Bachelor of Arts Program

In Music Entrepreneurship

(International Program)

Modified Program 2022

Institution   Assumption University

Campus/Faculty/Department Suvarnabhumi Campus, Louis Nobiron School of Music,

Department of Music Entrepreneurship

Title of Degree and Major Field

Full Title   Bachelor of Arts (Music Entrepreneurship)

ศิลปศาสตรบัณฑิต (การเป็นผู้ประกอบการทางดนตรี)

Abbreviated Title   B.A. (Music Entrepreneurship)

ศศ.บ. (การเป็นผู้ประกอบการทางดนตรี)

Curriculum

Number of Credits 132 Credits

Duration of Study

Students must complete all the requirements for the degree in a maximum of 8 years.

Curriculum Structure

Total number of credits	**132 Credits**	
A. General Education Courses		**30 Credits**
Language Courses		14 Credits
Social Science Courses		9 Credits
Humanities Courses		2 Credits
Science and Mathematics Courses		5 Credits
B. Specialized Courses		**93 Credits**
Core Courses		33 Credits
Major Required Courses		30 Credits
Concentration Courses		18 Credits
Major Elective Courses		12 Credits
C. Free Elective Courses		**9 Credits**

Courses

A. General Education Courses   30 Credits

Language Courses   14 Credits

Code	Course	Credits
ELE 1001	Communicative English I	3 (2-3-6)
ELE 1002	Communicative English II	3 (2-3-6)
ELE 2000	Academic English	3 (2-3-6)
ELE 2001	Advanced Academic English	3 (2-3-6)

Choose one from the following courses below upon the condition

Code	Course	Credits
GE 1401	Thai for Professional Communication (for Thai students)	2 (2-0-4)
GE 1411	Thai Language for Multicultural Communication (for non-Thai students)	2 (2-0-4)
GE 1412	Introductory Thai Usage (for Thai students from international program)	2 (2-0-4)

Social Science Courses   9 Credits

Code	Course	Credits
BBA 1004	Essential Marketing for Entrepreneurs	2 (2-0-4)
BBA 1005	Essential Finance for Entrepreneurs	2 (2-0-4)
BBA 1006	Essential Economics for Entrepreneurs	2 (2-0-4)
GE 2202	Ethics	3 (3-0-6)

Humanities Courses   2 Credits

Code	Course	Credits
GE 2110	Human Civilizations and Global Citizens	2 (2-0-4)

Science and Mathematics Courses   5 Credits

Code	Course	Credits
BBA 1007	Data Analytics for Entrepreneurs	3 (2-2-5)
GE 1303	Science for Sustainable Future	2 (2-0-4)

B. Specialized Courses   93 Credits

Core Courses   33 Credits

Code	Course	Credits
MB 1111	Happiness, Passion, and Aesthetics	3 (3-0-6)
MB 2531	Music Business	3 (3-0-6)
MB 3512	Legal Aspects of Music Business	3 (3-0-6)
MB 3541	Online Social Media for Music Business	3 (3-0-6)
MB 3549	Music Entrepreneurship Research	3 (3-0-6)
MP 1400	Music Production Skills	2 (2-0-4)
MP 2400	Audio Fundamentals	3 (3-0-6)
MU 0123	Keyboard Skills	Non-credit

MU 0201	Music Ensemble I	1 (0-2-1)
MU 1231	History and Literature of Music	3 (3-0-6)
MU 1301	Music Fundamentals I	3 (2-3-6)
MU 1302	Music Fundamentals II	3 (2-3-6)
MU 1501	Chorus I	1 (0-2-1)
MU 2131	Basic Songwriting	2 (2-0-4)
MU 7001-8	Concert and Seminar Attendance I-VIII	Non-credit

