

Interdisciplinary Studies
Music Entrepreneurship
Avery Gauthier

Rationale

Throughout the three semesters I've been here at Hendrix, I have always been unsure about what I want to major in. I have received advice from friends and family about pursuing several different majors that lead to numerous job opportunities. However, nothing seemed to fit my interests. My biggest concern was finding something that I was going to be passionate about. I don't want to be stuck in a career doing something I do not truly enjoy because my life would feel like someone else owns it. To prevent that from happening, I have decided to own my life right now and follow my dreams despite what other people may say or think. I have always had a passion for music ever since I was little. I went from listening to classical music all the time with my grandmother, to participating in the school band from middle school all the way up through high school. I went from playing trumpet, to guitar, to now learning how to play the piano and produce my own music. Surely, this is my calling because it is all I have ever loved and strived to be good at and I truly enjoy it. Not only do I love music, but I love the idea of being my own boss. I love business and entrepreneurship because I can be independent, make money for myself, and create my own brand. Business offers many opportunities that I can strive to withhold which will allow me to be successful with what I want to achieve in life. To have the best chance to pursue a career in music production and audio engineering, I have decided to create an interdisciplinary studies major called Music Entrepreneurship.

Courses

With a Music Entrepreneurship major, I can have the necessary experience in the Music and Business departments that will equip me with the knowledge I need to pursue the many careers the music industry has to offer. Music Entrepreneurship is a combination of classes that correspond directly to my interests and are the best way for me to obtain what I need to know to

succeed in my desired career field. Pursuing a Business & Economics major simply is too broad. Henceforth, I would have to take classes that don't directly translate to what I am trying to accomplish, while minoring in Music takes me into topics within the Music department that don't exactly align with the scope of my interests. For example, taking Medieval, Renaissance, and Baroque Music will likely not prove as useful in my desired career field as music literature courses on other topics. It seems more beneficial for me to take a combination of Popular Music Since 1900, Film Music, and Classic, Romantic, and Modern Music – which goes beyond the scope of the Music Minor. With pursuing an interdisciplinary studies major, I can use it to be on the path to having a career in music production/audio engineering, and ultimately creating my own music business.

Furthermore, for this line of work, being musically inclined is imperative. Knowing basic music theory and being proficient in an instrument (specifically piano) are key necessities that will take me a long way and make my job easier since composing music is the bulk of what I will be doing. By taking four semesters of piano lessons, and classes like Diatonic Harmony and Popular Music Since 1900, I should be well equipped with the basic musical knowledge to perform my job to the best of my abilities. In addition, taking Classic, Romantic, & Modern Music allows me to obtain knowledge about the history and evolution of western music, while Film Music will equip me with knowledge that is still within the realm of my interests since music plays a great role in the film industry. On the business side of things, the classes I have chosen are important because the knowledge I will learn from those classes are the backbone of what I need to know about running a music business. For example, Art Management is a key class that will teach me the proper skills to managing a business which can be applied to fine arts in general. I will learn things from human resources to operations which will help me understand

the basics of how a business related to fine arts should be run. In addition, Business Law is another very important class I will be taking. Since I will be producing and selling my own music, it is important to know the legal information behind things like contracts, copyrights, liabilities, and other legal matters when it comes to selling my music to artists/companies. In addition to these two classes, Cost Accounting, Personal Finance, and Accounting courses will provide information about managing the financial side of running a business with factors such as managing money, management decision making, budgeting, interpreting financial data of a business, etc. Finally, taking Microeconomics provides me with economic theory that is relevant to the aspects of Accounting. Economic theory also administers skills that will influence how I were to run a business since businesses/corporations play such a vital role in the economy. With all the classes in the Music and Business departments combined, I set myself up with a good, realistic chance to chase my dreams and succeed with flying colors. I am most confident that I will be well prepared to go out in the world and achieve my goal of becoming a producer and working within the music industry with this Music Entrepreneurship Major.

Capstone

I plan to obtain audio engineering and production experience through an internship with a recording studio. Greenwood Studios located here in Conway, Arkansas is a local recording studio I plan to reach out to for an internship position. Here I would be able to spend time in an actual recording studio, learning about recording, mixing, mastering, and audio engineering/production in general. My goal is to be associated with this studio by the Summer of 2020 going into my senior year. I intend for this internship to serve as my senior capstone since this is where I will receive the most important real-life experience possible since it translates directly into what I want to do. Since it is an internship I am pursuing as my Senior Project, the

internship can also satisfy the Professional & Leadership Development Odyssey category which I will complete by writing a paper about my experience, including a public presentation. This internship acts as a gateway to the anticipated career that I strive for, therefore, it couldn't be of more significance that I have this experience.

Courses

Business:

- BUSI 100 - Contemporary Issues in Business & Entrepreneurship (Completed)
- BUSI 110 - Personal Finance
- ECON 200 – Microeconomics
- BUSI 200 – Principles of Accounting I (Completed)
- BUSI 210 – Principles of Accounting II (Completed)
- BUSI 262 - Art Management
- BUSI 330 - Cost Accounting
- BUSI 350 - Business Law
- BUSI 499 - Senior Capstone: Internship

Music:

- MUSI 100 - Music Fundamentals (Completed)
- MUSI 180 - Film Music
- MUSI 201- Musicianship Skills (Completed)
- MUSI 260 – Popular Music Since 1900
- MUSA 3K2 - Piano Lessons (4 Semesters)
- MUSI 312 - Classic, Romantic, & Modern Music (W2)

Advisor Committee Consent:

X



Date 4/3/19

Avery Gauthier
Advisee

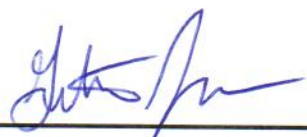
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Date 4/3/19

Dr. Lyle Rupert
Advisor/Chair

X



Date 4/3/19

Dr. Gretchen Renshaw James
Advisor