

Program & Degree

Music Business

Degree

Bachelor of Music

Program overview

The Bachelor of Music program aims to produce quality graduates with proficiencies to perform/compose music or pursue their music related career (e.g. music education, music business, and/or music technology) in the international working environment. This four-year program (maximum length of 8 years) consists of 9 majors, including Classical Performance, Jazz, Composition, Music Theatre, Popular Music, Thai and Oriental Music, Music Education and Pedagogy, Music Business, Music Technology. The student must complete a total of 139 credits to complete the program.

Program Structure

Music Business (Western Music)

| Music Business – Western Music, Year 1 | | | | | |
|--|---|-----------|-------------------------|---|-----------|
| Year 1/1 | | | Year 1/2 | | |
| MUGE 101 | General Educations for Human Development | 2 (1-2-3) | MSGE 103 | Arts and Sciences for Human Development | 2 (2-0-4) |
| MSGE 102 | Social Studies for Human Development | 3 (3-0-6) | MSGE 112 | English 2 | 2 (2-0-4) |
| MSGE 111 | English 1 | 2 (2-0-4) | MSTE 102 | Foundations of Technology in Music | 2 (2-0-4) |
| MSAP 111 | Major Performance 1 | 4 (0-8-4) | MSAP 112 | Major Performance 2 | 4 (0-8-4) |
| MSAP 131 | Small Ensemble 1 | 1 (0-2-1) | MSAP 132 | Small Ensemble 2 | 1 (0-2-1) |
| MSAP 135 | Large Ensemble 1 | 2 (0-4-2) | MSAP 136 | Large Ensemble 2 | 2 (0-4-2) |
| MSPF 111/ | Keyboard Skills 1 / | 1 (0-2-1) | MSPF 112/ | Keyboard Skills 2 / | 1 (0-2-1) |
| MSPF 113 | Keyboard Harmony 1 | | MSPF 114 | Keyboard Harmony 2 | |
| MSTC 131 | Sight Singing and Ear Training 1 | 1 (0-2-1) | MSTC 132 | Sight Singing and Ear Training 2 | 1 (0-2-1) |
| MSTC 151 | Western Music Theory 1 | 2 (2-0-4) | MSTC 152 | Western Music Theory 2 | 2 (2-0-4) |
| MSVO 101/ | English Diction for Singing / | 1 (0-2-1) | MSBU 101 | Business Mathematic | 2 (2-0-4) |
| MSVO 111 | Voice Class 1 | | MSBU 141 | Principles of Economics (Recital Attendance) | 2 (2-0-4) |
| MSBU 151 | Music Industry (Recital Attendance) | 2 (2-0-4) | | | |
| Total 21 Credits | | | Total 21 Credits | | |

