



University of Pretoria Yearbook 2017

Music entrepreneurship 300 (MKZ 300)

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| 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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