



August 1, 2023

To the ASC Curriculum Committee,

Faculty who lead the Music, Media, and Enterprise track of our BS degree would like to rename the specialization for clarity and better understanding for students. Below is the current language description, the language slated to be removed, and new description. There is no curricular change, nor a change in philosophy, just more timely information that is public facing. I have communicated a concurrence request to the Fisher College and this has been approved (per Andrea Prud'homme). Language change is below.

We will need to change the code in SIS for clarity as well. Perhaps CBT?

Thank you,

David M. Hedgecoth, PhD

Associate Director

Chair, Undergraduate Studies

Director, Youth Summer Music Program

Affiliated Faculty, Center for Latin American Studies

School of Music

College of Arts and Sciences

The Ohio State University

Current Program/Specialization Description

The Bachelor of Science in Music is a multidisciplinary program that provides students the opportunity to explore a wide range of creative, technical and theoretical approaches to **contemporary** music and sound studies ~~in the 21st century~~. We take an inclusive approach to the study of sound arts, guiding students to develop a conceptual framework, to learn to engage critically with contemporary issues and to apply these insights to creative projects.

~~The **Media and Enterprise track** explores the places — whether physical or technologically mediated — where artists, audiences and economic opportunity converge. This track studies the structures and processes that provide public access to musical creativity, the tools that creators and producers use to understand listeners and consumers, and how music enterprise creates cultural, social and economic value.~~

Revised Specialization Description

The Creative Practice, Business, and Technology track explores how musical ideas move from creation to production to consumption in the commercial music industry today, Students seeking to create, produce, distribute, and monetize original music will learn how to optimize creativity, provide public access, understand listeners and consumers, and how music enterprise creates cultural, social and economic value.

From: [Hedgecoth, David](#)
To: [Vankeerbergen, Bernadette](#)
Subject: Fw: Concurrence request - School of Music
Date: Wednesday, August 2, 2023 9:37:37 AM

David M. Hedgecoth, PhD

Associate Director
Chair, Undergraduate Studies
Director, Youth Summer Music Program
Affiliated Faculty, Center for Latin American Studies
[School of Music](#)
College of Arts and Sciences
[The Ohio State University](#)

From: Prud'homme, Andrea <prudhomme.3@osu.edu>
Sent: Monday, July 24, 2023 9:23 AM
To: Hedgecoth, David <hedgecoth.1@osu.edu>
Cc: Croxton, Keely <croxton.4@osu.edu>
Subject: RE: Concurrence request - School of Music

David:

I think this is fine.

Andrea

Andrea M. Prud'homme, PhD, CPIM-F, CSCP, CLTD, CIRM

Pronouns: she/her/hers Honorific: Dr.
Associate Dean Undergraduate Programs & Students
Associate Professor – Clinical, Dept of Operations and Business Analytics
Fisher College of Business
200D Fisher Hall
614.292.3173 Office
prudhomme.3@osu.edu
[2022 Best Production Management Programs | US News Rankings](#)

From: Hedgecoth, David <hedgecoth.1@osu.edu>
To: Prud'homme, Andrea <prudhomme.3@osu.edu>
Sent: Monday, July 24, 2023 7:00 AM
Subject: Concurrence request - School of Music

Hello,

the School of Music is making some language changes (better clarity) to our Bachelor of Science degree. The current language is below with changes highlighted. Since we are using the word "business" Bernadette Vankeerbergen suggested I send this info for concurrence/approval.

Would you let me know if you are ok with the proposed changes? Concurrence will be assumed if no response is received three weeks after receipt of this note. Please let me know if you have any questions.

Thank you!

Current Program/Track Description

The Bachelor of Science in Music is a multidisciplinary program that provides students the opportunity to explore a wide range of creative, technical and theoretical approaches to **contemporary** music and sound studies in the 21st century. We take an inclusive approach to the study of sound arts, guiding students to develop a conceptual framework, to learn to engage critically with contemporary issues and to apply these insights to creative projects.

The ~~Media and Enterprise track~~ explores the places — whether physical or technologically mediated — where artists, audiences and economic opportunity converge. This track studies the structures and processes that provide public access to musical creativity, the tools that creators and producers use to understand listeners and consumers, and how music enterprise creates cultural, social and economic value.

Revised Track Description

The Creative Practice, Business, and Technology specialization explores how musical **ideas move from creation to production to consumption in the commercial music industry today, Students seeking to create, produce, distribute, and monetize original music will learn how to optimize creativity, provide public access, understand listeners and consumers, and how music enterprise creates cultural, social and economic value.**

David M. Hedgecoth, PhD

Associate Director
Chair, Undergraduate Studies

Director, Youth Summer Music Program
Affiliated Faculty, Center for Latin American Studies
School of Music
College of Arts and Sciences
The Ohio State University