

F - New or Revised Minor/Emphasis/Area of Concentration : Entry # 2345**Today's Date**

09/12/2022

Your Name

Marc Foster

Your Emailmfoster@highpoint.edu**Please select the appropriate school overseeing this proposal:**

Arts & Design

Is this proposal connected to any other proposals currently being submitted? If so, please describe below.

No

Is this submission in response to a "revise and resubmit" decision on a previous proposal?

No

Category of proposal

Area of Concentration

Is this new or a revision?

New

200 Word Summary of Proposal

The Department of Music would like to add an optional Concentration in Music Business to the existing BA in Music to address student demand and better align with revised departmental and school mission statements.

Rationale for Proposed Curriculum

We have for years, and are increasingly, receiving requests from students (and parents) to provide more business courses within the BA in Music. We routinely lose students who would like to major in music, but cannot because double majoring in music AND business administration is challenging due to required credits within the BS in Business. In addition to attracting new students, a concentration in Music Business added to the BA in Music could accommodate current HPU students and would be achievable for students double majoring in music and something else. We see this proposal as both a recruiting strategy, as well as a retention strategy.

What Program(s), Degree(s), and/or Major(s) is this proposal intended to complement?

BA in Music.

We anticipate 10-15 students per cohort would want to pursue this concentration.

What Academic Divisions, University Officers, Programs, or other stakeholders are involved in, or affected by, this addition or change?

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School of Business

Please attach documentation showing support from key stakeholders, if any.

- [N-ConcentrationMusicBusiness-Support-Letter.pdf](#)

Is this proposed curriculum consistent with the University and School Mission?

This proposal is consistent with the University and School Mission in that it provides students with practical and marketable skills for a world as it is and as it is going to be. Cultivating marketing and business acumen within an arts degree addresses a changing global ethos from "performer" to "arts entrepreneur".

Does this proposal require an interim or transition plan, or can it be implemented immediately? If a transition plan is required, describe this or attach at the end of the proposal.

This plan can be implemented immediately and will not require any additional university resources.

Linked proposals:

- 1) Revision to MUS 3800 - Music Business, taking it from a 2-credit course to a more substantive 4-credit course.
- 2) New course MUS 2800 - Introduction to Music Business

Assessment Strategy

Assessment will take place through use of an online ePortfolio system, which every music major is required to create and maintain for the duration of their matriculation. The ePortfolio will collect all artifacts: mission statements, projects, performances, presentations, reflection statements, and annual/semesterly assessments and are collected throughout the degree and across all required courses. Supervision and assessment of the ePortfolio will reside with a zero-credit course, oversight of which is assigned to music faculty.

Please attach department approval page and any other supporting documents. If this proposal requires additional resources beyond normal operating expenses of department, school, or University, attach Provost's Provisional Willingness to Consider.

- [Music-Business-Concentration-December-2023-Revision.pdf](#)

For Deans:

Does this proposal connect solely to programs in one school (Intra-Collegiate), or does it have connections to broader university programs and requirements (Inter-Collegiate)? Note that all proposals connected to University Academic Programs or within the General Education should be considered Inter-Collegiate proposals.

Inter-collegiate

Is this proposal consistent with the school and university mission?

Yes

Comments justifying this determination?

This opportunity takes advantage of the liberal arts tradition at HPU by directing students to multiple disciplines to achieve professional goals.

Are necessary resources available to support this proposal?

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Yes

[DEAN] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

09/13/2022

For the School Curriculum Committee Chair**Is this proposal consistent with the mission and requirements of your school?**

Yes

Does this proposal reflect a course that is rigorous, current, and reflects best practices and highest academic standards?

Yes

[SCHOOL COMMITTEE] This committee approves/denies advancement of this proposal

Approve

Today's Date (REQUIRED)

11/21/2022

For APIRC:**Is this proposal consistent with the history and mission of the university?**

Yes

Does this proposal reflect a course that is rigorous, current, and reflects best practices and highest academic standards?

Yes

[APIRC] This committee approves/denies advancement of this proposal

Approve

Today's Date (REQUIRED)

11/17/2023