

MUSIC BUSINESS AND ENTREPRENEURSHIP

The Bachelor of Science in Music Business and Entrepreneurship blends business, entrepreneurship, and music, with a focus on music production and multimedia techniques. This program equips students for the multimodal, creative economy, preparing them for careers across digital and physical commerce in the music industry, fostering versatility in both traditional and emerging markets.

About this Program

- **College:** Arts (<http://catalog.ufl.edu/UGRD/colleges-schools/UGART/>)
- **Degree:** Bachelor of Science
- **Credits for Degree:** 120

To graduate with this major, students must complete all university, college, and major requirements.

School Information

Recognizing the value of music to our culture, society, and individual experience, the School of Music at the University of Florida is committed to the teaching and development of musicians, music educators, and scholars. As a vital component of one of the leading AAU research universities in the nation, the School of Music fully encourages scholarly research, creative activity, and interdisciplinary studies across all undergraduate and graduate degree programs.

Website (<https://arts.ufl.edu/academics/music/>)

CONTACT

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MUSIC BUILDING

GAINESVILLE FL 32611

Map (<http://campusmap.ufl.edu/#/index/0117>)

Curriculum

- Combination Degrees
- Jazz Studies Minor
- Music Business and Entrepreneurship
- Music Business and Entrepreneurship Certificate
- Music Education
- Music History | Ethnomusicology Minor
- Music in Medicine Certificate
- Music Performance Certificate
- Music Performance Minor | Instrumental or Voice
- Music Theory Minor
- Music | Bachelor of Arts
- Music | Bachelor of Music

The Bachelor of Science in Music Business & Entrepreneurship is meticulously crafted to offer students a holistic and in-depth understanding of the music industry, combining theoretical knowledge with practical, hands-on experience. Through a carefully curated curriculum, students delve into a variety of courses such as Strategic Music Entrepreneurship Development, Foundations of Music Business, Digital Musicianship and Production, and Music Production in Commercial Media. Additional coursework in Multimedia Production for the Music Industry, Commercial Music Courses and Ensembles, and cutting-edge AI Courses in Music further enrich the students' learning experience. These courses are designed not only to impart essential knowledge but also to inspire innovation and creativity in the field.

Emphasizing experiential learning, the program connects students with real-world practice, allowing them to engage directly with the music industry through Music Internship Ensembles and projects that explore the Social Impact of Music Entrepreneurs. The curriculum culminates in the capstone courses, where students fortify their business plans, integrating all they have learned into a cohesive, practical business strategy. This focus on experiential learning ensures that students can tailor their educational journey to their specific vocational interests, applying the knowledge and skills acquired to carve out unique career paths in the music industry. In fostering a direct connection between classroom learning and industry practice, the program equips students with the tools they need to navigate and succeed in the multimodal creative economies of music business and entrepreneurship.

The University of Florida is accredited by the National Association of Schools of Music (NASM) and the Southern Association of Colleges and Schools (SACS).

Critical Tracking

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida Common Course Prerequisites (<https://cpm.flvc.org/advance-search/>) may be used for transfer students.

Semester 1

- Complete MUT 1111 and MUT 1241L with minimum grades of C
- Complete MVK 1111 with a minimum grade of C
- Complete MUN 1000- or 2000-level Ensemble with a minimum grade of C
- 2.0 UF GPA required

Semester 2

- Complete MUT 1112 and MUT 1242L with minimum grades of C
- Complete MVK 1112 with a minimum grade of C
- Complete MUN 1000- or 2000-level Ensemble with a minimum grade of C
- 2.0 UF GPA required

Semester 3

- Complete (MUT 2116 and MUT 2246L) or (MUT 1361L and MUT 2213L), all with minimum grades of C
- Complete MVK 2221 or MVK 2175L with a minimum grade of C
- Complete MUN 1000- or 2000-level Ensemble with a minimum grade of C
- 2.0 UF GPA required

Semester 4

- Complete (MUT 2117 and MUT 2247L) or (MUT 1362L and MUT 2215L), all with minimum grades of C
- Complete MVK 2222 with a minimum grade of C
- Complete MUN 1000- or 2000-level Ensemble with a minimum grade of C
- 2.0 UF GPA required