Major Required Courses   **30 Credits**

MB 3545	Digital Marketing for Music Entrepreneur	3 (3-0-6)
MB 3550	Feasibility Study for Music Entrepreneur	3 (3-0-6)
MB 4000	Internship in Music Entrepreneurship	0 (240 hrs.)
MB 4001	Concert Management	Non-credit
MB 4500	Music Entrepreneurship Seminar	2 (2-0-4)
MB 4550	Business Intelligence and Data Analytics	3 (3-0-6)
MP 2510	Visual Media for Musician	2 (1-2-3)
MP 2511	Digital Photography for Musician	1 (0-2-1)
MP 2512	Video Production for Musician	2 (1-2-3)
MP 3411	Song Demo Production	3 (1-4-4)
MS 1001	Major Instrument I	2 (1-2-3)
MS 1002	Major Instrument II	2 (1-2-3)
MS 1003	Major Instrument III	2 (1-2-3)
MS 1004	Major Instrument IV	2 (1-2-3)
MS 4011	Senior Project I	Non-credit
MS 4012	Senior Project II	3 (0-9-0)

Concentration Courses   **18 Credits**

1. Music Production

MP 3431	Music Production Analysis	3 (2-3-4)
MP 3440	Audio Surgery Skills	3 (3-0-6)
MP 4432	Audio Recording	3 (2-3-4)
MP 4433	Mixing and Mastering	3 (2-3-4)

Students can take any 6 credits from the track list below

Track I: Audio Production

MP 4441	Music Production Management	3 (3-0-6)
MP 4442	Music as Audio	3 (2-2-5)

Track II: Advanced Production

MS 3401	Advanced Production Skill I	2 (1-2-3)
MS 3402	Advanced Production Skill II	2 (1-2-3)
MS 3403	Advanced Production Skill III	2 (1-2-3)

Track III: Songwriting

MS 3001	Songwriting I	2 (1-2-3)
MS 3002	Songwriting II	2 (1-2-3)
MS 3003	Songwriting III	2 (1-2-3)

Track IV: Music Composition

MS 3101	Music Composition I	2 (1-2-3)
MS 3102	Music Composition II	2 (1-2-3)
MS 3103	Music Composition III	2 (1-2-3)

Track V: Performance

MS 1005	Major Instrument V	2 (1-2-3)
MS 1006	Major Instrument VI	2 (1-2-3)
MS 1007	Major Instrument VII	2 (1-2-3)

Track VI: Contemporary Writing

MU 4130	Musicfor Visual Media	3 (2-2-5)
MU 4131	Commercial Music Arranging	3 (2-2-5)

2.Music Business

MB 3542	Design Thinking in Music Business	3 (3-0-6)
MB 3543	Music Entrepreneurship Startup	3 (3-0-6)
MB 3551	Creative Music Entrepreneurship	3 (3-0-6)
MB 3561	Artist and Music Management	3 (3-0-6)

Students can take any 6 credits from the track list below

Track I: Data Analytics

MB 4561	AI Application in Music Business	3 (3-0-6)
MB 4562	Data Visualization	3 (3-0-6)

Track II: Advanced Production

MS 3401	Advanced Production Skill I	2 (1-2-3)
MS 3402	Advanced Production Skill II	2 (1-2-3)
MS 3403	Advanced Production Skill III	2 (1-2-3)

Track III: Songwriting

MS 3001	Songwriting I	2 (1-2-3)
MS 3002	Songwriting II	2 (1-2-3)
MS 3003	Songwriting III	2 (1-2-3)

Track IV: Music Composition

MS 3101	Music Composition I	2 (1-2-3)
MS 3102	Music Composition II	2 (1-2-3)
MS 3103	Music Composition III	2 (1-2-3)

Track V: Performance

MS 1005	Major Instrument V	2 (1-2-3)
MS 1006	Major Instrument VI	2 (1-2-3)
MS 1007	Major Instrument VII	2 (1-2-3)

Track VI: Contemporary Writing

MU 4130	Music for Visual Media	3 (2-2-5)
MU 4131	Commercial Music Arranging	3 (2-2-5)

3. Innovation Technology

ITX 2005	Design Thinking	3 (3-0-6)
ITX 3002	Introduction to Information Technology	3 (3-0-6)
ITX 4213	Artificial Intelligence for Business	3 (3-0-6)
ITX 4215	Business Insights and Visualization	3 (3-0-6)
ITX 4218	Blockchain and Digital Currencies	3 (3-0-6)
MS 4920-29	Selected Topic [in Music Innovation]	3 (3-0-6)

