-405	Music Appreciation	3
MUS-302	Music History: Middle Ages to 19th Century	2
IND-111	Music Business Law & Contracts 1	2
IND-204	Royalty Accounting	2
IND-205	Digital Distribution	1
IND-206	Creating Artist Pitch Materials	1
COMP-205	Private Lesson 5	2

Total Credits: 13**QUARTER 9**

CODE	COURSE	CREDITS
GE-303	Spanish 1	3
GE-305	Statistics	4
IND-302	Contemporary Performance Ensemble 3	1
IND-207	Music Supervision	2
IND-350	Financial Strategies for the Indie Artist	2
IND-311	Record Label & A&R Practicum	4
IND-406	Technology Startups	1

Total Credits: 17**QUARTER 6**

CODE	COURSE	CREDITS
GE-202	United States History 1890-1954	3
MUS-303	Music History: 19th Century - 20th Century	2
COMP-100	Songwriting 1	1.5
IND-200	Music Business Law & Contracts 2	2
IND-209	Time & Money Management	1
IND-210	Indie Record Labels	2
IND-211	Mechandise Licensing & Retail	2
IND-304	Applied Economics for Business	2
COMP-206	Private Lesson 6	2

Total Credits: 17.5**QUARTER 10**

CODE	COURSE	CREDITS
GE-306	Physics for Musicians	3
GE-410	Music and Society	3
MUS-416	Conducting	1
IND-400	Contemporary Performance Ensemble 4	1
IND-403	Music Licensing & Song Placement Practicum	4
IND-405	Global Music Business 1	2
ELE-104	Internship Prep	1

Total Credits: 15**QUARTER 7**

CODE	COURSE	CREDITS
GE-301	Music Cultures of the World	3
MUS-327	Music History: America's Popular Music	2
MUS-104	Arranging & Orchestration 1	2
COMP-101	Songwriting 2	1.5
IND-300	Contemporary Performance Ensemble 1	1
IND-208	Tour Finance	2
IND-212	Career Development	1
IND-303	Touring Strategies 1	2
IND-314	Music Journalism	2

Total Credits: 16.5**QUARTER 11**

CODE	COURSE	CREDITS
GE-401	Sociology	3
GE-402	Political Science: Government & Policy	3
IND-401	Contemporary Performance Ensemble 5	1
IND-410	Internship 1	2
IND-407	App Development	1
IND-408	Global Music Business 2	2

Total Credits: 12**QUARTER 8**

CODE	COURSE	CREDITS
GE-302	Philosophy	3
MUS-200	Arranging & Orchestration 2	2
IND-301	Contemporary Performance Ensemble 2	1
COMP-315	Songwriting Demo Production	2
IND-307	Publicity	2
IND-308	Touring Strategies 2	2
IND-309	Music Delivery Devices & Services	1
IND-404	Managing Your Audience	1

Total Credits: 14**QUARTER 12**

CODE	COURSE	CREDITS
GE-403	Psychology	3
GE-406	Physiology	3
IND-402	Contemporary Performance Ensemble 6	1
IND-411	Internship 2	2
IND-409	Global Music Business 3	2
IND-420	Project Advisory	1
IND-450	Senior Project	2

Total Credits: 14

Required Equipment & Technology

Music Business

Computer

- Required minimum: MacBook Pro (iOS 10.14.6 or later)
- *Estimated cost: \$599.00 used, \$1299.00 new*

Software

- Required minimum: Sibelius
- *Estimated cost: \$9.99/month (education pricing)*
- Required minimum: Logic Pro X
- *Estimated cost: \$199.00 (education buncle, 5 months)*

USB Audio Interface

- Required minimum: Single iutput interface (Focusrite Scarlett solo)
- *Estimated cost: \$109.99*
- Double input interface (Focusrite Scarlett 2i2 or MOTU M2) (*optional*)
- *Estimated cost: \$159.99*

MIDI Keyboard

- Required minimum: 61 keys and sustain pedal (76 keys preferred)
- *Estimated cost: \$177.00 (61 keys), \$269 (76 keys)*

Headphones

- Required minimum: Wired, over ear (AKG K240 or comparable)
- *Estimated cost: \$69.00 (AKG K240)*

Microphone

- Required minimum: Shure SM58 (or comparable)
- *Estimated cost: \$99.00*
- Required minimum: Mic Stand
- *Estimated cost: \$25.00*
- Required minimum: XLR Cable
- *Estimated cost: \$19.00+*
- Required minimum: Pop Filter
- *Estimated cost: \$13.00 - \$35.00*

