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**MTO 29.2 Examples: Kim, Belcher, Reese,
Public Music Theory's Neoliberal Learning Outcomes**

(Note: audio, video, and other interactive examples are only available online)

https://www.mtosmt.org/issues/mto.23.29.2/mto.23.29.2.kim_belcher_reese.html

Example 1. Representative quotes from entrepreneurial music program websites

Institution	Quote
University of Colorado at Boulder	“With the arts business undergoing enormous changes in how content is produced, distributed and consumed, ECM programming goes beyond the traditional career skills taught at some music schools: at the ECM, students are encouraged to develop entrepreneurial skills to explore the vast opportunities inherent in a changing marketplace and develop plans to implement career-enhancing ventures across the artistic spectrum.”
University of Rochester, Eastman School of Music, Institute for Music Leadership	“The IML's focus in ‘entrepreneurship in music,’ is helping students learn how to turn promising ideas into enterprises that create value.”
Manhattan School of Music, Center for Music Entrepreneurship	“The CME is focused on turning ideas into action – it provides MSM students and alumni resources, ‘next step’ mentoring and inspiration toward innovative career paths, income streams, and business models that are transforming the profession.”
University of Michigan, School of Music, Theatre & Dance, Department of Entrepreneurship & Leadership	“Whether focused on individual career development, starting a new venture, or innovating within organizations, the Department offers a customizable academic foundation upon which students will learn how to transform their ideas into action.”
University of Missouri-Kansas City Conservatory, Arts Entrepreneurship Undergraduate Certificate	<p>“Student Learning Outcomes Students graduating from this program will:</p> <ul style="list-style-type: none"> ● Students will be able to explain how arts-based businesses create and capture value in society. ● Students will apply entrepreneurship methodologies to pursue opportunities to create and capture value that align with their talents and desires. ● Students will be able to describe how key management, marketing, financial, and economic principles are necessary in an entrepreneurial career and an organization. ● Students will design, test, and execute a business model.”
University of North Texas	“The Music Business and Entrepreneurship program is the College of Music's avenue to produce successful 21st century musicians. We help students develop an entrepreneurial mindset to build financially sustainable and professionally satisfying arts careers that positively impact their communities.”
Florida State University	“We help our students develop individual musician branding and resources to maximize outreach and connection.”
The University of Texas at Austin (Center for Creative Entrepreneurship, College of Fine Arts)	“The mission of COFA’s newly created Center for Creative Entrepreneurship (CCE) couldn’t be more focused. We exist to empower our students with the mindset, skillset and the practice necessary to transform your passions into a sustainable business or career. We are focused on bringing forth students' innate entrepreneurial abilities toward the development of their future.”