

## Learning Objective Alignment Worksheet

Music Business

June 2017

Program Coordinator: Danara Moore

### **Program Mission Statement:**

*The Briner School of Business educates and empowers students to effectively impact the world by confidently carrying their faith and knowledge into the marketplace so culture experiences the difference.*

*The mission of the Music Business program is to develop and equip students with skills and knowledge required for employment or further education in fields related to Music Business. Students will not only receive instruction but will actively participate in an experience-based curriculum designed for building skills and résumés. The mission of Music Business program serves to further reinforce the institution's objective to graduate students who will uniquely shape the world.*

**Program/Major Objectives:** *Qualities and competencies expected in graduates from this program/major*

By majoring in Music Business, students will learn to:

1. Demonstrate essential skills, knowledge and attitudes to be employable in fields related to Music Business.
2. Demonstrate teamwork skills, such as collaboration, effective communication and cooperation.
3. Craft solutions to real world situations by applying transferable skills learned in the classroom.
4. Consider Christian values in vetting or making business related decisions.

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Student Learning Outcomes	Program Objective Number	Course Number	Course Objective Number	Assignment in Course	Assessment Method	Level of Mastery expected in this course
<b>1. Seek Truth Through Critical Inquiry and Research</b>						
1.1 Practice critical self-awareness	3	MMEB 200	1	MMEB Boot camp	75% or above	I, D
1.2 Understand our world and comprehend quantitative and conceptual relationships						
1.3 Think integratively to solve problems	3	BUSN 409	1	Experience First project solution pitch	90% or above	D, M
1.4 Apply skills and systematic reasoning	4	MMEB 305	3	Artist tour or management plan	80% or above	I, D
<b>2. Collaborate and Communicate</b>						
2.1 Communicate and Cooperate	2	ENTR 330	4	Production of Blackroom Cafe	70% or above	D
2.2 Value others	4	ENTR 430	2,3	Mentor meeting feedback	90% or above	M
<b>3. Engage Culture and Be Creative</b>						
3.1 Demonstrate cultural awareness	1	MMEB 125	3	Christians in Music & Entertainment reflection	75% or above	I
3.2 Demonstrate creativity and appreciation for arts, beauty, and ideas	3	MMEB 325	3	Artist/Band Marketing Plan	75% or above	D, M
<b>4. Demonstrate Faith and Learning in Action</b>						
4.1 Recognize worldviews	3	MMEB410	2	Research Paper Section 1	80% or above	D, M
4.2 Apply Christian values	3	MMEB410	4	Research Paper Section 2	80% or above	D, M
4.3 Respond to God						
4.4 Maintain healthy self-regard and a growth-focused lifestyle						