

Master of Music in Music Business - Minor in Music Ministry Management

HBI University

Course Duration: 2 years

Credit Hours: 69 (including 15 credit hours for minor)



Program Description

The Master of Music in Music Business at HBI University prepares students for leadership roles in the music industry, combining business acumen, legal knowledge, and creative management strategies. This program is designed for individuals seeking careers in music publishing, artist management, record label operations, and live event production.

The Minor in Music Ministry Management focuses on faith-based music administration, financial stewardship in worship settings, and leadership in church and ministry-based music programs. Students will learn how to manage worship teams, navigate licensing and royalties for Christian music, and organize church concerts and recordings.

This 69-credit hour program includes 30 credit hours of foundational business and music industry courses, 24 credit hours of core music business management courses, 15 credit hours in Music Ministry Management, elective coursework, a supervised practicum, and a research-based master's thesis.

Admissions Requirements

- Bachelor's degree in music, choral conducting, or a related field
- Minimum GPA of 3.0
- Audition and portfolio submission (video conducting samples required)
- Two letters of recommendation from music faculty or professional conductors
- Statement of purpose outlining career goals in conducting and choral ministry
- Interview with faculty committee

Practicum Requirement

Students must complete a 300-hour supervised practicum in music business operations, record label management, or church-based music administration. Practicum placements include music production companies, worship arts organizations, and live performance venues.

Master's Thesis

Students are required to complete a research-based master's thesis focusing on a strategic area of the music business, faith-based music management, or worship music economics. The thesis may include a business plan, market analysis, or case study on a faith-based or secular music enterprise.

Program Outcomes

Graduates of this program will be able to:

- Demonstrate advanced knowledge of the music industry, legal frameworks, and financial strategies.
- Manage artists, record labels, and music distribution in both commercial and faith-based settings.
- Apply business leadership principles to church and ministry-based music programs.
- Develop strategies for fundraising, financial sustainability, and licensing in Christian music ministries.
- Prepare for careers in artist management, music marketing, and church music administration.

Career Outcomes & Potential Salary

- Music Business Manager – \$55,000 - \$120,000
- Artist & Repertoire (A&R) Executive – \$60,000 - \$110,000
- Worship Music Administrator – \$50,000 - \$95,000
- Christian Record Label Executive – \$65,000 - \$125,000
- Concert & Tour Manager (Faith-Based & Secular) – \$60,000 - \$130,000

Advocacy and Professional Development

Students are encouraged to join music industry organizations such as:

- The Recording Academy (GRAMMYS)
- Gospel Music Association (GMA)
- Worship Music Administrators Association
- National Association of Music Merchants (NAMM)
- Participation in music business conferences, artist development programs, and worship leadership summits is highly recommended.

Course Breakdown (Total: 69 Credit Hours)

A. Foundational Courses (30 Credit Hours)

Course Code	Course Name	Credit Hours
BUS-601	Principles of Music Business	3
BUS-602	Copyright Law & Music Licensing	3
BUS-603	Financial Management for Music Professionals	3
BUS-604	Marketing & Branding in the Music Industry	3
BUS-605	Artist Management & Development	3
BUS-606	Contracts and Negotiations in Music	3
BUS-607	Digital Distribution & Streaming Economics	3
BUS-608	Music Entrepreneurship & Startups	3
BUS-609	Touring & Live Event Management	3
BUS-610	Research Methods in Music Business	3

B. Core Music Business Management Courses (24 Credit Hours)

Course Code	Course Name	Credit Hours
MBUS-701	Record Label Operations & Management	3
MBUS-702	Sync Licensing & Music Publishing	3
MBUS-703	Merchandising & E-Commerce for Musicians	3
MBUS-704	Social Media & Digital Marketing for Artists	3
MBUS-705	Revenue Streams in the Modern Music Industry	3
MBUS-706	Christian & Gospel Music Industry	3
MBUS-707	Music Industry Ethics & Christian Leadership	3
MBUS-708	Supervised Music Business Practicum	3

C. Music Ministry Management Minor (15 Credit Hours)

Course Code	Course Name	Credit Hours
MMM-901	Worship Team Leadership & Management	3
MMM-902	Financial Planning for Church Music Ministries	3
MMM-903	Copyright & Licensing in Christian Music	3
MMM-904	Event Planning for Faith-Based Music Programs	3
MMM-905	Strategic Planning for Worship Arts Ministries	3

D. Electives (9 Credit Hours)

Course Code	Course Name	Credit Hours
ELEC-831	The Business of Christian Music	3
ELEC-832	Live Recording & Concert Production	3
ELEC-833	International Music Markets & Faith-Based Music	3