

5/28/01

Course	Title	Credit
MUBZ M400	Music Business Entrepreneurship	3 hrs

Bulletin Description

A thorough study of how to successfully start a business within the Music Industry. Case studies of successful entrepreneurs and their companies will be researched and analyzed. Students will develop a written business plan for their own Music Business enterprise.

Prerequisites

MUBZ-M200 Music Publishing, Copyright & Contracts
MUBZ-M250 Music Marketing & Promotion
MUBZ-M300 Music Merchandising & Salesmanship

Textbooks and Other Materials to be Purchased by Student

Handouts from Instructor

Harper, Stuart. *Starting Your Own Business*
New York: McGraw Hill. ISBN 0-07-026685-9

Course Requirements

Textbook reading assignments are **REQUIRED** as they provide the necessary background information for class discussions.

- Two oral reports discussing an article of significance to the Music Industry will be required. Magazines such as *Billboard*, *Mix*, *Keyboard*, *Electronic Musician*, *Music Trades*, *Grammy*, *Recording Engineering & Producer*, and other professional periodicals/journals must be used.
- Class discussions play a major role in this course. Therefore, students are expected to attend all class meetings.
- Unannounced quizzes will be given on previously assigned reading.
- Regular written assignments will be given over assigned reading.
- All assignments are due when indicated. Late assignments will not be accepted.
- The Music Business Program Handbook should be consulted for general questions relating to this course.

Special Accommodations

Students with disabilities who believe that they need accommodations in this class are encouraged to contact the office of Academic Enrichment and Disability Services at 85-2990 as soon as possible so that accommodations can be implemented in a timely fashion.

Academic Integrity

All work you do for this class is expected to be your own, and academic dishonesty (including, but not limited to plagiarism on papers, music composition or cheating on exams) will be punished. A summary of the University's definitions and procedures concerning academic integrity can be found in the Undergraduate Bulletin (pp. 45-46). If you are uncertain how to use and cite the work of others within your own work, consult reference works such as Kate L. Turbian, *A Manual for Writers of Term Papers, Theses,*

and Dissertations, 5th ed., revised and expanded by Bonnie Birtwhistle Honigsblum (Chicago and London: University of Chicago Press, 1987), or come see me.

Course Objectives

This course will provide an overview of Music Industry Entrepreneurship. Basic concepts of how to start a business in the Music Industry will be discussed. Students will research current events and Music Business opportunities and be expected to discuss and comment upon them. The goal is to provide a foundation for future understanding and learning.

Course Outline

Week 1: Introductions, Expectations, Profile of the Music entrepreneur.

Week 2: The Entrepreneurial Climate and You: The state of business today; A global economic restructuring; the Digital Revolution and Infomedia Convergence; Trends in the music business; the Entrepreneurial tsunami...

Week 3: Deciding on an Entrepreneurial Venture: the journey of self-discovery; an entrepreneurial self-quiz; the many options of music business entrepreneurship; turning what you love into what you do; How to conduct market research; Roadblocks to noteworthy achievement...

Week 4: Creating, Envisioning & Re-envisioning your Business/Marketing Plan: Translating vision into action; Why a Plan?; the essential elements of an effective business plan...

Week 5: Setting Up Shop Entrepreneurial Style: Keeping your work and personal life separate; Finding the right office space; Equipping your office; Computer basics in plain English; Getting connected to the Web; Getting the most out of your technology investment...

Week 6: Legal Essentials for the Entrepreneur: Legal resources for the entrepreneur; Naming your business & protecting that name; Deciding on the form of your business; Legal obligations with non-employees; Zoning restrictions; Licenses, permits & taxes o my...

FIRST DRAFT OF BUSINESS/MARKETING PLAN DUE AT START OF CLASS

Week 7: The Many faces of Entrepreneurial Management--Self: Lifelong personal development; Stabilization through routine; Overcoming isolation; Emotional support systems; Signs of overworking; Active health practices...

Week 8: The Many faces of Entrepreneurial Management--Time: Diagnosing your time-management problems; Preventing procrastination; Billable vs. non billable time; Goals & priorities; Setting up a successful work schedule; Tools to help you stay organized...

Week 9: The Many faces of Entrepreneurial Management--Information: Info glut is here to stay; Keeping your paper trail clear; Handling Mail effectively; Daily Records; a Filing system that works; Database management; managing the Telephone...

SECOND DRAFT OF BUSINESS/MARKETING PLAN DUE AT START OF CLASS

Week 10: The Many faces of Entrepreneurial Management--People: How to treat people successfully; When you need backup, Building your team, The perils of managing others, Employee or

contractor?, Apprentices & interns...

Week 11: Strategic Marketing for Entrepreneurs, Part 1: What is marketing?; Developing a market-consciousness; Market trends you should be aware of; What are you marketing?; Positioning yourself in the marketplace; the Customer first, second & last; Product/Service development; Networking the Key; Developing your business communications...

Week 12: Strategic Marketing for Entrepreneurs, Part 2: Implementing your marketing plan; Evaluating traditional marketing outlets: newspapers, magazines, radio, TV, yellow pages, direct mail; The fine art of getting publicity...

**FINAL DRAFT OF
BUSINESS/MARKETING PLAN
DUE AT START OF CLASS**

Week 13: Strategic Marketing for Entrepreneurs, Part 3: Traditional outlets (con't.): telemarketing, trade shows, retailing, wholesaling, distributing, importing/exporting, licensing; Non-traditional marketing tactics: Marketing by fax, audiotext, database marketing, CD-ROM...; Online marketing: e-mail, bulletin boards, the Internet & World Wide Web...

Week 14: Financial Strategies for the Entrepreneur: Sources of income; Saving & the magic of compounding interest; Pricing your products & services, Billing & terms, Expense control, Sources of working capital, cash flow projections, budgeting, preparing to raise money: the options, money-saving tips.

Evaluation

Grading points will be taken from the following items:

Attendance: 100 points per day
Oral Reports: 200 points each
Quizzes: 200 points each
Assignments: 400 points each
Final Paper or Project: 800 points

95 - 100%	A
90 - 94%	B+
85 - 89%	B
80 - 84%	C+
75 - 79%	C
70 - 74%	D+
65 - 69%	D
0 - 64%	F
Incomplete	I

Attendance

Classes will start and end on time.

- Attendance will be taken at the beginning of class.
- Therefore, late attendance constitutes an absence.
- Two absences: conference with Instructor.
- Four absences: conference with Associate Dean.
- Five absences: withdraw from class.
- Students are responsible for all information missed during absence.
- Prior notice given to the instructor or a call to the Music Business Program office (504) 865-3984 indicating illness etc. will be the **only excused absence**.
- Grades will be posted regularly on the Music Business Program bulletin board.

Bibliography