

**Bachelor of Arts Program
in Music Business
(International Program)
Modified Program 2017**

Institution Assumption University
Campus/Faculty/Department Suvarnabhumi Campus, School of Music,
Department of Music Business

Section 1: General Information

Code and Title of Program

Code 25460741100543
Program Bachelor of Arts Program in Music Business (International Program)
หลักสูตรศิลปศาสตรบัณฑิต สาขาวิชาธุรกิจดนตรี (หลักสูตรนานาชาติ)

Title of Degree and Major Field

Full Title Bachelor of Arts (Music Business)
ศิลปศาสตรบัณฑิต (ธุรกิจดนตรี)
Abbreviated Title B.A. (Music Business)
ศศ.บ. (ธุรกิจดนตรี)

Curriculum Structure

Total number of credits	143 Credits
A. General Education Courses	34 Credits
Language Courses	15 Credits
Social Science Courses	7 Credits
Humanities Courses	6 Credits
Science and Mathematics Courses	6 Credits
B. Specialized Courses	103 Credits

Core Courses	33 Credits
Major Required Courses	37 Credits
Major Elective Courses	15 Credits
Minor Required Courses	12 Credits
Minor Elective Courses	6 Credits
C. Free Elective Courses	6 Credits

Course Code

Course code has the following meanings.

- First Two / Three Letters

ECO	Economic Courses
BG/GE	General Education Courses
CN	Business Chinese Courses
EN	Business English Courses
FR	Business French Courses
JA	Business Japanese Courses
MA	Applied Music Courses
MB	Music Business Courses
MC	General Classical Music Courses
MGT	Management Courses
MKT	Marketing Courses
MU	General Music Courses

- Number

First Number	Year of Study
Second Number	Group of Courses
Third & Fourth Number	Series of Courses

Courses

A. General Education Courses	34 Credits	
Language Courses	15 Credits	
BG 1001	English I	3 (2-3-6)
BG 1002	English II	3 (2-3-6)

BG 2000	English III	3 (2-3-6)
BG 2001	English IV	3 (2-3-6)
GE 1403	Communication in Thai	3 (3-0-6)
<u>or</u> GE 1405	Thai Language and Culture <i>(for foreign students)</i>	3 (3-0-6)

Social Science Courses 7 Credits

ECO 2200	Introduction to Economics	3 (3-0-6)
GE 1201	Information Literacy Skills	1 (1-0-2)
GE 2202	Ethics	3 (3-0-6)

Humanities Courses 6 Credits

GE 2103	Art of Reasoning	3 (3-0-6)
MGT 2404	Managerial Psychology	3 (3-0-6)

Science and Mathematics Courses 6 Credits

GE 1301	Environmental Science	3 (3-0-6)
MA 1200	Mathematics for Business	3 (3-0-6)

B. Specialized Courses 103 Credits

Core Courses 33 Credits

MB 1231	History and Literature of Music	3 (3-0-6)
MB 2131	Basic Songwriting	2 (2-0-4)
MB 2431	Music Technology	2 (2-0-4)
MB 2531	Music Business	3 (3-0-6)
MB 2532	Music Industry	3 (3-0-6)
MB 3512	Legal Aspects of Music Business	3 (3-0-6)
MGT 1101	Introduction to Business	3 (3-0-6)
MGT 2900	Principles of Management	3 (3-0-6)
MKT 2280	Principles of Marketing	3 (3-0-6)
MU 0111	Ear Training I	1 (0-2-1)
MU 0112	Ear Training II	1 (0-2-1)
MU 1151	Theory of Music I	3 (3-0-6)

MU 1152	Theory of Music II	3 (3-0-6)
MU 7101-8	Concert Attendance I-VIII	Non-credit

Major Required Courses 37 Credits

MA 0610	Music Ensemble	1 (0-2-1)
MA 1301	Applied Music I	2 (1-2-3)
MA 1302	Applied Music II	2 (1-2-3)
MA 2301	Applied Music III	2 (1-2-3)
MA 2302	Applied Music IV	2 (1-2-3)
MA 2501	Chorus I	1 (0-2-1)
MB 2432	Visual Media for Music Business	2 (1-2-3)
MB 2433	Computer Applications for Musician	3 (1-4-4)
MB 3231	Music Genre Studies	3 (3-0-6)
MB 3431	Basic Audio Recording	2 (1-2-3)
MB 3432	Song Demo Production	2 (1-2-3)
MB 3531	Music Research Writing and Methodology	3 (3-0-6)
MB 3532	Internship in Music Industry	0 (240 hrs.)
MB 4536	Career Options in Music Business	2 (2-0-4)
MB 4537	Music Business Seminar	3 (3-0-6)
MB 4531	Senior Project I	3 (0-9-0)
MB 4532	Senior Project II	3 (0-9-0)
MU 2331	Basic Keyboard Skill	1 (0-2-1)