4. Business Entrepreneurship

BBA 1102	Data and Information Literacy	3 (2-2-5)
BBA 2001	Human Behavior	3 (3-0-6)
BEC 2102	Economics Decision Making for Management	3 (3-0-6)
IBE 2101	Contemporary Marketing Practice	3 (3-0-6)
IBE 2102	Business Strategy and People Management	3 (3-0-6)
MS 4930-39	Selected Topic [in Business Management]	3 (3-0-6)

5. Design and Digital Innovation

ENX 1111	Digital Mindset and Sustainability	2 (2-0-4)
ENX 1113	Business Innovation and Design Thinking	2 (2-0-4)
ENX 1211	Leadership for a Digital Age	2 (2-0-4)
ENX 1212	Global Strategy and Communication	2 (2-0-4)
ENX 2211	Brand-Driven Innovation	2 (2-0-4)
DEX 1111	Introduction to Creative Culture and Trend	2 (2-0-4)
DEX 1112	Photography and Cinematography	2 (2-0-4)
DEX 1211	Introduction to Environmental Design	2 (2-0-4)
INX 1111	Tech Startup	2 (2-0-4)

6. Creative Commercial Communication

CA 1100	Introduction to Human Communication	3 (3-0-6)
CA 1101	Introduction to Strategic Communication	3 (3-0-6)
CA 1102	Introduction to Creative Communication	3 (3-0-6)
CA 1103	Introduction to Computer Graphic Design	3 (2-2-5)
CA 1104	Creative Production Management	3 (3-0-6)
MS 4940-49	Selected Topic [in Communication and Entrepreneurship]	3 (3-0-6)

7. Music and Food Synchronized

BT 2012	Introduction to Food Biotechnology	3 (3-0-6)
BT 3018	Design Thinking and Research Design	3 (3-0-6)
BT 4001	Food Biotechnology World Trend	3 (3-0-6)
FT 3114	Functional Food for Health	3 (3-0-6)
FT 3115	Food Safety and Microbiology Technology	3 (2-2-5)
MS 4950-59	Selected Topic [in Music and Food]	3 (3-0-6)

8. Communication and Innovation

MB 6001	Communication Theory	3 (3-0-6)
MB 6002	Creativity & Digital Storytelling	3 (3-0-6)
MB 6003	Research Methodologies in Communication	3 (3-0-6)
MB 6004	Applied Digital Innovations	3 (3-0-6)
MB 7001	Marketing Trends and Consumer Experience Analysis	3 (2-2-5)
MB 7002	Multi-platforms Content Marketing: Design and Management	3 (3-0-6)

9. Business English

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)

Students can take any 6 credits from the Department of Business English upon completion of the prerequisites (if any).

10. Business French

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)

Students can take any 6 credits from the Department of Business French upon completion of the prerequisites (if any).

11. Business Chinese

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)

Students can take any other 6 credits from the Department of Business Chinese upon completion of the prerequisites (if any).

12. Business Japanese

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)

Students can take any other 6 credits from the Department of Business Japanese upon completion of the prerequisites (if any).

Major Elective Courses   **12 Credits**

Students can choose 12 credits from anyconcentration course above or the courses listed below

Major Elective Courses Offered by School of Music

EN 3289	English for Music Business	3 (3-0-6)
MB 2532	Music Industry	3 (3-0-6)
MB 3440	Virtual Band in Globalization Era	3 (2-3-4)
MB 3534	Music Management and Entrepreneurship	3 (3-0-6)
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 4510	Project Management for Music Entrepreneur	3 (3-0-6)
MB 4512	Music in Film Industry	3 (3-0-6)
MB 4533	Digital Music Publishing	3 (3-0-6)
MB 4534	Music Label Simulation	3 (3-0-6)
MB 4535	Digital Creativity in Music Promotion	3 (3-0-6)

