



A) Course: Music, Sound Engineering & Music Entrepreneurship

- **Duration:** 6 months.
- **Level:** Advanced Certificate
- **Credits:** To be determined based on the content of each module.

B) Module Details

Module Code	Module Name	Study Hours	Credits
MUS-101	Fundamentals of Music Theory	40	4
MUS-102	Introduction to Sound Engineering	50	5
MUS-103	Music Production Techniques	60	6
MUS-104	Recording and Mixing in the Studio	45	4.5
MUS-105	Live Sound Reinforcement	55	5.5
MUS-106	Music Composition and Arrangement	50	5
MUS-107	Music Entrepreneurship	40	4
MUS-108	Marketing and Promotion in the Music Industry	55	5.5
MUS-109	Music Business Management	30	3
MUS-110	Practicum and Internship	-	12

C) Main Aims and Objectives

1. To provide a solid foundation in music theory.
2. To impart skills in sound engineering and music production.
3. To develop proficiency in recording and mixing techniques.
4. To equip students with live sound reinforcement skills.
5. To foster creativity in music composition and arrangement.
6. To instill entrepreneurial knowledge in the music industry.
7. To teach marketing and promotion strategies for musicians.
8. To provide insights into music business management.
9. To offer hands-on experience through practicum and internship.
10. To empower students to pursue careers in music and entrepreneurship.

D) Detailed Outline of The Syllabus Per Module

1. MUS-101: Fundamentals of Music Theory

- Basics of Notation and Reading Music
- Scales, Chords, and Harmony
- Rhythm and Time Signatures
- Ear Training and Musical Analysis

1. MUS-102: Introduction to Sound Engineering

- Basics of Sound and Acoustics
- Introduction to Recording Equipment
- Signal Flow and Studio Setup
- Basics of Digital Audio Workstations (DAWs)

1. MUS-103: Music Production Techniques

- MIDI Programming and Sequencing
- Sampling and Virtual Instruments
- Layering and Arrangement Techniques
- Dynamics Processing and Effects

1. MUS-104: Recording and Mixing in the Studio

- Microphone Types and Placement
- Recording Techniques for Various Instruments
- Mixing Console Operation
- Mixing Strategies and Balance

1. MUS-105: Live Sound Reinforcement

- Basics of Live Sound Systems
- Setting up for Live Performances
- Soundcheck Procedures
- Troubleshooting Live Sound Issues

1. MUS-106: Music Composition and Arrangement

- Song Structure and Form
- Harmony and Counterpoint
- Orchestration Techniques
- Styles and Genres in Composition

1. **MUS-107: Music Entrepreneurship**

- Introduction to Music Business
- Legal and Copyright Issues in the Music Industry
- Funding and Budgeting for Musicians
- Networking and Building Industry Relationships

1. **MUS-108: Marketing and Promotion in the Music Industry**

- Branding for Musicians
- Digital Marketing Strategies
- Social Media Promotion
- Public Relations and Press Kits

1. **MUS-109: Music Business Management**

- Contracts and Agreements in the Music Industry
- Financial Management for Musicians
- Tour Management and Logistics
- Strategic Planning for Music Businesses

1. **MUS-110: Practicum and Internship**

- Studio Recording and Production Projects
- Live Sound Reinforcement at Events
- Music Composition and Arrangement Projects
- Entrepreneurial Initiatives in the Music Industry

E) Practicals

Practical activities will be incorporated into modules where applicable, focusing on hands-on experiences such as:

- Recording and producing music in a studio environment.
- Setting up and managing live sound for events.
- Composing and arranging original music.
- Developing and implementing marketing strategies for music projects.

F) Duties During Internship

During the 8-week industrial internship, students will:

- Work in a professional recording studio or music production house.
- Assist in live sound reinforcement for concerts or events.
- Engage in music composition and arrangement projects.
- Participate in entrepreneurial activities in the music industry.

G) Country Benefits

1. Enhanced music production capabilities in the country.
2. Increased visibility of local musicians in the global market.
3. Growth of a skilled workforce in the music and sound engineering industry.
4. Boost to the country's creative and cultural sector.
5. Improved quality of live music events with proficient sound engineering.
6. Contribution to the global music industry with innovative compositions.
7. Strengthened entrepreneurial culture in the local music scene.
8. Potential for attracting international music events and collaborations.
9. Job creation in various sectors of the music industry.
10. Overall cultural enrichment and artistic development.

H) Students' Entrepreneurship Benefits

1. Ability to establish and manage a music production studio.
2. Opportunities to provide sound engineering services for live events.
3. Entrepreneurial ventures in music composition and arrangement.
4. Skills in marketing and promoting music projects.
5. Knowledge of legal and business aspects of the music industry.
6. Potential for establishing a music label or production company.
7. Networking opportunities with professionals in the music industry.
8. Entrepreneurship in organizing and managing music events.
9. Ability to offer consulting services to aspiring musicians.
10. Enhanced potential for a successful career in the music and entertainment business.

I) Internationally Recommended Books and Materials

- "The Mixing Engineer's Handbook" by Bobby Owsinski
- "All You Need to Know About the Music Business" by Donald S. Passman
- "The Sound Reinforcement Handbook" by Gary Davis and Ralph Jones
- "Music, Money, and Success" by Jeffrey Brabec and Todd Brabec
- "The Art of Music Production" by Richard James Burgess

J) Eligibility

This course is open to individuals with a minimum of a high school diploma or equivalent. No specific prior experience is required, making it accessible to anyone interested in music, sound engineering, and music entrepreneurship.