

University of Pretoria Yearbook 2021

Music entrepreneurship 300 (MKZ 300)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	18.00
NQF Level	07
Programmes	BMus BMus extended programme
Prerequisites	Admission into relevant programme
Contact time	2 lectures per week
Language of tuition	Module is presented in English
Department	School of the Arts
Period of presentation	Year

Module content

*Closed – requires departmental selection

An overview of music entrepreneurship by exploring concepts such as entrepreneurship, macro-and micro economic environments, how to create a business venture, project management, marketing, writing a business plan, basic accounting and financial management. It aims to prepare students for a portfolio career approach by managing the many facets of being a musician.

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