Major Elective Courses 15 Credits

EN 3289	English for Music Business	3 (3-0-6)
MA 2502	Chorus II	1 (0-2-1)
MA 2503	Chorus III	1 (0-2-1)
MA 2504	Chorus IV	1 (0-2-1)
MA 3301	Applied Music V	2 (1-2-3)
MA 3302	Applied Music VI	2 (1-2-3)
MB 3133	Commercial Songwriting	3 (3-0-6)
MB 3134	Jingle Writing	3 (3-0-6)
MB 3135	Jazz Songwriting	3 (3-0-6)

MB 3435	Electronic Music Production	2 (1-2-3)
MB 3436	Digital DJ	2 (1-2-3)
MB 3437	Virtual Band in Globalization Era	2 (1-2-3)
MB 3535	Music Licensing	3 (3-0-6)
MB 3536	Viral Music Marketing	3 (3-0-6)
MB 3537	Music Career Exposure	3 (3-0-6)
MB 3538	History of Music Industry in Thailand	3 (3-0-6)
MB 4135	Advanced Songwriting	3 (3-0-6)
MB 4435	Pro Tools	2 (1-2-3)
MB 4436	Logic	2 (1-2-3)
MB 4437	Cubase	2 (1-2-3)
MB 4438	Drum Beat Programming	2 (1-2-3)
MB 4439	Computer Graphic for Musician	3 (1-4-4)
MB 4512	Music in Film Industry	3 (3-0-6)
MB 4535	Music Cognition	3 (3-0-6)
MC 2511	Vocal Diction I	1 (1-0-2)
MC 2512	Vocal Diction II	1 (1-0-2)
MC 3241	Vocal Literature	3 (3-0-6)
MC 3351	Conducting	2 (1-2-3)
MC 3513	Vocal Diction III	1 (1-0-2)
MC 3514	Vocal Diction IV	1 (1-0-2)
MC 4750	Music Pedagogy	2 (2-0-4)
MGT 3922	Introduction to New Venture	3 (3-0-6)
MGT 3924	Human Resources Development	3 (3-0-6)
MKT 3627	Sales Promotion	3 (3-0-6)
MKT 3628	Public Relations	3 (3-0-6)
MKT 3629	Pricing Strategy and Decision	3 (3-0-6)
MKT 3823	Marketing Channel Strategy and Decisions	3 (3-0-6)
MKT 4725	Competitive Analysis and Strategy	3 (3-0-6)
MKT 4726	Advertising and Creative Strategies	3 (3-0-6)
MKT 4806	Product and Brand Management	3 (3-0-6)
MU 2151	Orchestration I	2 (2-0-4)

MU 2152	Orchestration II	2 (2-0-4)
MU 2153	Theory of Music III	3 (3-0-6)
MU 2154	Theory of Music IV	3 (3-0-6)
MU 2211	History of Thai Music	3 (3-0-6)
MU 2221	Popular Music Literature	3 (3-0-6)
MU 3121	Composition	3 (3-0-6)
MU 3731	Introduction to Music Education	3 (3-0-6)
MU 4103	Form and Analysis	3 (3-0-6)
MU 4112	Arranging	3 (3-0-6)
MU 4223	Music in Human Life	3 (3-0-6)

Minor Required Courses

Minor Courses **18 Credits**

1. Music Production Technology

Minor Required Courses 18 Credits

MB 3433	Critical Listening	3 (2-3-4)
MB 3434	Music Production Analysis	3 (2-3-4)
MB 4431	Sound Design	3 (1-4-4)
MB 4432	Microphone Techniques	3 (2-3-4)
MB 4433	Mixing and Mastering	3 (2-3-4)
MB 4434	Music Production for Visual Media	3 (1-4-4)

