

SECTION A - Overview

1. Provide a brief description of the new certificate.

The Music Entrepreneurship Certificate will provide students the skills and tools necessary to create sustainable careers in the 21st century. The certificate program will welcome and accommodate all students (music majors and non-majors who have a background in music) who are interested in exploring the business of the music industry in an entrepreneurial context. The certificate program would attract a diverse population of students and make a direct impact on the Arizona community.

2. This proposed certificate: (check one)

- is cross disciplinary; or
- is certified by a professional or accredited organization/governmental agency; or,
- clearly leads to advanced specialization in a field; or,
- is granted to a program that does not currently have a major

3. Why should this be a certificate rather than a concentration or a minor?

The Music Entrepreneurship Certificate is not specific to one area of music but is designed to complement all concentrations in the School of Music.

4. Affiliation

If the certificate program is affiliated with a degree program, include a brief statement of how it will complement the program. If it is not affiliated with a degree program, incorporate a statement as to how it will provide an opportunity for a student to gain knowledge or skills not already available at ASU.

The certificate program will welcome and accommodate all university students (music majors and non-majors) who are interested in exploring the business of the music industry in an entrepreneurial context.

5. Demand

Explain the need for the new certificate (e.g., market demand, interdisciplinary considerations).

The music industry is undergoing enormous changes in how content is produced, distributed, and consumed, and musicians must go beyond traditional skill sets in order to be prepared for the vast opportunities inherent in the changing marketplace. While students can explore marketing, finance, small business organization, business plan development, arts management, etc., music entrepreneurship certificate students will benefit from a menu of courses designed for musicians seeking to develop entrepreneurial skills and an understanding and synthesis of these skills from a music perspective.

6. Projected enrollment

What are enrollment projections for the first three years?

3-YEAR PROJECTED ANNUAL ENROLLMENT			
	1st YEAR	2nd YEAR <i>Yr 1 continuing + new entering</i>	3rd YEAR <i>Yr 1 & 2 continuing + new entering</i>
Number of Students (Headcount)	10	20	40

SECTION B - Support and Impact**7. Faculty governance**

Attach a supporting letter from the chair of the academic unit verifying that the proposed certificate has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the certificate as presented in the proposal, without impacting core program resources.

8. Related programs

Identify related ASU programs and outline how the new certificate will complement these existing ASU programs. **Statements of support from potentially affected academic unit administrators must be included with this proposal.**

The Undergraduate Music Entrepreneurship Certificate will complement W. P. Carey's entrepreneurship programs by exploring entrepreneurship in the context of the music industry. Students in the program will learn how to develop music product and how to build teams and collaborate in music related business ventures.

9. Letter(s) of support for courses

Provide a supporting letter from each college/school dean from which individual courses are taken.

SECTION C - Academic Curriculum and Requirements**10. Knowledge, competencies, and skills**

List the knowledge, competencies, and skills (learning outcomes) students should have when they complete this proposed certificate. Examples of program learning outcomes can be found at <https://uoeee.asu.edu/assessment>. While learning outcomes are needed, the measures and performance criteria are not needed for certificates.

- Develop an Entrepreneurial Mindset
- Develop an understanding of good business practices in the music industry
- Create a business plan and develop a music product venture idea and see it to fruition
- Demonstrate an understanding of SWOT analysis, value proposition, market analysis, product development, fundraising and financial planning to be effective in music related careers
- Develop an understanding of an artistic product
- Complete an internship or practicum in the community

11. Enrollment criteria

Describe the procedures and any qualifications for enrollment in the proposed certificate. Please note if they are identical to the admission criteria for the existing major and degree program under which this certificate will be established.

The Certificate in Music Entrepreneurship is meant to supplement study for music majors and non-majors in any discipline with a music background. Students may be admitted to the certificate by submitting a statement of interest outlining their music background and personal goals. Students will also interview with program faculty to demonstrate their music-related skills.

12. Program Map

Attach a copy of the "proposed" map for this certificate program.

See the [Build a Major Map Training Guide](#) for instructions on how to create a "proposed certificate map" in [BAMM](#).

13. Curricular structure

Provide the curricular structure for this certificate by listing the required courses in alphanumeric order.

