PROGRAM COMPONENT (Group B) OR NON-SUBSTANTIVE MINOR REQUEST FORM
Short Form

Instructions: Please use one form for each request/action. Clearly mark all changes using Track Change or strikethroughs for deletions and underlines for additions. Following the approval of the appropriate college curriculum committee, a single representative for the college will e-mail the completed form to the Office of the Provost and Executive Vice President, provost@uidaho.edu for approval and then submission to the Academic Publications Editor in the Registrar’s Office for review by the University Curriculum Committee (UCC).

Deadline: This form must be submitted to the Office of the Provost and Executive Vice President by December 15th for inclusion in the next available General Catalog and to be available for scheduling beginning with the next summer semester.

Submission Information
This section must be completed

<table>
<thead>
<tr>
<th>College:</th>
<th>CLASS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department/Unit:</td>
<td>Music (Lionel Hampton School of Music)</td>
</tr>
<tr>
<td>Dept/Unit Approval Date:</td>
<td>10-15-15</td>
</tr>
<tr>
<td>College Approval Date:</td>
<td>10-27-15</td>
</tr>
<tr>
<td>CIP code (Consult Institutional Research):</td>
<td>50.1003</td>
</tr>
<tr>
<td>Primary Point of Contact (Name and Email):</td>
<td>Leonard Garrison</td>
</tr>
</tbody>
</table>

Program Component Request
Leave blank if not adding, discontinuing, or modifying a program component which consists of option, emphasis, minor, academic certificate less than 30 credits, or teaching endorsement

Clearly mark all changes to existing program components by using Track Change or strikethroughs for deletions and underlines for additions.

<table>
<thead>
<tr>
<th>Create New:</th>
<th>X</th>
<th>Modify:</th>
<th>Discontinue:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Level:</td>
<td>Undergraduate Level:</td>
<td>Law Level:</td>
<td>Credit Requirement:</td>
</tr>
</tbody>
</table>

Option:

<table>
<thead>
<tr>
<th>Emphasis:</th>
<th>A.) Arts Administration Emphasis</th>
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<tbody>
<tr>
<td></td>
<td>B.) Entrepreneurship Emphasis</td>
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<tr>
<td></td>
<td>C.) General Business Emphasis</td>
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</tbody>
</table>

Minor:

| Academic Certificate less than 30 credits: |

Teaching Endorsement (Major/Minor):
Overview of Program Component:
Provide a brief narrative description

The B.Mus. in Music Business previously did not feature specific Emphases, but the music faculty agrees that three new Emphases will serve students who have quite distinct interests and career paths (see below in Rationale).

Program Component Curriculum:
Required courses

| Ensemble Participation. An undergraduate music major must: (1) earn a minimum of eight credits in ensemble participation to be eligible for graduation and (2) enroll in an ensemble during each semester of full-time study. Various requirements are contained in the specific curricula. For curricular purposes, "major ensemble" is defined to mean MusA 116/316 Concert Choir - Vandaleers, 117/317 University Chorus, 119/319 Marching Band, 121/321 Concert Band, 122/322 Orchestra, or 120/320 Wind Ensemble. Other ensembles (listed in some curricula under "Chamber Music") consist of MusA 118/318 Jazz Choir, 315 Accompanying, 323 Jazz Ensemble, 365 Chamber Ensemble, and 160/380 Opera/Musical Theatre Studio. For students in the B.A. or B.S. in Applied Music or the B.Mus. in Music: Business, the following minimum requirements apply depending on the primary applied area of the student:
Orchestral Instrument: six credits in instrumental major ensemble and two additional credits in any instrumental ensemble.
Voice: six credits in vocal major ensemble and two additional credits in any vocal ensemble.
Keyboard: two credits in any major ensemble, four credits in MusA 315 Accompanying, and two credits in MusA 365 Chamber Ensemble.
Guitar: four credits in any major ensemble and four credits in MusA 365-02 Chamber Ensemble: Guitar Ensemble.