2. Digital Music Entrepreneur

Minor Required Courses 18 Credits

MB 3533	Digital Music Marketing and Distribution	3 (3-0-6)
MB 3534	Artist Management	3 (3-0-6)
MB 4531	Music Promotion in New Media	3 (3-0-6)
MB 4532	Concert Management	3 (3-0-6)
MB 4533	Music Publishing	3 (3-0-6)
MB 4534	Music Label Simulation	3 (2-2-5)

3. Songwriting 18 Credits

MB 3131	Melody Writing	3 (2-2-5)
MB 3132	Lyrics Writing	3 (2-2-5)

MB 4131	Theory of Jazz and Popular Music	3 (3-0-6)
MB 4132	Harmony Writing	3 (2-2-5)
MB 4133	Arranging for Songwriter	3 (2-2-5)
MB 4134	Songwriting for Film, TV, and Games	3 (2-2-5)

4. Marketing 18 Credits

MKT 3102	Integrated Marketing Communications	3 (3-0-6)
MKT 3525	Sales Management	3 (3-0-6)
MKT 3530	Consumer Behavior	3 (3-0-6)
MKT 3837	Service and Customer Relationship Management	3 (3-0-6)
MKT 4730	Marketing Management	3 (3-0-6)
MKT 4809	Marketing for Services	3 (3-0-6)

5. Management - Leadership and Entrepreneurship 18 Credits

MGT 3901	Organization Theory	3 (3-0-6)
MGT 3903	Leadership	3 (3-0-6)
MGT 3917	Innovation and Change Management	3 (3-0-6)
MGT 3923	Strategic Human Resources Management	3 (3-0-6)
MGT 3942	Organizational Behavior	3 (3-0-6)
MGT 4916	Negotiation Strategy	3 (3-0-6)

6. Business English

Minor Required Courses 12 Credits

EN 2230	Listening and Speaking	3 (3-0-6)
EN 3212	Communicative Writing Skill Development	3 (3-0-6)
EN 3213	Business Communication in English	3 (3-0-6)
EN 4232	Business Conversation	3 (3-0-6)

Minor Elective Courses 6 Credits

Students can take any course from the Department of Business English upon completion of the prerequisites (if any).

7. Business French

Minor Required Courses 12 Credits

FR 1500	Introduction to French	3 (3-2-7)
FR 1501	French I	3 (3-2-7)
FR 2501	French II	3 (3-2-7)

FR 2502 French III 3 (3-2-7)

Minor Elective Courses 6 Credits

Students can take any course from the Department of Business French upon completion of the prerequisites (if any).

8. Business Chinese

Minor Required Courses 12 Credits

CN 1400 Introduction to Chinese 3 (3-0-6)

CN 1401 Chinese I 3 (3-0-6)

CN 2401 Chinese II 3 (3-0-6)

CN 2402 Chinese III 3 (3-0-6)

Minor Elective Courses 6 Credits

Students can take any course from the Department of Business Chinese upon completion of the prerequisites (if any).

9. Business Japanese

Minor Required Courses 12 Credits

JA 1700 Introduction to Japanese 3 (3-0-6)

JA 1701 Japanese I 3 (3-0-6)

JA 2701 Japanese II 3 (3-0-6)

JA 2702 Japanese III 3 (3-0-6)

Minor Elective Courses 6 Credits

Students can take any course from the Department of Business Japanese upon completion of the prerequisites (if any).

C. Free Elective Courses 6 Credits

Students can take free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

Free Elective Courses open to non-music students

Free elective courses which are offered by the Department of Music Business of School of Music:

MA 1300 Introduction to Applied Music 1 (0-1-2)

MB 1131 Pop Songwriting 3 (3-0-6)

MU 1231 History and Literature of Music 3 (3-0-6)

3.1.6 Study Plan

First Year

First Semester

Course Code	Course Title	Credits
BG 1001	English I	3 (2-3-6)
BG 14031	Ethics Seminar I	Non-credit
MA 1200	Mathematics for Business	3 (3-0-6)
GE 1201	Information Literacy Skills	1 (1-0-2)
GE 1403	Communication in Thai	3 (3-0-6)
<u>Or</u> GE 1405	Thai Language and Culture <i>(only for foreign students)</i>	
GE 2103	Art of Reasoning	3 (3-0-6)
MA 1301	Applied Music I	2 (1-2-3)
MU 0111	Ear Training I	1 (0-2-1)
MU 1151	Theory of Music I	3 (3-0-6)
MU 7101	Concert Attendance I	Non-credit
	Total	19 (16-7-36)

Second Semester

Course Code	Course Title	Credits
BG 1002	English II	3 (2-3-6)
BG 14032	Ethics Seminar II	Non-credit
GE 1301	Environment Science	3 (3-0-6)
MA 1302	Applied Music II	2 (1-2-3)
MA 2501	Chorus I	1 (0-2-1)
MGT 1101	Introduction to Business	3 (3-0-6)
MU 0112	Ear Training II	1 (0-2-1)
MU 1152	Theory of Music II	3 (3-0-6)
MB 1231	History and Literature of Music	3 (3-0-6)
MU 7102	Concert Attendance II	Non-credit
	Total	19 (15-9-35)

Second Year

First Semester

Course Code	Course Title	Credits
BG 2000	English III	3 (2-3-6)
BG 14033	Ethics Seminar III	Non-credit
ECO 2200	Introduction to Economics	3 (3-0-6)
MA 2301	Applied Music III	2 (1-2-3)
MB 2131	Basic Songwriting	2 (2-0-4)
MB 2431	Music Technology	2 (2-0-4)
MB 2531	Music Business	3 (3-0-6)
MGT2900	Principles of Management	3 (3-0-6)
MU 2331	Basic Keyboard Skill	1 (0-2-1)
MU 7103	Concert Attendance III	Non-credit
	Total	19 (16-7-36)

Second Semester

Course Code	Course Title	Credits
BG 2001	English IV	3 (2-3-6)
BG 14034	Ethics Seminar IV	Non-credit
MA 2302	Applied Music IV	2 (1-2-3)
MB 2432	Visual Media for Music Business	2 (1-2-3)
MB 2433	Computer Applications for Musician	3 (1-4-4)
MB 2532	Music Industry	3 (3-0-6)
MGT 2404	Managerial Psychology	3 (3-0-6)
MKT 2280	Principles of Marketing	3 (3-0-6)
MU 7104	Concert Attendance IV	Non-credit
	Total	19 (14-11-34)

Third Year

First Semester

Course Code	Course Title	Credits
BG 14035	Ethics Seminar V	Non-credit
MA 0160	Music Ensemble	1 (0-2-1)
MB 3231	Music Genre Studies	3 (3-0-6)
MB 3431	Basic Audio Recording	2 (1-2-3)
MB 3512	Legal Aspects of Music Business	3 (3-0-6)
MB 3531	Music Research Writing and Methodology	3 (3-0-6)
MU 7105	Concert Attendance V	Non-credit
	One Major Elective Course	3 (3-0-6)
	One Minor Course	3 (3-0-6)
	Total	18 (16-4-34)

Second Semester

Course Code	Course Title	Credits
BG 14036	Ethics Seminar VI	Non-credit
GE 2202	Ethics	3 (3-0-6)
MB 3432	Song Demo Production	2 (1-2-3)
MB 4536	Career Options in Music Business	2 (2-0-4)
MB 4537	Music Business Seminar	3 (3-0-6)
MU 7106	Concert Attendance VI	Non-credit
	Two Major Elective Courses	6 (6-0-12)
	One Minor Course	3 (3-0-6)
	Total	19 (18-2-37)

Summer Session

Course Code	Course Title	Credits
MB 3532	Internship in Music Industry	0 (240 hours)
	Total	0 (240 hours)

Fourth Year

First Semester

Course Code	Course Title	Credits
BG 14037	Ethics Seminar VII	Non-credit
MB 4531	Senior Project I	3 (0-9-0)
MU 7107	Concert Attendance VII	Non-credit
	One Major Elective Course	3 (3-0-6)
	Two Minor Courses	6 (6-0-12)
	One Free Elective Course	3 (3-0-6)
	Total	15 (12-9-24)

Second Semester

Course Code	Course Title	Credits
BG 14038	Ethics Seminar VIII	Non-credit
MB 4532	Senior Project II	3 (0-9-0)
MU 7108	Concert Attendance VIII	Non-credit
	One Major Elective Course	3 (3-0-6)
	Two Minor Courses	6 (6-0-12)
	One Free Elective Course	3 (3-0-6)
	Total	15 (12-9-24)