

Undergraduate Certificate in Music Enterprise

The Music Enterprise Certificate is a program enhancement option for undergraduate and graduate music major students designed to provide foundational understanding and experiences in establishing, managing, promotion, and otherwise successfully operating business enterprises in the music industry. The intent of the certificate is not to provide comprehensive training in all non-performance aspects of the music business, but rather, to allow students to explore how to combine their own musical interests and priorities with the tools and concepts necessary to function creatively in the music industry of today, while also preparing to be adaptable for the changing landscape of music production and consumption in the future. Non-music major students may also pursue the Music Enterprise Certificate.

Current Undergraduate Degree-Seeking Students: Undergraduate students in good standing (non-probationary) may submit a request (<https://deptsec.ku.edu/~music/forms/form/105/>) to add the Music Enterprise Certificate at any time during their course of study.

Current Undergraduate Students Outside of Music: Non-music undergraduate students in good standing (non-probationary) may submit a request (<https://deptsec.ku.edu/~music/forms/form/106/>) to add the Music Enterprise Certificate at any time during their course of study.

Contact Information

- Director of undergraduate Student Services: Rita Riley, rriley@ku.edu or 785-864-2954
- Graduate Student Academic Services: musicgrad@ku.edu or 785-864-1952.

A list of all course offerings can be found on the Schedule of Classes (<https://classes.ku.edu/>).

12 credits required for completion of the certificate.

Code	Title	Hours
MUS 486	The Business of Music (Fall only)	3
MUS 488	Arts Management (Fall only)	3
MUS 487	Entrepreneurship and Outreach (capstone course Spring only *)	3
Choose 1 course from the following School of Business courses:		3
ENTR 410	Building Entrepreneurial Competency	
ENTR 460	Entrepreneurial Finance	
ENTR 470	Entrepreneurial Marketing	
Total Hours		12

* Important note: MUS 486 and MUS 488 are prerequisites for MUS 487.

Please note – the 3 ENTR courses are required for the School of Business Certificate of Entrepreneurship for non-Business majors.

At the completion of this program, students will be able to:

- Demonstrate foundational understanding and experiences in establishing, managing, promoting, and otherwise successfully operating business enterprises in the music industry.
- Demonstrate foundational understanding and experiences in entrepreneurship and outreach in the music industry.
- Demonstrate foundational understanding and experiences in arts management.