Semester 5

- 2.0 UF GPA required

Semester 6

- 2.0 UF GPA required

Semester 7

- 2.0 UF GPA required

Semester 8

- 2.0 UF GPA required

Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

| Course | Title | Credits |
|----------------------|--|---------|
| Semester One | | |
| Quest 1 | | 3 |
| MUS 1010 | Recital Attendance | 0 |
| MUN 1000 or MUN 2000 | Ensemble (Critical Tracking) | 1 |
| MUT 1111 | Music Theory 1 (Critical Tracking) ¹ | 2 |

| | | |
|--|--|-----------|
| MUT 1241L | Aural Skills 1 (Critical Tracking) ¹ | 1 |
| MVK 1111 | Secondary Piano 1 (Critical Tracking) | 1 |
| State Core Gen Ed Mathematics (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) | | 3 |
| State Core Gen Ed Composition | | 3 |
| Credits | | 14 |
| Semester Two | | |
| MUN 1000 or MUN 2000 | Ensemble (Critical Tracking) | 1 |
| MUS 1010 | Recital Attendance | 0 |
| MUS 1360 | Digital Musicianship and Production | 3 |
| MUT 1112 | Music Theory 2 (Critical Tracking) | 2 |
| MUT 1242L | Aural Skills 2 (Critical Tracking) | 1 |
| MVK 1112 | Secondary Piano 2 (Critical Tracking) | 1 |
| Gen Ed Mathematics | | 3 |
| Gen Ed Composition; Writing Requirement | | 3 |
| Credits | | 14 |
| Semester Three | | |
| MUH 2501 | Introduction to World Musics (Gen Ed International) | 3 |
| MUN 1000 or MUN 2000 | Ensemble (Critical Tracking) | 1 |
| MUS 1010 | Recital Attendance | 0 |
| MUT 2116 | Music Theory 3 (Critical Tracking) | 2 |
| or MUT 1361L | or Commercial Music Theory and Practice 1 | |
| MUT 2246L | Aural Skills 3 (Critical Tracking) | 1 |
| or MUT 2213L | or Commercial Aural Skills I | |
| MVK 2221 | Secondary Piano 3 (Critical Tracking) | 1 |
| or MVK 2174L | or Commercial Keyboard Skills 1 | |
| State Core Gen Ed Social and Behavioral Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) | | 6 |
| Credits | | 14 |
| Semester Four | | |
| Quest 2 | | 3 |
| MUN 1000 or MUN 2000 | Ensemble (Critical Tracking) | 1 |
| MUS 1010 | Recital Attendance | 0 |
| MUT 2117 | Music Theory 4 (Critical Tracking) | 2 |
| Or MUT 1365 Commercial Music Theory and Practice 2 | | |
| MUT 2247L | Aural Skills 4 (Critical Tracking) | 1 |
| or MUT 2215L | or Commercial Aural Skills 2 | |
| MVK 2222 | Secondary Piano 4 (Critical Tracking) | 1 |
| or MVK 2175L | or Commercial Keyboard Skills 2 | |
| State Core Gen Ed Humanities (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) | | 3 |
| Gen Ed Biological or Physical Sciences | | 3 |
| Credits | | 14 |
| Semester Five | | |
| HUM 2832C | Algorithmic Creativity | 3 |
| MUM 4051 | Music Entrepreneurship Dev | 3 |
| MUN 3015L | Commercial Music Ensemble | 1 |
| MUS 1010 | Recital Attendance | 0 |
| Music History elective (MUH 3000 or 4000 level) | | 3 |
| Gen Ed Social and Behavioral Sciences | | 3 |
| Electives | | 3 |
| Credits | | 16 |
| Semester Six | | |
| MUM 4500C | Music Production in Commercial Media | 3 |
| MUN 3015L | Commercial Music Ensemble | 1 |
| MUS 1010 | Recital Attendance | 0 |
| Gen Ed Humanities | | 3 |
| Gen Ed Additional (Humanities, Social and Behavioral Sciences, Biological or Physical Sciences) | | 3 |
| Music History elective (MUH 3000 or 4000 level) | | 3 |
| Elective | | 3 |
| Credits | | 16 |
| Semester Seven | | |
| MUM 4005 | Found Music Business | 3 |

| | | |
|---|--|------------|
| MUM 4950 | Capstone Project I | 3 |
| MUN 4940L | Music Internship Ensemble | 1 |
| Gen Ed Additional (Humanities, Social and Behavioral Sciences, Biological or Physical Sciences) | | 3 |
| Electives | | 6 |
| Credits | | 16 |
| Semester Eight | | |
| MUM 4951 | Capstone Project 2 | 3 |
| MUM 4561C | Multimedia Production for the Music Industry | 3 |
| MUN 4940L | Music Internship Ensemble | 1 |
| MUT 3622 | Musical Data Structures | 3 |
| Electives | | 6 |
| Credits | | 16 |
| Total Credits | | 120 |

¹ Students who place into MUT 1001 take MUT 1111 and MUT 1241L in the Spring, followed by MUT 1112 and MUT 1242L in the Summer.