Instrument

- Required minimum: Acoustic Guitar (preferred acoustic/electric)
- *Estimated cost: \$135.00 (acoustic)*

Other

- Required minimum: Printer
- *Estimated cost: \$44.00+*
- Required minimum: Thumb drive for back up (at least 32GB)
- *Estimated cost: \$5.00 (32GB) - \$18.00 (128GB)*
- Required minimum: Staff paper, pen, pecil, eraser

MINOR PROGRAMS

Students enrolled in LACM Bachelor of Music or Bachelor of Arts programs can choose to take a minor. All minors require an application for admission. Please refer to the descriptions of each individual minor for specific admissions requirements. It is important to apply as early as possible to the minor that you want to pursue, as admission to the minor allows access to required course offerings.

Students should begin their minor courses by Quarter 3 in order to complete the requirements in a timely manner without overburdening their Bachelor program pacing. There is no extra cost for pursuing a minor as long as the maximum full-time credits per quarter (20 credits) are not exceeded. If a student exceeds the maximum of 20 full-time credits in a quarter, the student will be charged for the additional credits on a per-credit basis.

Minor in Music Producing & Recording

The Music Producing & Recording minor provides the basic tools for high quality audio recording needed in today's music industry. Areas of study include digital equipment and recording, microphone techniques, signal flow and sound processing, producer's skills in the studio and Pro Tools recording and editing techniques.

MUSIC PRODUCING & RECORDING MINOR

CODE	COURSE	CREDITS
PROD-113	Intro Signal Processing	3
PROD-133	Sound & Signals	1
PROD-117	Mic. Technology & Technique	2
PROD-1000	Pro Tools 101	3
PROD-1001	Pro Tools 110	3
PROD-116	Advanced Signal Processing	3
PROD-120	Production Styles & Genres	2
PROD-121	Producer's Survival Skills	2
PROD-125	Engineering for Producers 1	3
Total Credits: 22		

NOTE: The courses below are required for students in Songwriting or Composing for Visual Media programs. The courses replace credits from the minor that are already part of the programs' Bachelor curriculum.

PROD-216	Engineering for Producers 2	3	SW
PROD-119	Performance Editing	2	CVM
PROD-224	Fundamentals of Audio Mixing 1	3	CVM
PROD-225	Music Production with Found Objects	1	CVM

Acceptance into the program requires a successful application, which includes an evaluation by the MPR Department and a GPA of 2.0 or higher. For more information on the admissions requirements for the MPR minor, please see the Admissions section of the Catalog.

Students enrolled in the MPR minor must be prepared with the required equipment and technology. Please see the list of requirements for MPR located on pages 44, 79, 103, or 130.

Minor in Songwriting

The minor in Songwriting offers practical hands-on instruction in the techniques of writing and performing your own original works, the technology to produce your songs, and critical studies in relevant repertoires. You will have opportunities to interact with established songwriters and to have your work showcased in public performances.

SONGWRITING MINOR

CODE	COURSE	CREDITS
COMP-100	Songwriting 1	1.5
COMP-101	Songwriting 2	1.5
COMP-102	Advanced Songwriting 1	1.5
COMP-216	Advanced Songwriting 2	1.5
COMP-220	Lyric Writing	2
COMP-112	Original Solo Showcase	1.5
COMP-113/213	Guitar OR Piano Vocal Showcase	1.5
COMP-114	Small Band Showcase	1.5
COMP-214	Collaborative Showcase	1.5
COMP-109	Private Lesson 1	2
COMP-110	Private Lesson 2	2
COMP-111	Private Lesson 3	2
COMP-204	Private Lesson 4	2
Total Credits: 22		

NOTE: The courses below are required for students in Vocal Performance, Composing for Visual Media, Music Producing & Recording, and Music Business programs. The courses replace credits from the minor that are already part of the programs' Bachelor curriculum.

COMP-200	Co-Writing 1	2	V, CVM, MB
COMP-201	Co-Writing 2	2	V, CVM, MB
COMP-210	Master Class 2	0.5	V
COMP-215	Industry Showcase	1.5	MPR

Acceptance into the program requires a successful application, which includes an evaluation by the Songwriting Department and a GPA of 2.0 or higher. For more information on the admissions requirements for the Songwriting minor, please see the Admissions section of the Catalog.

Students enrolled in the Songwriting minor must be prepared with the required equipment and technology. Please see the list of requirements for Songwriting located on pages 52, 85, 108, or 137.

