



WELCOME TO THE WORLD OF MUSIC AND ENTERTAINMENT!
SHARPEN YOUR CREATIVE IDEAS INTO COHESIVE STRATEGIES
AND PLANS OF ACTION, AND GET READY TO MAKE YOUR MARK
ON THE INDUSTRY.



MUSIC BUSINESS



COURSE OVERVIEW

Undertake the music business diploma program at SAE and discover how technological advances and behavioral changes present new opportunities in the industry.

Discover and apply your skills in entrepreneurship and employability, and get the opportunity to do internships during your studies, seizing opportunities while the industry continues to adapt and evolve.

The students will develop the industry knowledge and entrepreneurial skills required to pursue a successful career in the music business.

To become industry-ready professionals, students will be provided with fundamental skills in business and project management, business operations, marketing, and law, with emphasis on the music industry context.



CAREER OPTIONS

The music industry is offering more career opportunities. A performance may involve one or many disciplines.

The more versatile you are, the more opportunities you will have to work in the music business.



EMPLOYMENT

A lot of SAE Alumni are working across the world in the music industry. As you complete your studies at SAE, you'll be joining as a part of an international community of over 12,000 graduates, giving you unrivaled access to a network of potential business partners, such as:

- | BYTEDANCE
- | BELIEVE DIGITAL
- | NOICE
- | AQUARIUS MUSIKINDO
- | MNC TALENT MANAGEMENT





COURSE INFORMATION

At SAE you will study essential attributes needed to develop and maintain a career in the music industry, including entrepreneurship, professional business practice, and business transferable skills.

The music business diploma program SAE is managed and taught by industry professionals and practitioners with years of experience across the key areas of the music industry. With close links to the industry, you will also get more benefit from guest lecturers, seminars, workshops and have the opportunity to take part in masterclasses with industry experts such as managers and record label executives.

This course is designed to offer opportunities and benefits not only to talents who are interested to build a career in the business areas but also to creative talents and practitioners, who create and produce music and interested with self-management and distribution in the industry.

DIPLOMA III DEGREE PROGRAM

QUALIFICATION

Diploma III (Ahli Madya)
Film/TV Production & Management in Music Business

INTAKE DURATION LANGUAGE
September 3 Years Indonesian

SEMESTER 1

| | | | |
|----------------------|---|------------------------|--------------------------------------|
| Communication Skills | Ethics, Citizenship, Pancasila GENERAL COMPULSARY SUBJECTS | Creative Media History | Consumer Behaviour & Market Research |
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SEMESTER 2

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| Research Strategies | Applied Professional Ethics | Business & Management | Introduction to Finance |
|---------------------|-----------------------------|-----------------------|-------------------------|

SEMESTER 3

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|----------------------|--------------------|-----|------------------|
| Visual Communication | Legal & Publishing | A&R | Music Production |
|----------------------|--------------------|-----|------------------|

SEMESTER 4

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|-----------------------------|--|---|--|
| Marketing & Music Promotion | Business, Content Marketing & Distribution | Principles of Photography & Digital Video | Managing New Product & Developing Talent |
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SEMESTER 5

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|-------------------|--|--------------------------------|-----------------------|
| Business Analysis | Developing Music & Entertainment Company | Business Model & Business Plan | Live Event Management |
|-------------------|--|--------------------------------|-----------------------|

SEMESTER 6

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|------------|-----------------------|
| Internship | Major Project Diploma |
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REQUIREMENTS

- ▶ High School Diploma or Equivalent
- ▶ Passing English Proficiency Test
- ▶ Completed Interview Evaluation

SAE reserves the right to change the modules offered.





ALEXANDRA RACHEL INDRA DEWI
ALUMNI

Studying at SAE was really fun! We really were trained to deal with investors/clients. The cool thing is that all the lecturers at SAE are also practitioners in the music industry. So when you are at work, you already know what to do!

Established in 2011, SAE Indonesia is a part of SAE Institute, the world's leading educator in the creative media industries. SAE has 47 campuses in 23 countries and has been setting the global benchmark for creative media education since 1976.

Akademi Komunikasi SAE Indonesia is accredited by National Accreditation Board for Higher Education (BAN-PT), we offer Certificates, Diplomas, and Bachelor Degrees courses in Audio, Film, Animation, Design and Music Business.

SAE Australia is a registered higher education provider regulated by the Commonwealth of Australia Tertiary Education Quality Standards Agency (TEQSA).

HOW TO APPLY

To apply for any course at sae, all you need to do is fill out our online application form at:
indonesia.sae.edu/apply

Remember, you can contact SAE Indonesia admissions team at:
☎ (+62) 21 781 7188 📞 0817 1717 6567 ✉ jakarta@sae.edu



MOHAMMAD DAFFA ARDITO
ALUMNI

In addition to skills, at SAE I also make many friends from other fields, for example when running a project that requires Video or Audio, I can easily invite college friends who have the right chemistry and work ethic.





SAE Indonesia

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