For students in the B.Mus. in Music: Business, the following minimum requirements apply depending on the primary applied area of the student:
Orchestral Instrument: four credits in instrumental major ensemble and four additional credits in any instrumental ensemble.
Voice: four credits in vocal major ensemble and four additional credits in any vocal ensemble.
Keyboard: two credits in any major ensemble, two credits in MusA 315 Accompanying, and four credits in an ensemble.
Guitar: four credits in any major ensemble and four credits in MusA 365-02 Chamber Ensemble: Guitar Ensemble.

Transfer students must have a minimum of four semesters of ensemble participation at UI, at least two of which must be in a major ensemble.

Music: Business (B.Mus.)
Required course work includes the university requirements (see regulation J-3) and:
Acct 201 Introduction to Financial Accounting (3 cr)
Acct 202 Introduction to Managerial Accounting (3 cr)
Bus 301 Financial Management (3 cr)
Bus 311 Introduction to Management (3 cr)
Bus 321 Marketing (3 cr)
Comm 101 Fundamentals of Public Speaking (2 cr)
Econ 201 Principles of Macroeconomics (3 cr)
Econ 202 Principles of Microeconomics (3 cr) OR Econ 272 Foundations of Economic Analysis (4 cr)
MusA 115 Studio Instruction (2 cr)
MusA 124 Studio Instruction (6 cr)
MusA 145 Piano Class for Music Majors/Minors (1 cr)
MusA 146 Piano Class for Music Majors/Minors (1 cr)
MusA 245 Piano Class for Music Majors/Minors (1 cr)
MusA 246 Piano Class for Music Majors/Minors (1 cr)
MusA 324 Studio Instruction (8 cr)
MusA 387 Conducting I (2 cr)
MusA 490 Half Recital (0 cr)
MusC 139 Aural Skills I (2 cr)
MusC 140 Aural Skills II (2 cr)
MusC 141 Theory of Music I (2 cr)
MusC 142 Theory of Music II (2 cr)
MusC 239 Aural Skills III (1 cr)
MusC 240 Aural Skills IV (1 cr)
MusC 241 Theory of Music III (3 cr)
MusC 242 Theory of Music IV (3 cr)
MusH 111 Introduction to Music Literature (3 cr)

Three courses chosen from:
- MusH 201 History of Rock and Roll (3 cr)
- MusH 321 Music in Western Civilization I (3 cr)
- MusH 322 Music in Western Civilization II (3 cr)
- MusH 323 Music in Western Civilization III (3 cr)
- MusH 330 History of Musical Theatre (3 cr)
- MusH 410 Studies in Jazz History (3 cr)
MusX 101 Orientation for Music Majors (0 cr)
MusX 140 Recital Attendance (seven semesters) (0 cr)
MusX 410 Current Topics in Music Bus (3 cr)
MusX 498 Internship (1 cr)
Stat 251 Statistical Methods (3 cr)
MusA ensemble (in eight different semesters) (see "Ensemble Participation" above for requirements) (8 cr)
MusC elective at the 300 or 400 level (2-3 cr)
MusH elective at the 400 level (2-3 cr)

In addition to the requirements above, music electives (0-2 6 cr) to reach a total of 64 60 credits in music.

Two of the following courses (6 cr):
BLaw 265 Legal Environment of Business (3 cr)
Bus 324 Consumer Behavior (3 cr)
Bus 412 Human Resource Management (3 cr)
Bus 413 Organizational Behavior (3 cr)
Bus 427 Services Marketing (3 cr)

And one of the following emphases:
A. Arts Administration Emphasis
Acct 201 Principles of Accounting (3 cr)
Acct 202 Managerial Accounting (3 cr)
Bus 301 Financial Management (3 cr)
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>Bus 311</td>
<td>Introduction to Management (3 cr)</td>
</tr>
<tr>
<td>Bus 321</td>
<td>Marketing (3 cr)</td>
</tr>
<tr>
<td>Orgs 210</td>
<td>Introduction to Organizational Sciences (1 cr)</td>
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</tbody>
</table>