Minor in Music Business

The Music Business minor offers an opportunity for students to explore the record business, music publishing, artist management and more. For performers, composers, songwriters and producers, it provides practical knowledge in protecting artist rights, maximizing business opportunities, and understanding the dollars and cents of the music business.

MUSIC BUSINESS MINOR

CODE	COURSE	CREDITS
IND-100	Music Industry Studies 1	2
IND-109	Music Industry Studies 2	2
IND-101	Building the Artists Team	2
IND-103	Promotion Concepts & Tools	1
IND-102	Music Marketing Foundations	2
IND-104	History of the Digital Revolution 1	2
IND-105	History of the Digital Revolution 2	2
IND-106	A&R Strategies	2
IND-107	Brand Development & Partnership	1
IND-110	Social Media Branding	2
IND-111	Music Business Law & Contracts	2
IND-112	Music Licensing 1	2
		Total Credits: 22

NOTE: The courses below are required for students in Performance programs. The courses replace credits from the minor that are already part of the programs' Bachelor curriculum.

IND-113	Music Publishing 1	2	B, BWW, D
IND-204	Digital Distribution	2	B, BWW, D, G, KB, V
IND-206	Creating Artist Pitch Materials	2	B, BWW, D, G, KB, V

Acceptance into the program requires a successful application, which includes an evaluation by the Music Business Department and a GPA of 2.0 or higher. For more information on the admissions requirements for the MPR minor, please see the Admissions section of the Catalog.

Students enrolled in the Music Business minor must be prepared with the required equipment and technology. Please see the list of requirements for Music Business located on pages 56, 88, or 140.

ASSOCIATE OF ARTS IN MUSIC BUSINESS

The Associate of Arts in Music Business degree is a liberal arts degree that prepares graduates to foster and employ an entrepreneurial mindset. Students focus their studies on the music performance and the music industry in areas such as music law, music publishing, artist management, music licensing, live concert production and promotion, radio programming and production, artist development and marketing in addition to the conventional study of music history, theory, individual music instruction and ensemble performance. A primary goal of the program is to develop connections and relationships between students and the industry in Los Angeles through core coursework, masterclasses and internships.

PROGRAM LEARNING OUTCOMES

Program Learning Outcomes reflect the mission of the academic programs of the institution and address the acquisition of performance proficiency, specific professional knowledge and academic merit.

Associate of Arts

AA PLO 1: Performance Proficiency

Students will be able to demonstrate a suitable level of performance proficiency on their major instrument.

AA PLO 2: Professional Knowledge

Students will be able to demonstrate a general professional knowledge and skills in the language, technology, creative activity, and business practice of their concentrated field of study.

AA PLO 3: Critical Thinking

Students will be able to demonstrate the ability to critically analyze and solve problems that are characteristic in the study of music.

AA PLO 4: Language of Music Fluency

Students will be able to demonstrate knowledge of the elements of musical structure, and show foundational proficiency in music theory and basic composition.

AA PLO 5: Historical Context

Students will be able to demonstrate academic knowledge in popular music history – its composers, literature, and stylistic connections, from the invention of music genres to their contemporary expansions.

DEPARTMENT LEARNING OUTCOMES

Department Learning Outcomes reflect the mission and learning outcomes of the institution, the academic program and to the acquisition of skills that are specific to a concentrated field of study.

MB DLO 1: Professional Knowledge

Students will be able to demonstrate broad professional knowledge in the language, communication, strategic trends, and legal concepts as practiced in areas of publishing, recording, licensing, artist management and promotion in the music and entertainment industry.

MB DLO 2: Historical Influences

Students will be able to demonstrate knowledge of the evolution of business roles and structures in the popular music industry and how they influence current practices and trends.

MB DLO 3: Proficiency in Songwriting

Students will be able to demonstrate knowledge of musical structure, harmonic language and lyric composition by composing original songs that display fundamental skill in melodic and harmonic form, lyrical content and musical arrangement.

MB DLO 4: Foundational Music

Students will be able to demonstrate intermediate knowledge and proficiency in music theory, basic keyboard techniques, contemporary music and popular song history and their cultural context, and conducting.

MB DLO 5: Business Technology

Students will be able to demonstrate competency in using computer technology and online tools such as social media and streaming platforms in the practice of monetizing music and media content.

MB DLO 6: Strategic Planning

Students will be able to demonstrate the ability to synthesize professional knowledge and entrepreneurial concepts to create a business strategy supported by financial planning and marketing.

