

Trend to Development Learning and Teaching for Music Student to Become Music Business Owners

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Abstract

This research is qualitative research collecting data by in-depth interview with four entrepreneurs from music store in Bangkok to study instrument type, musical equipment, as well as the individuality qualities or personality for a good music entrepreneur, and guidelines for developing curriculum in Suan Sunandha Rajabhat University for this to be a career focus for bachelor degree students.

The research results trend to development learning and teaching materials for bachelor degree students at SSRU. To be music entrepreneur, it was found that student should play various basic musical instruments and should be able to demonstrate sound knowledge to customers, able to define in each musical instrument and each equipment such as wind, brass, string, percussion and Keyboard instrument include music equipment such as mouthpiece, reed, string, peg. In depth knowledge of each instrument is required, along with IT ability, and the skill to communicate effectively in English, honest and punctual.

Keywords: Music entrepreneur, Music student, Bachelor, Suan Sunandha Rajabhat University

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1.Introduction

The present there are many universities in Thailand had to focus on musical subject and opened to the bachelor's degree majors in many universities, the popular musical subject in Thailand today are four major branches is a music composition, music performance, music education and musicology. (by this detail) **Music composition** can refer to an original piece of music, the structure of a musical piece, or the process of creating a new piece of music. People who practice composition are called composer. **Music performance** in the performing art generally comprises an event in which a performer or group of performers present one or more work of art to an audience. **Music education** is a field of study associated with the teaching and learning of music. It touches on all learning domains, including the psychomotor domain (the development of skills), the cognitive domain (the acquisition of knowledge), and, in particular and significant ways, the affective domain (the learner's willingness to receive, internalize, and share what is learned), including music appreciation and sensitivity. Music training from preschool through post-secondary education is common in most nations because involvement with music is considered a fundamental component of human culture and behavior. Music, like language, is an accomplishment that distinguishes humans as a species.

Musicology is the scholarly analysis of, and research on, music, a part of humanities. A person who studies music is a musicologist and musicology study about classical music or western music. The department of music of Suan Sunandha Rajabhat University under the faculty of fine and applied art had the curriculum for bachelor is music performance in the performing art generally comprises an event in which a performer or group of performers present one or more work of art to an audience. It shown the students study them major instrument but music establishments must know many kinds of music and how to teach student have ability in various of music. For developing curriculum in the future.



2. Objectives

- Study the good characteristics for music student to be music establishments.
- To propose the way for curriculum development from learning to working.

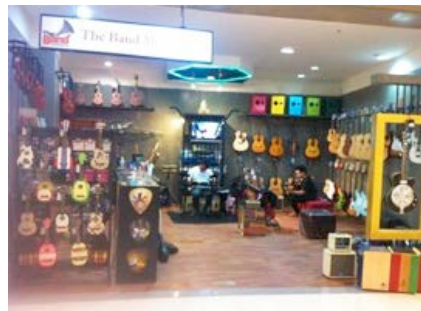
3. Methodology

This research is qualitative research, collecting data by in-depth interview with four entrepreneurs from music company in Bangkok include:

PMS Music Academy (Central Plaza Pinklao Bkk.)



The Band Music School company (Karnjana-Pisek Rd. Bkk.)



YAMAHA Music Company (Pratumwan District Bkk.)



Melody Plus School of Dance and Music (Central Plaza Bkk.)



Data analysis is based on analyzing qualitative data by synthesizing four places entrepreneur by the topic how to prepare students to become music establishments or entrepreneur in the future. For developing curriculums to standard specification at our department of music by summarizing the interview.

4. Results

The research results found that individuality ,qualities and personality match with a career about music establishments was:

- Should play a various basic musical instrument particular popular instrument such as Guitar, Piano and Percussion at least able demonstration to customer.
 - Able define identity in each musical instrument and each equipment.
 - Able communicate effectively in English with foreign customer at least the price and instruction in each instrument or equipment.
 - IT ability such as grouping product or searching big data by website.
- Realize honest and punctual to customer.

5. Conclusion

This research is qualitative research, collecting data by in-depth interview in four establishments in Bangkok from the entrepreneur of them, for studying the good characteristics to be music worker or music entrepreneur to be adjusting curriculum in the future.

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