12 credits chosen from the following:

- Bus 411  Acquiring Human Capital (3 cr)
- Bus 417  Developing Human Capital (3 cr)
- Orgs 155  Financial Literacy (3 cr)
- Orgs 220  Budgeting for Small Organizations (1 cr)
- Orgs 221  Workplace Motivation (1 cr)
- Orgs 222  Workplace Soft Skills (1 cr)
- Orgs 305  Nonprofit Organizations (3 cr)
- Orgs 407  Advanced Nonprofit Organizations (3 cr)
- Orgs 415  Planning Professional Conferences and Events (3 cr)
- Psyc 441  Human Relations in the Workplace (3 cr)

### B. Entrepreneurship Emphasis

- Acct 201  Principles of Accounting (3 cr)
- Acct 202  Managerial Accounting (3 cr)
- Acct 482  Enterprise Accounting (3 cr)
- Bus 301  Financial Management (3 cr)
- Bus 311  Introduction to Management (3 cr)
- Bus 321  Marketing (3 cr)
- Bus 414  Entrepreneurship (3 cr)
- Bus 415  New Venture Creation (3 cr)

Three credits of the following courses (3 cr):

- Bus 353  Application Development (3 cr)
- Bus 378  Project Management (3 cr)
- Bus 429  Vandal Solutions (1-6 cr, max 6)
- Bus 456  Quality Management (3 cr)

### C. General Business Emphasis

- Acct 201  Principles of Accounting (3 cr)
- Acct 202  Managerial Accounting (3 cr)
- Bus 190  Integrated Business and Value Creation (3 cr)
- Bus 301  Financial Management (3 cr)
- Bus 311  Introduction to Management (3 cr)
- Bus 321  Marketing (3 cr)
- BLaw 265  Legal Environment of Business (3 cr)

**Upper Division Electives in Business (6 cr):**

Courses to total 128 credits for this degree

Note: Students who wish to specialize in composition must:
1. take four credits of MusC 425 Composition as part of their upper-division theory music electives, and
2. substitute MusC 490, Recital, for MusA 490, Half Recital.

Students whose primary instrument is voice must substitute MusX 283-MusX 284 Diction for Singers for either the MusC or MusH elective four credits of music electives.

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### Name or Degree Change Only Requests

Leave blank if not making a name and/or degree change. This section can be completed for changes to the name of: degree, major, minor, option, emphasis, certificate, teaching endorsement

<table>
<thead>
<tr>
<th>Current Name:</th>
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<tbody>
<tr>
<td>New Name:</td>
<td></td>
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<tr>
<td>Current Degree:</td>
<td></td>
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</table>
New Degree: Other Details:

**Financial Impact**

This section must be completed

<table>
<thead>
<tr>
<th>Greater than $250,000 per FY:</th>
<th>Less than $250,000 per FY:</th>
<th>X</th>
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</thead>
<tbody>
<tr>
<td>Brief Description of financial impact:</td>
<td>We anticipate the new degree to be more popular than the current music business degree; thus, the revised degree will increase enrollment in music, accounting, business, economics, and ORGS courses.</td>
<td></td>
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<tr>
<td></td>
<td>The new course, MUSX 410 Current Topics in Music Business, will be taught by a Shawn Copeland, currently teaching one section MUSH 101, which will be re-assigned to a Graduate TA or another faculty. MUSX 410 will feature many guest speakers, so the instructor’s role will be more to organize rather than to deliver original content.</td>
<td></td>
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</tbody>
</table>

**Rationale and Assessment Information**

This section must be completed

Rationale for approval of this request as appropriate; include an explanation of how the department will manage the added workload of the new program component and any relevant assessment information that applies, describe whether the program component, curriculum, and admission requirements remain the same, describe the rationale for a name change or degree designation change:

The proposal is a major revision of the BMus Music Business degree including the following changes:

- Reduce the total number of credits required from 128 to 120 credits;
- Integrate the music and business sides of the degree by creating a new course, MusX 410 Current Topics in Music Business (3 cr) and requiring an internship in Music;
- Make the music requirements in ensembles and music history more flexible;
- Change the business requirements to reflect current market conditions;
- Create three new Emphases—Arts Administration, Entrepreneurship, and General Business.