ASSOCIATE OF ARTS - DEGREE PACING

90 Credits

QUARTER 1

CODE	COURSE	CREDITS
MUS-100	Theory/Ear Training 1	2
MUS-101	Keyboard Skills 1	1
IND-104	History of the Digital Revolution 1	2
PROD-230	Apple Logic	3
IND-100	Music Industry Studies 1	2
IND-101	Building the Artist's Team	2
IND-102	Music Marketing Foundations	2
IND-103	Promotion Concepts and Tools	1

Total Credits: 15**QUARTER 2**

CODE	COURSE	CREDITS
MUS-102	Theory/Ear Training 2	2
MUS-103	Keyboard Skills 2	1
IND-105	History of the Digital Revolution 2	2
PROD-306	Ableton Live	3
IND-106	A&R Strategy	2
IND-107	Brand Development & Partnership	1
IND-109	Music Industry Studies 2	2
IND-108	Artist Management Seminar	2
IND-115	Private Lesson 2	2

Total Credits: 17**QUARTER 3**

CODE	COURSE	CREDITS
MUS-220	Theory/Ear Training 3	2
MUS-221	Keyboard Skills 3	1
COMP-102	Guitar Accompaniment 1	1.5
COMP-103	Building Your DAW 1	2
IND-110	Social Media Branding	2
IND-112	Music Licensing 1	2
IND-113	Music Publishing 1	2
IND-116	Private Lesson 3	2

Total Credits: 14.5**QUARTER 4**

CODE	COURSE	CREDITS
MUS-290	Theory/Ear Training 4	2
MUS-291	Keyboard Skills 4	1
COMP-105	Guitar Accompaniment 2	1.5
IND-201	Music Licensing 2	2
IND-202	Music Publishing 2	2
IND-203	Marketing Budgeting	2
COMP-216	Private Lesson 4	2

Total Credits: 12.5**QUARTER 5**

CODE	COURSE	CREDITS
MUS-302	Music History: Middle Ages to 19th Century	2
IND-111	Music Business Law & Contracts 1	2
IND-204	Royalty Accounting	2
IND-205	Digital Distribution	1
IND-206	Creating Artist Pitch Materials	1
IND-207	Music Supervision	2
IND-300	Contemporary Performance Ensemble 1	1
COMP-205	Private Lesson 5	2

Total Credits: 13**QUARTER 6**

CODE	COURSE	CREDITS
MUS-303	Music History: 19th Century - 20th Century	2
COMP-100	Songwriting 1	1.5
IND-200	Music Business Law & Contracts 2	2
IND-209	Time & Money Management	1
IND-210	Indie Record Labels	2
IND-211	Mechandise Licensing & Retail	2
IND-304	Applied Economics for Business	2
IND-301	Contemporary Performance Ensemble 2	1
IND-215	Master Class 2	0.5
COMP-206	Private Lesson 6	2
IND-225	AA Final Project	2

Total Credits: 18

Required Equipment & Technology

Music Business

Computer

- Required minimum: MacBook Pro (iOS 10.14.6 or later)
- *Estimated cost: \$599.00 used, \$1299.00 new*

Software

- Required minimum: Sibelius
- *Estimated cost: \$9.99/month (education pricing)*
- Required minimum: Logic Pro X
- *Estimated cost: \$199.00 (education buncle, 5 months)*

USB Audio Interface

- Required minimum: Single iutput interface (Focusrite Scarlett solo)
- *Estimated cost: \$109.99*
- Double input interface (Focusrite Scarlett 2i2 or MOTU M2) (*optional*)
- *Estimated cost: \$159.99*

MIDI Keyboard

- Required minimum: 61 keys and sustain pedal (76 keys preferred)
- *Estimated cost: \$177.00 (61 keys), \$269 (76 keys)*

Headphones

- Required minimum: Wired, over ear (AKG K240 or comparable)
- *Estimated cost: \$69.00 (AKG K240)*

Microphone

- Required minimum: Shure SM58 (or comparable)
- *Estimated cost: \$99.00*
- Required minimum: Mic Stand
- *Estimated cost: \$25.00*
- Required minimum: XLR Cable
- *Estimated cost: \$19.00+*
- Required minimum: Pop Filter
- *Estimated cost: \$13.00 - \$35.00*

Instrument

- Required minimum: Acoustic Guitar (preferred acoustic/electric)
- *Estimated cost: \$135.00 (acoustic)*

Other

- Required minimum: Printer
- *Estimated cost: \$44.00+*
- Required minimum: Thumb drive for back up (at least 32GB)
- *Estimated cost: \$5.00 (32GB) - \$18.00 (128GB)*
- Required minimum: Staff paper, pen, pecil, eraser