REQUIRED COURSES

Prefix	Number	Title	New Course?	Credit Hours
MUP	438	The Enterprising Musician	No	3
<i>Section sub-total:</i>				3
ELECTIVE COURSES: CHOOSE THREE FROM:				
Prefix	Number	Title	New Course?	Credit Hours
FMP	417	Business and Legal Practices in Entertainment	No	3
HDA	420	Design and the Arts Business Administration	No	3
MSC	221	Popular Music Lab: Rhythm Section	No	1
MSC	451	Popular Music Industry Studies I	No	2
MSC	452	Popular Music Industry Studies II	No	2
MUP	319	Advanced Audio Engineering in the Arts	No	2
MUP	439	Music Product Creation and Development	No	3
NLM	220	Introduction to Nonprofit Organizations	No	3
NLM	410	Social Entrepreneurship	No	3
NLM	451	Grant Writing	No	3
PAF	410	Building Leadership Skills	No	3
THP	351	Arts Management	No	3
<i>Section sub-total:</i>				9
OTHER REQUIREMENTS				Credit Hours
E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills				
MSC 484 Internship: Music Entrepreneurship Fieldwork				3
<i>Section sub-total:</i>				3
Total minimum credit hours required for certificate				15

14. Minimum residency requirement

How many hours of the certificate must be ASU credit?

The 3 core credits in the certificate must be taken at ASU. The transferability of credits from other institutions to fulfill the additional 12 required credits will be assessed on a case by case basis by the faculty coordinator in collaboration with the Herberger Institute Office of Student Success.

15. New courses

List new courses in alphanumeric order and provide a brief course description for each one.

Prior to submitting this proposal, all new courses must be at the *University Review* level in [Curriculum ChangeMaker](#).

There are no new courses.

SECTION D - Administration and Resources

16. Administration

How will the proposed certificate be administered (including admissions, student advisement, retention, etc.)?

The faculty coordinator will oversee curriculum of the certificate while the Herberger Office of Student Success will assure registration and completion requirements are met. Students enrolled in the certificate program will be music majors or non-music majors with a background in music. The Herberger Office of Student Success, which verifies the completion of all major requirements, will likewise verify completion of certificate courses. Herberger advisors will advise students to take the coursework indicated in the attached list.

17. Resources

What are the resource implications for the proposed certificate, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this certificate, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this certificate.

No new resources are needed to administer or offer the certificate.

18. Primary faculty

List the primary faculty participants regarding this proposed certificate. For interdisciplinary certificates, please include the relevant names of faculty members from across the University. The areas of specialization should refer to

FACULTY NAME	TITLE	AREA(S) OF SPECIALIZATION
Deanna Swoboda	Associate Professor of Music	Music Enterprise
TBD	TBD	Music Industry Studies
Gregory Bernstein	Associate Professor	Elective course - FMP 417
Clarke Rigsby	Faculty Associate	Elective course – MUP 319
Sandra Price	Lecturer	Elective course – NLM 220
Gordon Shockley	Associate Professor	Elective course – NLM 410

SECTION E - Additional Materials

APPENDIX**Operational Information for Undergraduate Certificates**

This information is used to populate the [Degree Search/catalog website](#).

Please consider the student audience in creating your text.

1. Certificate Name: Music Entrepreneurship**2. Marketing Text** *Optional, 50 words maximum*

The marketing text should make an emotional connection with prospective students to draw them in so they continue reading. Do not repeat content found in the program description.

Have you ever wondered about how to make it in the music business? The music entrepreneurship certificate program provides you with all the necessary tools and develops music business and organizational skills as well as the entrepreneurial mindset you need to be a highly successful working musician.

3. Program Description *150 words maximum*

Present factual basic and specialized information about the program to help students decide if the program is the right fit. This section is not the place for hyperbole, information about enrollment or admission, campus, course requirements, or potential careers.

Music entrepreneurship is a discipline that intersects the traditional music disciplines. Music entrepreneurship harnesses the skills and mindset of the entrepreneur to empower musicians to create work that is meaningful, sustainable and oriented to community and market need. Students in a music degree program or students with a background in music will benefit from the business, marketing and organizational skills offered by certificate courses as applied specifically to and within the arts.

4. Contact and Support Information

Building code and room number: (Search ASU map)	MUSIC 0405
Program office telephone number: (<i>i.e.</i> 480/965-2100)	480/965-3371
Program Email Address:	music@asu.edu
Program Website Address:	https://music.asu.edu/degree-programs/minors-certificates

5. Program Requirements

These requirements will be drawn from the “proposed certificate map” that must be submitted with this proposal. Instructions to create a “proposed certificate map” in [BAMM](#) can be found in the [Build a Major Map Training Guide](#).

6. Enrollment Requirements

If applicable, list any special enrollment requirements applicable to this certificate in addition to the standard text.

Enrollment requirements for all undergraduate certificates include the following text.

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

The certificate in music entrepreneurship is meant to supplement study for music majors and nonmajors in any discipline with a music background. Students may be admitted to the certificate by submitting a statement of interest outlining their music background and personal goals. Students will also interview with program faculty to demonstrate their music-related skills.

7. Keywords

List all keywords used to search for this program (limit 7). Keywords should be specific to the proposed program.

All parts of the certificate name are automatically included as keywords.

business, marketing, music industry, music and community, leadership, arts administration, community engagement

8. **Delivery/Campus Information Options:** On-Campus and/or I-Courses

9. **Campus/Locations:** Indicate all campus immersion locations where this program will be offered

Downtown Phoenix Polytechnic Tempe West Other:

2019 - 2020 CERTIFICATE Map

Music Entrepreneurship (Proposed)

Program Requirements

The undergraduate certificate in music entrepreneurship consists of 15 credit hours of which at least 12 credit hours must be upper division. There are 6 credit hours of required coursework, and the remaining nine credit hours are selected from the electives section. A grade of "C" or better is required in all courses.

Required Courses -- 6 credit hours

MSC 484: Internship (Music Entrepreneurship Fieldwork) (3)

MUP 438: The Enterprising Musician (3)

Electives -- 9 credit hours

FMP 417: Business and Legal Practices in Entertainment (3)

HDA 420: Design and the Arts Business Administration (3)

MSC 221: Popular Music Lab: Rhythm Section (1)

MSC 451: Popular Music Industry Studies I (2)

MSC 452: Popular Music Industry Studies II (2)

MUP 319: Advanced Audio Engineering in the Arts (2)

MUP 439: Music Product Creation and Development (3)

NLM 220: Introduction to Nonprofit Organizations (3)

NLM 410: Social Entrepreneurship (3)

NLM 451: Grant Writing (3)

PAF 410: Building Leadership Skills (SB) (3)

THP 351: Arts Management (3)

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this certificate.



Memorandum

Date: December 4, 2018

To: Steven Tepper, Dean and Director, Herberger Institute for Design and the Arts

From: Heather Landes, Director of the School of Music

Re: Undergraduate Certificate in Music Entrepreneurship

A handwritten signature in black ink, appearing to read "Heather Landes". The signature is written in a cursive style and is positioned to the right of the "From:" line.

The faculty of the School of Music have unanimously approved the proposed undergraduate Certificate in Music Entrepreneurship.

The Music Entrepreneurship certificate program will welcome and accommodate all students (music majors and non-majors) who are interested in exploring the business of the music industry in an entrepreneurial context. The music industry is undergoing enormous changes in how content is produced, distributed, and consumed, and musicians must go beyond traditional skill sets in order to be prepared for the vast opportunities inherent in the changing marketplace.

My signature indicates my support and approval for the establishment of this new certificate.

From: [William Terrill](#)
To: [Heather Landes](#); [Christopher Hiryak](#)
Subject: Fwd: FW: Impact Statement - New Certificates in Music Entrepreneurship
Date: Tuesday, July 09, 2019 12:29:25 PM
Attachments: [Music Entrepreneurship Certificate establish-undergraduate-certificate f....pdf](#)
[Music Entrepreneurship Certificate establishing-graduate-certificates fi....pdf](#)

Good Afternoon Heather,

The Watts College of Public Service and Community Solutions is supportive of the proposed new certificates in music entrepreneurship.

Please let there know if there is anything further you need at this stage.

Thanks, Bill

William Terrill, PhD
Interim Associate Dean, Watts College of Public Service and Community Solutions
Professor, School of Criminology & Criminal Justice
Arizona State University
411 N. Central Ave., Office 622B
Phoenix, AZ 85004
602-496-0840

----- Forwarded message -----

From: **Sian Mooney** <Sian.Mooney@asu.edu>
Date: Fri, Jul 5, 2019 at 3:39 PM
Subject: FW: Impact Statement - New Certificates in Music Entrepreneurship
To: Heather Landes <Heather.Landes@asu.edu>, William Terrill <wcterril@mainex1.asu.edu>

Hi Heather,

I am forwarding this on to Bill Terrill who is taking over this portfolio for Watts College. He will be able to get back to you soon. Looks like a very exciting new program.

Sian

From: Heather Landes
Sent: Friday, July 5, 2019 2:10 PM
To: Sian Mooney <Sian.Mooney@asu.edu>
Subject: Impact Statement - New Certificates in Music Entrepreneurship

Good Afternoon Sian,

I am writing to request an impact statement from you regarding our proposals for new certificates in music entrepreneurship. These certificates are designed for music majors and any student with a music background interested in music enterprise. As part of the curricula, students will have a menu of elective options, and we would be happy to include any Watts course that you feel would complement the courses in the certificate.

Can you please review the attached and let me know if you have any concerns? In addition, if there are other courses that you feel should be included, we are certainly happy to consider those.

Finally, we would need an impact statement from you regarding the proposed certificate and the inclusion of your courses.

Please let me know if you have any questions.

Sincerely,

Heather

Heather Landes

Director and Professor of Practice

Arizona State University

School of Music

PO Box 870405

Tempe, AZ 85287-0405

P: 480.727.6222 | F: 480.965.2659

Hi Kathryn,

Thank you for soliciting our input on your new certificates. The W. P. Carey has no objection to these certificates and we wish you the very best in their offering.

Thanks, again.

Kay

Kay A. Faris
Senior Associate Dean, Academic Programs
W. P. Carey School of Business
Arizona State University
Tempe, AZ 85287-3406
Phone: 480-965-7587
Fax: 480-965-3846
Kay.Faris@asu.edu



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From: Kathryn Maxwell
Sent: Thursday, February 21, 2019 2:53 PM
To: Kay Faris <KAY.FARIS@asu.edu>
Subject: Impact statement request for Music Entrepreneurship Certificates

Hello Kay,

The School of Music in the Herberger Institute have developed proposals for undergraduate and graduate certificates in Music Entrepreneurship. I would like to request an impact statement from the W. P Carey School of Business for both certificates.

If you are not the correct person to whom this request should be directed, please forward or direct me to that individual.

Thank you for your time. I look forward to receiving the statement.

Best,
Kathryn

Kathryn Maxwell
Associate Dean for Students
Professor of Printmaking

ASU Herberger Institute for Design and the Arts

Dixie Gammage Hall, Rm. 132

PO Box 872102

Tempe, AZ 85287-2102

p: 480.965.0050

f: 480.727.6529

Dear Don,

This is great! This statement should be find for the “impact statement.”

Sincerely,
Heather

Heather Landes

Director and Professor of Practice
Arizona State University
School of Music
PO Box 870405
Tempe, AZ 85287-0405
P: 480.727.6222 | F: 480.965.2659

From: Donald Siegel <Donald.Siegel.1@asu.edu>
Sent: Tuesday, December 04, 2018 12:56 PM
To: Heather Landes <Heather.Landes@asu.edu>
Cc: Kathryn Maxwell <K.Maxwell@asu.edu>
Subject: RE: Impact Statement - New Certificates in Music Entrepreneurship
Importance: High

I approve and am very excited about this- PAF 410 is the right one

I am not sure what an impact statement looks like, but I can say that I wholeheartedly support this worth certificate program and inclusion of PAF 410. Good luck with the certificate program.

Best regards,
Don Siegel

Dr. Donald Siegel
Professor of Public Policy and Management and Director
School of Public Affairs
Arizona State University
411 North Central Avenue, Suite 450
Phoenix, AZ, 85004
(602) 496-1101
<https://scholar.google.com/citations?user=mpaVyFgAAAAJ>
<https://iresearch.asu.edu/profile/3164210>
General Editor-Journal of Management Studies (2017 Impact Factor: 5.329)
Editor-Journal of Technology Transfer (2017 SSCI Impact Factor: 2.932)
Fellow, Academy of Management

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From: Heather Landes

Sent: Tuesday, December 4, 2018 11:19 AM

To: Donald Siegel <Donald.Siegel.1@asu.edu>

Cc: Kathryn Maxwell <K.Maxwell@asu.edu>

Subject: Impact Statement - New Certificates in Music Entrepreneurship

Good Morning Dr. Siegel,

I am writing to request an impact statement from you regarding our proposals for new undergraduate certificate in music entrepreneurship. This certificate is designed for music majors and any student with a music background interested in music enterprise. As part of the curricula, students will have a menu of elective options, and one of the courses on our proposed list is PAF 410 Building Leadership Skills. We are hopeful to include this course on the menu of options.

Can you please review the attached and let me know if you approve of its inclusion on our elective menu? In addition, if there are other courses that you feel should be included, we are certainly happy to consider those.

Finally, we would need an impact statement from you regarding the proposed certificate and the inclusion of your course.

Please let me know if you have any questions.

Sincerely,
Heather

Heather Landes

Director and Professor of Practice

Arizona State University

School of Music

PO Box 870405

Tempe, AZ 85287-0405

P: 480.727.6222 | F: 480.965.2659

From: Todd Sandrin (DEAN) <Todd.Sandrin@asu.edu>
Sent: Wednesday, September 18, 2019 11:40 AM
To: Heather Landes <Heather.Landes@asu.edu>
Cc: Patricia Friedrich <Patricia.Friedrich@asu.edu>
Subject: RE: Impact statement for Undergraduate Certificate - Music Entrepreneurship

Thanks so much, Heather. New College has no concerns and is enthusiastic about this wonderfully interdisciplinary and innovative degree program.

Best,
Todd

Todd R. Sandrin, Ph.D.

Dean, New College of Interdisciplinary Arts and Sciences

Vice Provost, West campus

Professor, School of Mathematical and Natural Sciences

Senior Sustainability Scientist - Julie Ann Wrigley Global Institute of Sustainability

 **ASU New College**
of Interdisciplinary Arts and Sciences
Arizona State University