MB 4540	Music Business Data Analysis	3 (3-0-6)
MB 4541	Music Business Finance and Accounting	3 (3-0-6)
MB 4560	Machine Learning and Data Mining	3 (3-0-6)
MB 7003	Corporate Communication & Brand Management	3 (3-0-6)
MB 7004	Innovative Marketing Communication Campaign	3 (3-0-6)
MC 1260	Instrumentation and Score Preparation	2 (1-2-3)
MC 2161	Jazz Theory I	3 (3-0-6)
MC 2162	Jazz Theory II	3 (3-0-6)
MC 2163	Jazz Theory III	3 (3-0-6)
MC 2260	Introduction to Film Scoring	2 (2-0-4)
MC 2351	Piano Accompaniment I	1 (0-2-1)
MC 2352	Piano Accompaniment II	1 (0-2-1)
MC 2353	Piano Accompaniment III	1 (0-2-1)
MC 2361	Jazz Improvisation I	1 (0-2-1)
MC 2362	Jazz Improvisation II	1 (0-2-1)
MC 2363	Jazz Improvisation III	1 (0-2-1)
MC 2661	Improvisation for Composition I	2 (1-2-3)
MC 2662	Improvisation for Composition II	2 (1-2-3)
MC 3261	Dramatic Scoring	3 (3-0-6)
MC 3262	Dramatic Orchestration for Film	3 (3-0-6)
MC 3271	Jazz Composition and Arranging I	3 (3-0-6)
MC 3272	Jazz Composition and Arranging II	3 (3-0-6)
MC 3351	Conducting	3 (2-3-6)
MC 4011	Arranging and Orchestration I	2 (2-0-4)
MC 4012	Arranging and Orchestration II	2 (2-0-4)
MC 4160	Jazz Composition	3 (3-0-6)
MC 4561	Yamaha Music Pedagogy	3 (3-0-6)
MC 4562	Entrepreneurship for Musicians	3 (3-0-6)
MP 3420	Music Notation Software	2 (1-2-3)
MP 3421	Critical Listening	3 (2-3-4)
MP 3422	Synthesizer Basic	1 (0-2-1)
MP 3423	Pro Tools	2 (1-2-3)
MP 3424	Logic	2 (1-2-3)

MP 3425	Cubase	2 (1-2-3)
MP 3426	Ableton Live	2 (1-2-3)
MP 3427	Drum Beat Programming	2 (1-2-3)
MP 3428	Live Sound Reinforcement	3 (1-4-4)
MP 3429	Sound in Digital Domain	3 (3-0-6)
MP 3520	Final Cut Pro	2 (1-2-3)
MP 3521	Music Video Production	3 (1-4-4)
MP 4420	Electronic Music Production	3 (3-0-6)
MP 4421	Digital DJ	3 (3-0-6)
MP 4422	Sound Design	3 (1-4-4)
MP 4423	Microphone Techniques	3 (1-4-4)
MP 4424	Music Production Skills	3 (1-4-4)
MP 4431	Music Production Portfolio I	2 (1-2-3)
MP 4432	Music Production Portfolio II	2 (1-2-3)
MP 4433	Music Production Portfolio III	2 (1-2-3)
MP 4434	DaVinci Resolve	2 (1-2-3)
MP 4435	Jingle Writing	2 (1-2-3)
MP 4436	Film Scoring	2 (1-2-3)
MP 4437	Reaper Plugin Programming	2 (1-2-3)
MS 2001	Minor Instrument I	2 (1-2-3)
MS 2002	Minor Instrument II	2 (1-2-3)
MS 2003	Minor Instrument III	2 (1-2-3)
MS 2004	Minor Instrument IV	2 (1-2-3)
MS 3104	Music Composition I	2 (1-2-3)
MS 3105	Music Composition II	2 (1-2-3)
MS 3106	Music Composition III	2 (1-2-3)
MS 9001	Independent Music Study I	2 (1-2-3)
MS 9002	Independent Music Study II	2 (1-2-3)
MS 9003	Independent Music Study III	2 (1-2-3)
MS 9004	Independent Music Study IV	2 (1-2-3)
MS 9005	Independent Music Study V	2 (1-2-3)
MS 9006	Independent Music Study VI	2 (1-2-3)
MU 0121	Advanced Ear Training I	1 (0-2-1)
MU 0122	Advanced Ear Training II	1 (0-2-1)
MU 0202	Music Ensemble II	1 (0-2-1)