| Music Business – Western Music, Year 2 | | | | | |
|--|--|-----------|-------------------------|---|-----------|
| Year 2/1 | | | Year 2/2 | | |
| MSGE 211 | English 3 | 2 (2-0-4) | MSGE 212 | English 4 | 2 (2-0-4) |
| MSAP 211 | Major Performance 3 | 4 (0-8-4) | MSBU 241 | Principle of Management | 2 (2-0-4) |
| MSCY 211 | Western Music History 1 | 2 (2-0-4) | MSAP 212 | Major Performance 4 | 4 (0-8-4) |
| MSPF 211/ | Keyboard Skills 3 / | 1 (0-2-1) | MSCY 212 | Western Music History 2 | 2 (2-0-4) |
| MSPF 213/ | Keyboard Harmony 3 / | | MSPF 212/ | Keyboard Skills 4 / | 1 (0-2-1) |
| MSJA 111/ | Instrumental Class - Jazz 1 / | | MSPF 214/ | Keyboard Harmony 4 / | |
| MSJA 211/ | Jazz Piano Class 1 / | | MSJA 112/ | Instrumental Class - Jazz 2 / | |
| MSEN 211 | Popular Keyboard Skills 1 | | MSJA 212/ | Jazz Piano Class 2 / | |
| MSTC 231/ | Sight Singing and Ear Training 3 / | 1 (0-2-1) | MSEN 212 | Popular Keyboard Skills 2 | |
| MSJA 213 | Ear Training for Jazz and Pop Musicians 1 | | MSTC 232/ | Sight Singing and Ear Training 4 / | 1 (0-2-1) |
| MSTC 251/ | Western Music Theory 3 / | 2 (2-0-4) | MSJA 214 | Ear Training for Jazz and Pop Musicians 2 | |
| MSTC 253 | Popular Music Theory 1 | | MSTC 252/ | Western Music Theory 4 / | 2 (2-0-4) |
| MSTH 111 | Basic Gong Wong Yai 1 | 1 (0-2-1) | MSTC 254 | Popular Music Theory 2 | |
| MSBU 211 | Principles of Marketing | 3 (2-2-5) | MSBU 213 | Integrated Marketing Communication in Music Business | 2 (2-0-4) |
| MSBU 221 | Legal Issue in Music Business | 2 (2-0-4) | MSBU 272 | Content in Music Business | 2 (2-0-4) |
| MSBU 331 | Principles of Accounting (Recital Attendance) | 3 (2-2-5) | MSBU 332 | Business Finance (Recital Attendance) | 2 (2-0-4) |
| Total 21 Credits | | | Total 20 Credits | | |

| Music Business – Western Music, Year 3 | | | | | |
|--|---|-----------|----------|---|-----------|
| Year 3/1 | | | Year 3/2 | | |
| MSGE 313 | Thai 1 | 2 (2-0-4) | MSGE 314 | Thai 2 | 2 (2-0-4) |
| MSGE 341 | Personality Development | 1 (1-0-2) | MSCY 312 | Western Music History 4 | 2 (2-0-4) |
| MSCY 311 | Western Music History 3 | 2 (2-0-4) | MSBU 342 | Entrepreneurship for Music Business | 3 (2-2-5) |
| MSTH 301 | History and Theory of Thai Music | 1 (1-0-2) | MSBU 361 | Music Production and Planning Control | 2 (2-0-4) |
| MSGE 315 | English for Business Communication | 2 (2-0-4) | MSBU 373 | MIS and Computer Applications for Music Business | 2 (2-0-4) |
| MSBU 312 | Distribution Channel and Selling in Music Business | 2 (2-0-4) | MSBU 374 | Digital Marketing in the Music Business | 2 (2-0-4) |
| MSBU 351 | International Music Business | 2 (2-0-4) | MSBU 451 | Cost Analysis in | 2 (2-0-4) |

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|-------------------------|---|------------------------|------------------------------------|-----------|
| MSBU 394 | Negotiation in Music Business | 2 (2-0-4) | Music Industry (Free Electives) | 2 Credits |
| MSBU 443 | Management for Musicians (Free Electives) (Recital Attendance) | 2 (2-0-4) 2 Credits | (Recital Attendance) | |
| Total 18 Credits | | | Total 17 Credits | |

| Music Business – Western Music, Year 4 | | | | | |
|--|--|------------------------|------------------------|------------------------------------|------------|
| Year 4/1 | | | Year 4/2 | | |
| MSGE 423 | Ethical Issues in Music | 2 (2-0-4) | MSBU 481 | Music Business | 5 (0-15-5) |
| MSGE 422 | The Arts and Cultures of Southeast Asia | 2 (2-0-4) | | Internship (Recital Attendance) | |
| MSAP 493 | Special Project 1 | 3 (0-9-3) | | | |
| MSBU 392 | Research and Survey in Music Business | 3 (2-2-5) | | | |
| MSBU 393 | Risk and Insurance Management for Music Industry | 2 (2-0-4) | | | |
| MSBU 492 | Seminar in Music Business (Free Electives) (Recital Attendance) | 2 (2-0-4) 2 Credits | | | |
| Total 16 Credits | | | Total 5 Credits | | |

