

Sample Academic Program for a Music Major with a Focus on Arts Administration

A focus on arts administration prepares students to work behind the scenes in arts organizations, whether as an orchestra manager, program director (and grant writer) for a small contemporary music ensemble, or fund-raiser for an opera company. Besides a broad proficiency in various areas of music, skills and expertise in business practices, information management, mass communications, and public policy (specifically funding for the arts) are important. More than other areas of specialization in the music major, the arts administration path necessitates a strong component of hands-on experience along with classroom courses. Students interested in pursuing arts administration as a career are strongly advised to think about doing at least one internship with a local arts organization and to talk to their advisors early on for help in identifying opportunities for such internships.

YEAR 1

Required courses for the major: 49A, 49B, 49C, 50, 60, and one course from the series Music 74-77, Music 405A and B

Required university-wide: One or two courses to meet the English 1A and 1B requirement and one course in American History and Institutions (if not taken elsewhere or exempted by exam).

English 1A and 1B courses are also offered by departments such as Art History, Comparative Literature, History, German, History, etc. Look for something that reflects one of your interests.

Courses to fulfill the seven-course breadth requirement: choose from the list below

If there is any space in the schedule, it would also be desirable to participate in a performing ensemble such as University Chorus, Chamber Chorus, Opera Workshop, or Javanese Gamelan (Music 144, 145, 14X, 140) (**required** eventually) and/or take private lessons (Music 41/150).

We strongly recommend that students seek out a Freshman Seminar or a Sophomore Seminar in any topic/department. These are one-unit courses that provide the opportunity to work closely with a faculty member and a small group of students on a focused topic for one hour a week.

YEAR 2

Required courses for the major: 51, 61, a further two courses from the series Music 74-77, a large performing ensemble (Music 140-45, 148, 149) for both fall and spring semesters, Music 405C and D

The requirement to participate in a large ensemble for two consecutive semesters can be fulfilled at any time in the program. This is merely a suggestion that the second year might be a convenient time to do it, whether to leave room to explore other courses and

ensembles later or because students often wish to continue for several years as members of the same performing ensemble. We recommend auditioning for ensembles immediately upon entering the music major.

Breadth courses: choose from the list below

if room in the schedule:

music courses:

additional upper-level seminars in European music history (Music 170-179, 189)

an additional course in some area of non-European music (from the series Music 130-139)

Music 108 (Music Perception and Cognition)

Musical Applications of Computers and Related Technologies (Music 158)

courses from other departments:

Introduction to Information Systems (SIMS 101)

Introduction to Database Management (SIMS 138)

Law in the Work of Art (Legal Studies 114)

Management in the Public and Not-for-Profit Sectors (Bus Admin 115) (pre-req for this is Bus Admin 110: Microeconomic Analysis for Business Decisions)

An excellent way to gain a grounding in the fundamentals of business would be through the BASE Summer Program offered by the Haas School of Business; see details below.

YEAR 3

Required courses for the major: an upper-level seminar in music history (= any course from the series Music 170-79 or Music 189)

Strongly recommended in Year 3 or Year 4: a special study course that includes an internship with an arts organization in the Bay Area (Music 198/199)

Recommended music electives:

additional upper-level seminars in European music history (Music 170-179, 189)

an additional course in some area of non-European music (from the series Music 130-139)

Music 108 (Music Perception and Cognition)

This is the time to begin thinking about taking courses and cementing relationships with professors that reflect your interests most closely, and to take some steps that will smooth the way towards doing a thesis, special project, or lecture-demonstration during the senior year.

from other departments: at least two semesters of a foreign language (German, French, or Italian might be especially useful);

and/or

a specific course or range of a few courses that might include some of:

- Introduction to the Philosophy of Art (Philosophy 8)
- Aesthetics (Philosophy 10)
- Law in the Work of Art (Legal Studies 114),
- Arts and Cultural Policy (Public Policy 157)
- Public Policy in California (Public Policy 1)
- Mass Communications in America: An Introduction (Mass Comm 10)
- Cultural History of Advertising (Mass Comm 170)
- Print, Literacy and Power in America to 1900 (SIMS 192AC)
- Introduction to Organizational Behavior (Bus Admin 150)
- Marketing (Bus Admin 160)
- Advertising (Bus Admin 165)
- other courses in Public Policy or Mass Comm or Business

This list is potentially endless: almost any course or series of courses from departments in the humanities would work here. But we do suggest that students pursue a sequence of more than one course in a single department, perhaps beginning with a lower division introduction and following that with one or more specialized courses, perhaps with the same professor.

YEAR 4

Recommended music electives: anything from the courses listed under **year 3**, plus: Music H195 or 199 (independent study to develop a senior or honors thesis; strongly recommended to take this during the fall semester), Counterpoint (Music 154A, 154B), Studies in Musical Analysis (Mus 156)

from other departments: anything from the courses listed under **YEAR 3**

BREADTH COURSES

American Cultures

- Philanthropy: A Cross-Cultural Perspective (Business Admin 39AC)
- Race, Ethnicity and Public Policy (Public Policy 117AC)
- Econ 79 or 90
- Access to American Cultural Heritages (SIMS 142AC)
- The World Economy in the Twentieth Century (Econ 115)
- Print, Literacy and Power in America to 1900 (SIMS 192AC)

Philosophy and Values

- Law in the Work of Art (Legal Studies 114)
- Philanthropy: A Cross-Cultural Perspective (Business Admin 39AC) Freshman/sophomore Seminar in Business Admin

Social and Behavioral Sciences

Introduction to Economics (Econ 1)
The Press in Society (Journalism 141)
Freshman/Sophomore Seminar in Journalism (39A-D)
Introduction to Information Systems (SIMS 101)
Introduction to Database Management (SIMS 138)

International Studies

International Media (Mass Com 160)
Public Budgeting (Public Policy 176),

One course each also required in the areas of Biological Science and Physical Science.

BASE Summer Program (offered by The Haas School of Business)

Many undergraduate students in arts, sciences or engineering can benefit from an introduction to the real-world business environment. The BASE Summer Program does this by familiarizing participants with the tools necessary to conduct business research, analyze product and financial markets, examine organizational behavior issues, and effectively manage a career search.

The ideal participant of the BASE Program is an undergraduate student who will have recently completed his or her sophomore, junior, or senior year, and who has already gained a solid foundation in liberal arts, sciences or engineering. After completing BASE's intense, integrated program, participants will have acquired a solid grounding in the basics of the business curriculum, including accounting/finance, marketing and organizational behavior. In addition, they will have gained exposure to the inner workings of real companies through company related field trips and/or on-campus briefings. Previous field trips have included visits to investment banks, information technology companies, and consulting firms.

For 2003, BASE will run from July 7 until August 15, 2003. The application deadline for this year is April 30, 2003.

To download the application or for more information:

<<http://groups.haas.berkeley.edu/undergrad/BASE.asp>>[haas.berkeley.edu/Undergrad](http://groups.haas.berkeley.edu/undergrad)