MU 0203	Music Ensemble III	1 (0-2-1)
MU 0204	Music Ensemble IV	1 (0-2-1)
MU 0301	String Ensemble I	3 (1-4-4)
MU 0302	String Ensemble II	3 (1-4-4)
MU 1133	Italian Language and Culture through Music	3 (3-0-6)
MU 1200	Music and Choreography	3 (1-4-4)
MU 1303	Music Fundamentals III	3 (3-0-6)
MU 1304	Music Fundamentals IV	3 (3-0-6)
MU 1502	Chorus II	1 (0-2-1)
MU1958	Thongchai McIntyre Studies	3 (3-0-6)
MU2002	Bodyslam Studies	3 (3-0-6)
MU 2211	History of Thai Music	3 (3-0-6)
MU 2221	Popular Music Literature	3 (3-0-6)
MU 2333	Guitar Skills	1 (0-2-1)
MU 2360	Basic Improvisation	1 (0-2-1)
MU 2503	Chorus III	1 (0-2-1)
MU 2504	Chorus IV	1 (0-2-1)
MU 2511	Vocal Diction I	1 (1-0-2)
MU 2512	Vocal Diction II	1 (1-0-2)
MU 2513	Vocal Diction III	1 (1-0-2)
MU 2514	Vocal Diction IV	1 (1-0-2)
MU 3121	Composition	3 (3-0-6)
MU 3133	Commercial Songwriting	3 (3-0-6)
MU 3134	Jingle Writing	3 (3-0-6)
MU 3135	Jazz Songwriting	3 (3-0-6)
MU 3231	Music Genre Studies	3 (3-0-6)
MU 3232	Hip-Hop and Rap Music	3 (3-0-6)
MU 3241	Vocal Literature	3 (3-0-6)
MU 3251	History of Music I	3 (3-0-6)
MU 3252	History of Music II	3 (3-0-6)
MU 3351	Conducting	3 (2-3-4)
MU 3551	Acting for Musicians	3 (1-4-4)
MU 3552	The Art of Guitar Making	3 (3-0-6)
MU 3602	Music Therapy	3 (3-0-6)
MU 3603	Music, Health, and Well-being	3 (3-0-6)

MU 3604	Music and Gender Studies	3 (3-0-6)
MU 3701	Music Education Management	3 (3-0-6)
MU 3702	Music Curriculum and Instruction	3 (3-0-6)
MU 3703	Methodology of Music Teaching	3 (3-0-6)
MU 3704	Music Teaching	3 (2-1-6)
MU 4103	Form and Analysis	3 (3-0-6)
MU 4112	Arranging	3 (3-0-6)
MU 4136	Advanced Jazz Songwriting	3 (3-0-6)
MU 4223	Music in Human Life	3 (3-0-6)
MU 4539	Music Cognition	3 (3-0-6)
MU 4545	Careers and Professions in Music	3 (3-0-6)
MU 4750	Music Pedagogy	3 (3-0-6)
SRX 1101	Happiness Advantage	1 (1-0-2)
SRX 1103	Aesthetic	1 (1-0-2)
SRX 1104	Designing Life with Passion	1 (1-0-2)
SRX 1201	Business Etiquettes and Personal/CEO Branding	2 (2-0-4)
SRX 2101	Empathy and Customer Centric	2 (2-0-4)
SRX 2111	Pitching and Story Telling	2 (2-0-4)
SRX 2201	Legal Aspects in Business, IT, and Creative Industry	2 (2-0-4)
SRX 2202	Well-being for Learning and Life	1 (1-0-2)
SRX 2211	Future Skill Forum	1 (1-0-2)

Major Elective Courses Offered by Other Faculties

AAD 2008	Digital Photography	3 (2-2-5)
BBA 2105	Operations and Supply Chain Management	3 (3-0-6)
BBA 4101	Entrepreneurship	3 (3-0-6)
BS 1115	Basic Chemistry	3(2-3-5)
BS 1116	Basic Biology	3(2-3-5)
BS 1117	Basic Physics	3(2-3-5)
BS 2020	Basic Microbiology	3(2-3-5)
BS 2021	Basic Biochemistry	3(2-3-5)
CA 2100	Psychology and Persuasion in Communication	3 (3-0-6)
CA 2101	Presentation and Public Speaking	3 (2-2-5)