Music Business (Thai and Eastern Music)

| Music Business - Thai and Eastern Music, Year 1 | | | | | |
|---|---|-----------|----------|--|-----------|
| Year 1/1 | | | Year 1/2 | | |
| MUGE 101 | General Educations for Human Development | 2 (1-2-3) | MSGE 103 | Arts and Sciences for Human Development | 2 (2-0-4) |
| MSGE 102 | Social Studies for Human Development | 3 (3-0-6) | MSGE 112 | English 2 | 2 (2-0-4) |
| MSGE 111 | English 1 | 2 (2-0-4) | MSBU 141 | Principles of Economics | 2 (2-0-4) |
| MSAP 111 | Major Performance 1 | 4 (0-8-4) | MSTE 102 | Foundations of Technology in Music | 2 (2-0-4) |
| MSAP 131 | Small Ensemble 1 | 1 (0-2-1) | MSAP 112 | Major Performance 2 | 4 (0-8-4) |
| MSAP 135 | Large Ensemble 1 | 2 (0-4-2) | MSAP 132 | Small Ensemble 2 | 1 (0-2-1) |
| MSTC 101 | Introduction to Western Music Theory | 2 (2-0-4) | MSAP 136 | Large Ensemble 2 | 2 (0-4-2) |
| | | | MSTH 117 | Thai Rhythmic | 1 (0-2-1) |

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|-------------------------|-------------------------|-----------|-------------------------|----------------------------|-----------|
| MSTH 111/ | Basic Gong Wong Yai 1 / | 1 (0-2-1) | Percussion 1 | | |
| MSTH 113/ | Basic Ranad Ake 1 / | | MSTH 119 | Thai Folk Music | 1 (0-2-1) |
| MSTH 115/ | Basic Gong Wong Lek / | | | Performance | |
| MSTH 116 | Basic Ranad Tum | | MSTH 132 | Thai Music Theory 2 | 1 (1-0-2) |
| MSTH 131 | Thai Music Theory 1 | 1 (1-0-2) | MSTH 231 | Thai Musical | 1 (1-0-2) |
| MSTH 161 | Thai Folk Music 1 | 1 (1-0-2) | | Instrumentation and Tuning | |
| MSBU 151 | Music Industry | 2 (2-0-4) | MSBU 101 | Business Mathematic | 2 (2-0-4) |
| | (Recital Attendance) | | | (Recital Attendance) | |
| Total 21 Credits | | | Total 21 Credits | | |

| Music Business - Thai and Eastern Music, Year 2 | | | | | |
|--|---------------------------|-----------|-------------------------|---------------------------------|-----------|
| Year 2/1 | | | Year 2/2 | | |
| MSGE 211 | English 3 | 2 (2-0-4) | MSGE 212 | English 4 | 2 (2-0-4) |
| MSAP 211 | Major Performance 3 | 4 (0-8-4) | MSBU 241 | Principle of Management | 2 (2-0-4) |
| MSCY 210 | Introduction to | 1 (1-0-2) | MSAP 212 | Major Performance 4 | 4 (0-8-4) |
| | Western Music History | | MSTH 211/ | Basic Thai Strings 1 / | 1 (0-2-1) |
| MSPF 111 | Keyboard Skills 1 | 1 (0-2-1) | MSTH 213/ | Basic Thai Percussion 1 / | |
| MSTH 217 | Basic Thai Voice 1 | 1 (0-2-1) | MSTH 215 | Basic Thai Wind | |
| MSTH 237 | Transcription and | 1 (0-2-1) | | Instrument 1 | |
| | Notation in Music | | MSTH 219 | Kaen Ensemble 1 | 1 (0-2-1) |
| MSTH 241 | History and | 2 (2-0-4) | MSTH 235 | Vocal Music for Thai | 1 (0-2-1) |
| | Development of Thai Music | | | Traditional Performance | |
| MSTH 243 | Music of the | 2 (2-0-4) | MSTH 236 | Thai Music Melodic | 2 (2-0-4) |
| | Southeast Asia | | | Variation | |
| MSBU 211 | Principles of Marketing | 3 (2-2-5) | MSTH 261 | Thai Musical | 1 (0-2-1) |
| MSBU 221 | Legal Issue in | 2 (2-0-4) | | Instrument Production and | |
| | Music Business | | | Maintenance | |
| MSBU 331 | Principles of Accounting | 3 (2-2-5) | MSBU 213 | Integrated Marketing | 2 (2-0-4) |
| | (Recital Attendance) | | | Communication in Music Business | |
| | | | MSBU 272 | Content in | 2 (2-0-4) |
| | | | | Music Business | |
| | | | MSBU 332 | Business Finance | 2 (2-0-4) |
| | | | | (Recital Attendance) | |
| Total 22 Credits | | | Total 20 Credits | | |

| Music Business - Thai and Eastern Music, Year 3 | | | | | |
|---|-------------------------------|-----------|-------------------------|---------------------------------|-----------|
| Year 3/1 | | | Year 3/2 | | |
| MSGE 313 | Thai 1 | 2 (2-0-4) | MSGE 314 | Thai 2 | 2 (2-0-4) |
| MSGE 341 | Personality Development | 1 (1-0-2) | MSTH 432 | Form and Analysis of | 2 (2-0-4) |
| MSTH 321 | Basic Eastern Music 1 | 1 (0-2-1) | | Thai Music | |
| MSGE 315 | English for Business | 2 (2-0-4) | MSBU 342 | Entrepreneurship for | 3 (2-2-5) |
| | Communication | | | Music Business | |
| MSBU 312 | Distribution Channel | 2 (2-0-4) | MSBU 361 | Music Production and | 2 (2-0-4) |
| | and Selling in Music Business | | | Planning Control | |
| MSBU 351 | International | 2 (2-0-4) | MSBU 373 | MIS and Computer | 2 (2-0-4) |
| | Music Business | | | Applications for Music Business | |
| MSBU 394 | Negotiation in | 2 (2-0-4) | MSBU 374 | Digital Marketing in | 2 (2-0-4) |
| | Music Business | | | the Music Business | |
| MSBU 443 | Management for | 2 (2-0-4) | MSBU 451 | Cost Analysis in | 2 (2-0-4) |
| | Musicians | | | Music Industry | |
| | (Free Electives) | 2 Credits | | (Free Electives) | 2 Credits |
| | (Recital Attendance) | | | (Recital Attendance) | |
| Total 16 Credits | | | Total 17 Credits | | |

| Music Business - Thai and Eastern Music, Year 4 | | | | | |
|---|-------------------------------|-----------|------------------------|----------------------|------------|
| Year 4/1 | | | Year 4/2 | | |
| MSGE 423 | Ethical Issues in Music | 2 (2-0-4) | MSBU 481 | Music Business | 5 (0-15-5) |
| MSGE 422 | The Arts and Cultures of | 2 (2-0-4) | | Internship | |
| | Southeast Asia | | | (Recital Attendance) | |
| MSTH 334 | Music Accompaniment | 1 (0-2-1) | | | |
| | for Thai Performing Arts | | | | |
| MSAP 493 | Special Project 1 | 3 (0-9-3) | | | |
| MSBU 392 | Research and Survey | 3 (2-2-5) | | | |
| | in Music Business | | | | |
| MSBU 393 | Risk and Insurance | 2 (2-0-4) | | | |
| | Management for Music Industry | | | | |
| MSBU 492 | Seminar in | 2 (2-0-4) | | | |
| | Music Business | | | | |
| | (Free Electives) | 2 Credits | | | |
| | (Recital Attendance) | | | | |
| Total 17 Credits | | | Total 5 Credits | | |