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# University of Pretoria Yearbook 2019

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## Music entrepreneurship 300 (MKZ 300)

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| <b>Qualification</b>          | Undergraduate                               |
| <b>Faculty</b>                | <a href="#">Faculty of Humanities</a>       |
| <b>Module credits</b>         | 18.00                                       |
| <b>Programmes</b>             | <a href="#">BMus</a>                        |
| <b>Prerequisites</b>          | Admission into relevant programme           |
| <b>Contact time</b>           | 2 lectures per week                         |
| <b>Language of tuition</b>    | Afrikaans and English are used in one class |
| <b>Department</b>             | Performing Arts                             |
| <b>Period of presentation</b> | 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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