Code	Course	Credits
CA 2102	Introduction to Marketing Communication	3 (3-0-6)
CA 2110	Media Literacy and Ethical Concerns	3 (3-0-6)
CA 2120	Interactive and Digital Platform Design	3 (2-2-5)
CA 2130	Communication Arts Research and Tools	3 (3-0-6)
CA 3100	Consumer Insight and Tools	3 (3-0-6)
CA 3101	Strategic Brand Communication	3 (3-0-6)
CA 3102	Media Planning	3 (3-0-6)
CA 3110	Storytelling for Creative Communication	3 (2-2-5)
CA 3111	Creative Entrepreneurial Project Management	3 (2-2-5)
CA 3112	Sound Design for Communication	3 (2-2-5)
CSX 2006	Mathematics and Statistics for Data Science	3 (3-0-6)
FT 3116	Food System and Breakthrough	3(2-3-5)
FT 3117	Food Processing Innovations and Technologies	3(2-3-5)
FT 3118	Properties of Food and Engineering	3(2-3-5)
FT 4143	Food Quality and Safety Standard, Law and Regulation	3(2-3-5)
FT 4146	Food Product Design and Development	3(2-3-5)
FT 4147	Industrial Fermentation Innovation and Products	3(2-3-5)
FT 4148	Consumer Food Marketing	3(3-0-6)
FT 4149	Sensory Marketing and Consumer Behavior	3(3-0-6)
IBE 1122	Accounting for Entrepreneurs	3 (3-0-6)
IBE 2103	Business Finance	3 (3-0-6)
IBE 2121	Global Business Strategy	3 (3-0-6)
IBE 2122	Communication and Negotiation for Business Success	3 (3-0-6)
IBE 3101	Business Analysis	3 (3-0-6)
ITX 2004	UI/UX Design and Prototyping	3 (3-0-6)
ITX 2007	Data Science	3 (3-0-6)
ITX 2009	Presentation and Data Visualization Techniques	3 (3-0-6)
ITX 3003	Business Systems	3 (3-0-6)
ITX 3004	Information System Analysis and Design	3 (3-0-6)
ITX 3006	Database Management Systems	3 (3-0-6)

ITX 3008	IT Project Management	3 (3-0-6)
ITX 4503	Information System Security	3 (3-0-6)
LAW 1201	Business Laws for Entrepreneurs	3 (3-0-6)

C. Free Elective Courses   9 Credits

Students can take free elective courses of 9 credits from any available

programme in Assumption University upon completion of the prerequisites (if any).

D. Free Elective Courses for Non-Music Students

MB 1001	Music Business Fundamentals	3 (3-0-6)
MP 1001	Music Production Fundamentals	3 (1-4-4)
MS 1300	Introduction to Musical Skills	1 (0-2-1)
MU 1001	Music Appreciation	3 (3-0-6)
MU 1002	Pop Music Appreciation	3 (3-0-6)
MU 1131	Pop Songwriting (Thai)	3 (3-0-6)
MU 1132	Pop Songwriting (English)	3 (3-0-6)

Study Plan

First Year

First Semester

Course Code	Course Title	Credits
ELE 1001	Communicative English I	3 (3-2-6)
MB 1111	Happiness, Passion, and Aesthetics	3 (3-0-6)
BG 14031	Professional Ethics Seminar I	Non-credit
MB 2531	Music Business	3 (3-0-6)
MP 1400	Music Production Skills	2 (2-0-4)
MU 1231	History and Literature of Music	3 (3-0-6)
MU 1301	Music Fundamentals I	3 (3-3-6)
MU 1501	Chorus I	1 (0-2-1)
MU 7001	Concert and Seminar Attendance I	Non-credit
	Total	18 (18-7-34)

