

University of Pretoria Yearbook 2017

Music entrepreneurship 300 (MKZ 300)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	18.00
Programmes	BMus
Prerequisites	Admission into relevant programme
Contact time	2 lectures per week
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Music
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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