Many students have been initially attracted to past iterations of this degree, but few have completed it. Faculty in music and business have met multiple times over the past few years to develop a new curriculum that would appeal to a broader base of students, prove more practical in the current business climate, and integrate the music and business sides of the degree. The Arts Administration Emphasis specifically prepares students to follow a career in this field. The Entrepreneurship Emphasis encompasses the Entrepreneurship Academic Certificate that is offered by the Department of Business in cooperation with other units throughout campus. The General Business Emphasis prepares students for an MBA.

Our accrediting agency, the National Association of Schools of Music (NASM) recommends that BMus degrees in music business include a minimum of 50% of credits from music and at least 15% in an associated field (in this case, business). The proposed degree conforms to this recommendation.

Most undergraduate degrees at the University of Idaho have been reduced from 128 to 120 credits, so this change is in line with university norms. Representatives of NASM recommended reducing music degrees to 120 credits in their 2015 Visitors’ Report.

Music majors who have no background in piano would still need to take MusA 145 and 146 as preparation for MusA 245 and 246, but these two credits would count as music electives rather than specific degree requirements. Many music majors already have piano skills and are waived from MusA 145 and 146 as a result of placement tests.

Assessment for this degree will align with assessment tools and benchmarks that are in place for other music degrees including entrance auditions, upper division standing jury, recital auditions (capstone experience), senior exit surveys, and senior exit interviews.

**Distance Education Availability**

This section must be completed

To comply with the requirements of the Idaho State Board of Education (SBOE) and the Northwest Commission on Colleges and Universities (NWCCU) the University of Idaho must declare whether 50% or more of the curricular requirements of a program may be completed via distance education. **If the program component is to be offered via distance education, additional or different formwork may be required.** Contact provost@uidaho.edu for assistance.
The U.S. Department of Education defines distance education as follows:

Distance education means education that uses one or more of the technologies listed below to deliver instruction to students who are separated from the instructor and to support regular and substantive interaction between the students and the instructor, either synchronously or asynchronously. The technologies may include--

1. The internet;
2. One-way and two-way transmissions through open broadcast, closed circuit, cable, microwave, broadband lines, fiber optics, satellite, or wireless communications devices;
3. Audio conferencing; or
4. Video cassettes, DVDs, and CD-ROMs, if the cassettes, DVDs, or CD-ROMs are used in a course in conjunction with any of the technologies listed in paragraphs (1) through (3).

Can 50% or more of the curricular requirements of this program component be completed via distance education?  Yes*  NoX

*If Yes, can 100% of the curricular requirements of this program component be completed via distance education?  Yes  NoX

Geographical Area Availability

This section must be completed

Identify the geographical area(s) this program component can be completed in:

- Moscow  X
- Coeur d’Alene
- Boise*
- Idaho Falls*
- Other**  Location(s):

*Note: Programs offered in regions 3, 4, and/or 5 may require additional formwork from the State Board of Education. Contact the Office of the Provost and Executive Vice President for additional information.

**Note: If Other is selected identify the specific area(s) this program component will be offered.

Office of the Registrar Information

Implementation Effective Date: Summer 2016

Date Received by the Office of the Provost and Executive Vice President: 3/1/16

Date Received by UCC Secretary: 03/02/16

UCC Item Number: UCC-16-040A

UCC Approval Date: 03/07/2016  Vote Record: Unan

Faculty Senate Item Number:

Faculty Senate Approval Date: 03/07/2016  Vote Record:

General Policy Report Number or Faculty Meeting Date:

Office of the President Approval Date:

State Board of Education Approval/Acknowledgement Date: