



MEMORANDUM

To: Julio Frenk, President

From: Linda L. Neider
Chair, Faculty Senate

Date: January 29, 2021

Subject: Faculty Senate Legislation #2020-48(B) –Name Change for the Bachelor of Music (BM) Musicianship, Artistry Development and Entrepreneurship TO BM in Modern Artist Development and Entrepreneurship, Frost School of Music, Department of Music, Media and Industry


The Faculty Senate, at its January 27, 2021 meeting, had no objections to the approval of the name change for the Bachelor of Music (BM) Musicianship, Artistry Development and Entrepreneurship to BM in Modern Artist Development and Entrepreneurship in the Frost School of Music, Department of Music, Media and Industry. No curricular changes were proposed; a new curriculum table was included to incorporate the standard major.

This legislation is now forwarded to you for your action.

LLN/va/rh

- cc: Jeffrey Duerk, Executive Vice President and Provost
- Shelton Berg, Dean, Frost School of Music
- Shannon de l’Etoile, Associate Dean, Graduate Studies
- Steven Moore, Professor of Professional Practice, Associate Dean of Undergraduate Studies
- Carlos Rivera, Program Director, Media Writing and Production

CAPSULE: Faculty Senate Legislation #2020-48(B) – Name Change for the Bachelor of Music (BM) Musicianship, Artistry Development and Entrepreneurship TO BM in Modern Artist Development and Entrepreneurship, Frost School of Music, Department of Music, Media and Industry

APPROVED:  DATE: 2/17/21
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Shelton Berg, Dean, Frost School of Music

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY
(Pending any further Board of Trustees approval)

NOT APPROVED AND REFERRED TO: _____

REMARKS (IF NOT APPROVED): _____

Program Change Request

Date Submitted: 09/02/20 11:20 am

Viewing: **B.M. in Modern Artist Development**
~~**Musicianship, Artistry Development, and**~~
Entrepreneurship : MADE_BM

Last edit: 10/28/20 4:58 pm

Changes proposed by: Eva Alonso (eva.alonso)

Catalog Pages Using
this Program

[B.M. in Musicianship, Artistry Development, and Entrepreneurship](#)

In Workflow

1. PG University Accreditation
2. PG FS Office for UCC
3. PG University Curriculum Committee
4. PG FS Office for GWC
5. PG FS GWC
6. PG Faculty Senate
7. PG FS Office for President
8. PG Registrar

Approval Path

1. 10/28/20 5:00 pm
Patty Murphy
(pxm491): Approved for PG University Accreditation
2. 11/03/20 2:07 pm
Robyn Hardeman
(rhardeman): Approved for PG FS Office for UCC
3. 11/06/20 5:30 am
David Chin (dchin1): Approved for PG University Curriculum Committee

Please list the authors of this proposal including name, rank/title, program/department, and school.

Proposer(s) Name

Dr. Steven Moore, Professor of Professional Practice, Associate Dean of Undergraduate Studies,
Department of Music Education, Frost School of Music.

Change Type All Other Changes

Provide a brief
summary of the
change

The Frost School of Music is requesting that the name of the Musicianship, Artistry
Development and Entrepreneurship major to be changed to Modern Artist Development and
Entrepreneurship. No plan code changes or curriculum changes will be made.

This change requested is based on the recommendation from NASM (National Association of
Schools of Music) during the last self-study. The proposal was approved by the Frost
Undergraduate Curriculum Committee in February 2020 and the Frost School Council in April
2020.

Career Undergraduate

Academic Structure

School/ College	Department
Frost School of Music	Music,Media & Industry

Plan Type Major and/or Degree

Who can take this program? **Any Students in this
College/School**

Degree Type Bachelor's

Degree Name **Bachelor of Music**

Proposed Plan Code

Plan Name B.M. in **Modern Artist Development** ~~Musicianship, Artistry~~
~~Development,~~ and Entrepreneurship

Will there be any subcomponents within the program such as concentrations, specializations, thesis/non-thesis
options, or tracks?

No

Effective Term Fall 2021

First Term Valid Fall 2021

Program Instruction Mode In Person

Where is the
program offered?

Location	Please provide the % of instruction at each location.
Coral Gables Campus	100

Program Length (Years) 4

Total Credits 129

Areas of Knowledge

Arts & Humanities

To Be Published in the Academic Bulletin

Program Overview

The MADE major allows the freedom and flexibility for students to focus on their preferred areas of emphasis, with outcomes that lead toward a viable career of their own choosing. **The BM in MADE incorporates a minor in Music Business and Entertainment Industries. The MADE major fulfills the Arts and Humanities area of knowledge requirement and the minor in MBEI fulfills the People and Society area of knowledge requirement.**

Educational Objectives

Upon graduation, students will have:

- a highly competitive skill set in musicianship, artistry, and entrepreneurship, including performing, writing, arranging/orchestration, recording, musical direction, marketing and promotion, copyright management and administration, as well as the ability to write basic agreements and licenses;
- a diverse and applied understanding of the music industry;
- the ability to create and execute a sound business plan, as well as a portfolio/EPK that best showcases their brand identity.
- a minor in Music Business and Entertainment Industry.

Program Mission Statement

Mission

The Bachelor of Music **in Modern Artist in Musicianship, Artistry Development and Entrepreneurship & Entrepreneurship** is a professional degree program designed to provide the highest level of preparation for qualified performers **and** **and** creatives to thrive in all aspects of the contemporary music industry.

Program Goals

Goals

Upon graduation, students will have:

A highly competitive skill set in musicianship, artistry, and entrepreneurship, including performing, writing, arranging/orchestration, recording, musical direction, marketing and promotion, copyright management and administration, as well as the ability to write basic agreements and licenses;

A diverse and applied understanding of the music industry;

The ability to create and execute a sound business plan, as well as a portfolio/EPK that best showcases their brand identity.

A minor in Music Business and Entertainment Industry.

Student Learning Outcomes

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~~Student Learning Outcomes~~

Curriculum Requirements

Curriculum Requirements

General Education Courses MADE

<u>ENG 105</u>	English Composition I	3
<u>ENG 106</u>	English Composition II	3
<u>MTH 113</u>	Finite Mathematics	3
STEM Cognate		9
<u>UMX 100</u>	The University of Miami Experience	0

Advanced Writing and Communication Skills (3 courses) AWC. See details below.

Total General Education credits = 18

Experiential Music Curriculum Core Courses 1

<u>MMI 15</u>	Made Forum	0
MMI XX1	Principal Instrument Lesson & Studio Class Level 1 (semesters 1-4, 2 credit hours)	8
MMI XX3	Principal Instrument Lesson & Studio Class Level 3 (semesters 5-6, 2 credit hours)	4
<u>MMI 140</u>	Experiential Musicianship I	4
& <u>MMI 107</u>	and Skills Lab I	
<u>MMI 141</u>	Experiential Musicianship II	4
& <u>MMI 108</u>	and Skills Lab II	

<u>MMI 240</u>	Experiential Musicianship III	4
& <u>MMI 207</u>	and Skills Lab III: American Song Traditions	
<u>MMI 241</u>	Experiential Musicianship IV	4
& <u>MMI 208</u>	and Skills Lab IV: American Song Traditions	
<u>MKP 140</u>	Keyboard Studies I (<u>MSJ 103</u> if enrolled in MSJ theory)	1
<u>MKP 141</u>	Keyboard Studies II (<u>MSJ 104</u> if enrolled in MSJ theory)	1
<u>MCY 140</u>	Experiencing Music	3
<u>MCY 141</u>	European Musical Traditions (AWC)	3
<u>MMI 173</u>	Introduction to the Music Business	3
or <u>MMI 310</u>	Music Business and Entrepreneurship for Musicians	
<u>MMI 250</u>	Essential Technologies for Musicians	3
Ensembles	(semesters 1-6, 1 credit hour)	6
Total credits for EMC Core courses = 48		
MBEI Minor Courses (12 Credits Taken in the EMC Core and MADE Major)		
<u>MMI 274</u>	Introduction to Music Copyright Law (Taken in MADE Major)	
<u>MMI 310</u>	Music Business and Entrepreneurship for Musicians (Taken in EMC Core)	
<u>MMI 378</u>	Music Business Agreements (Taken in MADE Major)	
<u>MMI 537</u>	Recorded Music Operations (Taken in MADE Major)	
or <u>MMI 580</u>	Advanced Analysis of Current Topics in the Music Business	
Courses in the MADE Major		
MMI XX3	Principal Instrument/Voice Lesson & Studio Class Level 3 (semesters 7-8, 2 credit 4 hours)	
Ensembles or Skills	(4 semesters, 1 credit hour)	4
Ensembles		
Select three Music Business Courses from the following:		9
<u>MMI 378</u>	Music Business Agreements	
<u>MMI 530</u>	Entrepreneurship for Musicians	
<u>MMI 537</u>	Recorded Music Operations	
MMI Elective		
<u>MMI 315</u>	Contemporary Songwriting I	3
<u>MMI 543</u>	Music Marketing	3
<u>MMI 445</u>	Senior Project/Portfolio (AWC)	1
<u>MTC 404</u>	Live Performance Musical Direction	3
<u>COS 333</u>	Business Communication	3
or <u>ENG 230</u>	Advanced Professional Communication	
or <u>ENG 331</u>	Legal Writing	
Arranging/Orchestration Elective with program director approval		3
Approved Music Electives at the 200 level or higher		9
Approved Electives		9
Total credits for courses in the major = 54		
Total Credit Hours		117

Curriculum Requirements with a Music Business and Entertainment Industry Minor

General Education Courses MADE

ENG 105	English Composition I	3
ENG 106	English Composition II	3
MTH 113	Finite Mathematics	3
People & Society Cognate		9
STEM Cognate		9
UMX 100	The University of Miami Experience	0

Advanced Writing and Communication Skills (3 courses) AWC. See details below.

Total General Education credits = 18

Experiential Music Curriculum Core Courses 1

MMI 15	Made Forum	0
MMI XX1	Principal Instrument Lesson & Studio Class Level 1 (semesters 1-4, 2 credit hours)	8
MMI XX3	Principal Instrument Lesson & Studio Class Level 3 (semesters 5-6, 2 credit hours)	4
MMI 140	Experiential Musicianship I	4
& MMI 107	and Skills Lab I	
MMI 141	Experiential Musicianship II	4
& MMI 108	and Skills Lab II	
MMI 240	Experiential Musicianship III	4
& MMI 207	and Skills Lab III: American Song Traditions	
MMI 241	Experiential Musicianship IV	4
& MMI 208	and Skills Lab IV: American Song Traditions	
MKP 140	Keyboard Studies I (MSJ 103 if enrolled in MSJ theory)	1
MKP 141	Keyboard Studies II (MSJ 104 if enrolled in MSJ theory)	1
MCY 140	Experiencing Music	3
MCY 141	European Musical Traditions (AWC)	3
MMI 173	Introduction to the Music Business	3
or MMI 310	Music Business and Entrepreneurship for Musicians	
MMI 250	Essential Technologies for Musicians	3
Ensembles	(semesters 1-6, 1 credit hour)	6

Total credits for EMC Core courses = 48

Courses in the MADE Major

MMI XX3	Principal Instrument/Voice Lesson & Studio Class Level 3 (semesters 7-8, 2 credit hours)	4
Ensembles or Skills	(4 semesters, 1 credit hour)	4
Ensembles		
MMI 274	Introduction to Music Copyright Law	3

Select three Music Business Courses from the following:

MMI 378	Music Business Agreements	9
MMI 530	Entrepreneurship for Musicians	
MMI 537	Recorded Music Operations	
MMI Elective		
MMI 315	Contemporary Songwriting I	3
MMI 543	Music Marketing	3
MMI 445	Senior Project/Portfolio (AWC)	1
MTC 404	Live Performance Musical Direction	3
COS 333	Business Communication	3
or ENG 230	Advanced Professional Communication	
or ENG 331	Legal Writing	
Arranging/Orchestration Elective with program director approval		3
Approved Music Electives at the 200 level or higher		9
Approved Electives		9
Total credits for courses in the major = 54		
Total Credit Hours		129

1 EMC core courses require a grade of "C" or higher. Lessons require a grade of "B-" or higher

Advanced Writing and Communication Skills

Courses

All students are required to successfully complete 3 Advanced Writing and Communication Skills (AWC) courses. Student degree requirements will include courses that meet the desired communication outcomes in evaluated and revised writing, speaking, stage presence, and audience engagement.

All music students will successfully complete:

[MCY 141](#) Musical Trends and Traditions, which will include substantial evaluated and revised writing components. MMI 445 Senior Project/Portfolio, this course is the capstone for both the CAM and MADE programs. Students will develop and compile a portfolio of creative works that showcase their individual artistry, including but not limited to recordings, videos, songs, scores, and/or other applicable media elements. Students will also be required to organize a public performance/showcase their works. Requisite: MADE Major or CAM Minor

[COS 333](#) Business Communication or [ENG 200+ course \(recommended courses ENG 230 or ENG 331\)](#)

Assessment

There will be at least 2 specific assessments in each Advanced **Communication Communications** Skills course for communications or writing equivalent to 4000 words, evaluated and revised.

Plan of Study

Plan of Study with Music Business and Entertainment

Industry Minor

Plan of Study Grid

Year One

Fall		Credit Hours
MMI 15	Made Forum	0
	MMI XX1 Principal Instrument/Voice Lesson & Studio Class	2
MMI 140	Experiential Musicianship I	4
& MMI 107	and Skills Lab I	
MCY 140	Experiencing Music	3
MKP 140 or MSJ 103	Keyboard Studies I	1
	or Jazz Piano I	
ENG 105	English Composition I	3
UMX 100	The University of Miami Experience	0
Ensemble		1
	Credit Hours	14

Spring

MMI 15	Made Forum	0
	MMI XX1 Principal Instrument/Voice Lesson & Studio Class	2
MMI 141	Experiential Musicianship II	4
& MMI 108	and Skills Lab II	
MCY 141	European Musical Traditions (AWC)	3
MKP 141 or MSJ 104	Keyboard Studies II	1
	or Jazz Piano II	
ENG 106	English Composition II	3
MTH 113	Finite Mathematics	3
Ensemble		1
	Credit Hours	17

Year Two

Fall		
MMI 15	Made Forum	0
	MMI XX1 Principal Instrument/Voice Lesson & Studio Class	2
MMI 240	Experiential Musicianship III	4
& MMI 207	and Skills Lab III: American Song Traditions	
	Approved Music Elective (200 level or higher)	3
MMI 173 or 310	Introduction to the Music Business (required minor)	3
	or Music Business and Entrepreneurship for Musicians	
STEM Cognate		3
Ensemble		1
	Credit Hours	16

Spring

MMI 15	Made Forum	0
	MMI XX1 Principal Instrument/Voice Lesson & Studio Class	2
MMI 241	Experiential Musicianship IV	4
& MMI 208	and Skills Lab IV: American Song Traditions	
	Approved Music Elective (200 level or higher)	3
MMI 274	Introduction to Music Copyright Law (required minor)	3
	Ensemble	1
MMI 250	Essential Technologies for Musicians	3
	Credit Hours	16

Year Three

Fall

MMI 15	Made Forum	0
	MMI XX3 Principal Instrument/Voice Lesson & Studio Class	2
	Approved Arranging/Orchestration Elective	3
	Approved Music Elective (200 level or higher)	3
	Choose one of the following:	3
MMI 378	Music Business Agreements (required minor)	
MMI 530	Entrepreneurship for Musicians	
MMI 537	Recorded Music Operations	
	MMI Elective	
	STEM Cognate	3
	Ensemble	1
	Ensemble	1
	Credit Hours	16

Spring

MMI 15	Made Forum	0
	MMI XX3 Principal Instrument/Voice Lesson & Studio Class	2
MMI 315	Contemporary Songwriting I	3
	Approved Elective	3
	Choose one of the following:	3
MMI 378	Music Business Agreements (required minor)	
MMI 530	Entrepreneurship for Musicians	
MMI 537	Recorded Music Operations	
	MMI Elective	
	Ensemble	1
	Ensemble	1
	People and Society Cognate	3
	Credit Hours	16

Year Four

Fall

MMI 15	Made Forum	0
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MMI 15	Made Forum	0
MMI XX3 Principal Instrument/Voice Lesson & Studio Class		2
ENG XXX	ENG 200+ or COS 333 (recommended courses ENG 230 or ENG 331)	3
Choose one of the following:		3
MMI 378	Music Business Agreements (required minor)	
MMI 530	Entrepreneurship for Musicians	
MMI 537	Recorded Music Operations	
MMI Elective		
Ensemble		1
Approved Elective		3
People and Society Cognate		3
STEM Cognate		3
	Credit Hours	18
Spring		
MMI 15	Made Forum	0
MMI XX3 Principal Instrument/Voice Lesson & Studio Class		2
MTC 404	Live Performance Musical Direction	3
MMI 445	Senior Project/Portfolio (/Business Plan (AWC))	1
MMI 543	Music Marketing	3
Approved Elective		3
Ensemble		1
People and Society Cognate		3
	Credit Hours	16
	Total Credit Hours	129

Plan of Study ~~Musicianship, Artistry Development & Entrepreneurship~~ with Music Business & Entertainment Industry and Creative American Music (CAM) Minors

Plan of Study Grid

Year One		Credit Hours
Fall		
MMI 15	Made Forum	0
MMI XX1 Principal Instrument/Voice Lesson & Studio Class		2
MMI 140	Experiential Musicianship I	4
& MMI 107	and Skills Lab I	
MCY 140	Experiencing Music	3
MKP 140 or MSJ 103	Keyboard Studies I	1
	or Jazz Piano I	
ENG 105	English Composition I	3
		-

The University of Miami Experience		0	11 of 15
Ensemble		1	
	Credit Hours	14	
Spring			
MMI 15	Made Forum	0	
	MMI XX1 Principal Instrument/Voice Lesson & Studio Class	2	
MMI 141	Experiential Musicianship II	4	
& MMI 108	and Skills Lab II		
MCY 141	European Musical Traditions (AWC)	3	
MKP 141 or MSJ 104	Keyboard Studies II	1	
	or Jazz Piano II		
ENG 106	English Composition II	3	
MTH 113	Finite Mathematics	3	
Ensemble		1	
	Credit Hours	17	
Year Two			
Fall			
MMI 15	Made Forum	0	
	MMI XX1 Principal Instrument/Voice Lesson & Studio Class	2	
MMI 240	Experiential Musicianship III	4	
& MMI 207	and Skills Lab III: American Song Traditions		
MMI 250	Essential Technologies for Musicians	3	
MCY 221	Anglo-American Song Traditions	3	
MMI 310 or 173	Music Business and Entrepreneurship for Musicians (required minor)	3	
	or Introduction to the Music Business		
Ensemble		1	
	Credit Hours	16	
Spring			
MMI 15	Made Forum	0	
	MMI XX1 Principal Instrument/Voice Lesson & Studio Class	2	
MMI 241	Experiential Musicianship IV	4	
& MMI 208	and Skills Lab IV: American Song Traditions		
MMI 274	Introduction to Music Copyright Law (required minor)	3	
MCY 222	African-American Song Traditions	3	
STEM Cognate		3	
Ensemble		1	
	Credit Hours	16	
Year Three			
Fall			
MMI 15	Made Forum	0	
	MMI XX3 Principal Instrument/Voice Lesson & Studio Class	2	
MMI 207	Skills Lab V: American Pop 2	1	

MMI 307

Skills Lab V: American Pop 2

1

MTC/MSJ/MMI Approved Orchestration Elective

3

MMI 320

Contemporary Lyric Writing 1

3

MCY 311

Modern American Pop Music

3

Choose one of the following:

3

MMI 378

Music Business Agreements (required minor)

MMI 530

Entrepreneurship for Musicians

MMI 537

Recorded Music Operations

MMI Elective

Ensemble

1

Credit Hours

16

Spring

MMI 15

Made Forum

0

MMI XX3 Principal Instrument/Voice Lesson & Studio Class

2

MMI 308

Skills Lab VI: American Pop 2

1

Approved Elective

3

Choose one of the following:

3

MMI 378

Music Business Agreements (required minor)

MMI 530

Entrepreneurship for Musicians

MMI 537

Recorded Music Operations

MMI Elective

STEM Cognate

3

Ensemble

1

People and Society Cognate

3

Credit Hours

16

Year Four

Fall

MMI 15

Made Forum

0

MMI XX3 Principal Instrument/Voice Lesson & Studio Class

2

MMI 543

Music Marketing

3

ENG XXX

ENG 200+ or COS 333 (recommended courses ENG 230 or ENG 331)

3

STEM Cognate

3

Choose one of the following:

3

MMI 378

Music Business Agreements (required minor)

MMI 530

Entrepreneurship for Musicians

MMI 537

Recorded Music Operations

MMI Elective

Ensemble

1

People and Society Cognate

3

Credit Hours

18

Spring

MMI 15

Made Forum

0

MMI XX3 Principal Instrument/Voice Lesson & Studio Class	2
MTC 404 Live Performance Musical Direction	3
MMI 445 Senior Project/Portfolio (/Business Plan (AWC))	1
Approved Elective	3
Approved Elective	3
Ensemble	1
People and Society Cognate	3
Credit Hours	16
Total Credit Hours	129

- 1 [MMI 320](#) substitutes for [MMI 315](#).
- 2 [MMI 307](#)/[MMI 308](#) will count towards ensemble requirements.

Rationale

Rationale

Major name change is based on recommendation from NASM

Market Demand

Relationship to Other Programs

Library Resources Available and Needed to Support the Program

Laboratory Facilities, Equipment, and Space Available and Needed to Support the Program

Other Resources Available or Needed to Support the Program

Curriculum

Program Curriculum

Upload Syllabi for Any New Courses

Proposed Schedule of Course Offerings for the First Three Years

CIP Code

Proposed CIP Code

Faculty

Program Directors

Upload CV(s)

Program Faculty

Students

Applicant Pool

Enrollment Projections

Administration

Program Administration

Comparison

Peer Comparisons

Documents

Attach Supporting Documentation

[MADE Major Supporting Documentation.pdf](#)

Reviewer

Comments

Patty Murphy (pxm491) (10/28/20 4:50 pm): The proposed change does not represent a significant departure from the currently approved program. Therefore notification to or approval from SACSCOC is not required.

Patty Murphy (pxm491) (10/28/20 5:00 pm): Note: No curricular changes are proposed. A new curriculum table was just included to incorporate the standard major.

Robyn Hardeman (rhardeman) (11/03/20 1:51 pm): Sent to UCC for review. 11/2/2020 Proponent sent a memo stating the voting faculty of the department had approved these changes on 1/24/2020, and the Dept Chair supports it.

Robyn Hardeman (rhardeman) (11/03/20 2:04 pm): School Council Chair confirmed that this was approved by the School Council April 2020.

David Chin (dchin1) (11/06/20 5:30 am): On 11/5/20 the University Curriculum Committee voted to support this proposal as submitted.

Robyn Hardeman (rhardeman) (12/08/20 2:08 pm): To be added to the 1/20/21 GWC agenda.