Second Semester

Course Code	Course Title	Credits
ELE 1002	Communicative English II	3 (3-2-6)
BBA 1004	Essential Marketing for Entrepreneurs	2 (2-0-4)
BG 14032	Professional Ethics Seminar II	Non-credit
GE 2110	Human Civilizations and Global Citizens	2 (2-0-4)
MS 1001	Major Instrument I	2 (1-2-3)
MP 2400	Audio Fundamentals	3 (3-0-6)
MP 2510	Visual Media for Musician	2 (1-2-3)
MP 2511	Digital Photography for Musician	1 (0-2-1)
MU 1302	Music Fundamentals II	3 (3-3-6)
MU 7002	Concert and Seminar Attendance II	Non-credit
	Total	18(15-11-32)

Second Year

First Semester

Course Code	Course Title	Credits
ELE 2000	Academic English	3 (3-2-6)
BBA 1006	Essential Economics for Entrepreneurs	2 (2-0-4)
BG 14033	Professional Ethics Seminar III	Non-credit
GE 1303	Science for Sustainable Future	2 (2-0-4)
GE 1401	Thai for Professional Communication	2 (2-0-4)
MB 3545	Digital Marketing for Music Entrepreneur	3 (3-0-6)
MS 1002	Major Instrument II	2 (1-2-3)
MP 3411	Song Demo Production	3 (1-4-4)
MU 0123	Keyboard Skills	Non-credit
MU 2131	Basic Songwriting	2 (2-0-4)
MU 7003	Concert and Seminar Attendance III	Non-credit
	Total	19 (19-8-35)

Second Semester

Course Code	Course Title	Credits
ELE 2001	Advanced Academic English	3 (3-2-6)
BBA 1005	Essential Finance for Entrepreneurs	2 (2-0-4)
BBA 1007	Data Analytics for Entrepreneurs	3 (2-2-5)
BG 14034	Professional Ethics Seminar IV	Non-credit
MB 3541	Online Social Media for Music Business	3 (3-0-6)
MS 1003	Major Instrument III	2 (1-2-3)
MP 2512	Video Production for Musician	2 (1-2-3)
MU 0201	Music Ensemble I	1 (0-2-1)
MU 7004	Concert and Seminar Attendance IV	Non-credit
	Total	17 (10-15-30)

Third Year

First Semester

Course Code	Course Title	Credits
BG 14035	Professional Ethics Seminar V	Non-credit
MB 3512	Legal Aspects in Music Business	3 (3-0-6)
MB 4550	Business Intelligence and Data Analytics	3 (3-0-6)
MS 1004	Music Instrument IV	2 (1-2-3)
MU 7005	Concert and Seminar Attendance V	Non-credit
	Two Concentration Courses	6 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	Total	17(16-2-27)

Second Semester

Course Code	Course Title	Credits
BG 14036	Professional Ethics Seminar VI	Non-credit
MB 3549	Music Entrepreneurship Research	3 (3-0-6)
MB 3550	Feasibility Study for Music Entrepreneur	3 (3-0-6)
MU 7006	Concert and Seminar Attendance VI	Non-credit
	Two Concentration Courses	6 (6-0-12)
	Two Major Elective Courses	6 (6-0-12)
	Total	18(18-0-36)

Summer Session

Course Code	Course Title	Credits
MB 4000	Internship in Music Entrepreneurship	0 (240 hours)
	Total	0 (240 hours)

Fourth Year

First Semester

Course Code	Course Title	Credits
BG 14037	Professional Ethics Seminar VII	Non-credit
GE 2200	Ethics	3 (3-0-6)
MS 4011	Senior Project I	Non-credit
MU 7007	Concert and Seminar Attendance VII	Non-credit
	Two Concentration Courses	6 (6-0-12)
	One Major Elective Courses	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
	Total	15(15-0-30)

Second Semester

Course Code	Course Title	Credits
BG 14038	Professional Ethics Seminar VIII	Non-credit
MB 4001	Concert Management	Non-credit
MB 4500	Music Entrepreneurship Seminar	2 (2-0-4)
MS 4012	Senior Project II	3 (0-9-0)
MU 7008	Concert and Seminar Attendance VIII	Non-credit
	Two Free Elective Courses	6 (6-0-12)
	Total	11 (8-9-16)