UNIVERSITY OF CENTRAL FLORIDA

MUS 3051: Music Entrepreneurship
School of Performing Arts | College of Arts & Humanities

COURSE SYLLABUS

Instructor: Dr. Thomas Harrison
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Term: Fall 2018
Class Meeting Days: Online
Class Meeting Hours: Online
Office Hours: Tuesdays, Thursdays 9:00-10:30
Wednesdays 1:00-2:00

Course Description

Identification of opportunities in the entertainment marketplace, exploration of resources to explore those possibilities, and committing the necessary resources to achieve long-term gain.

Course Objectives and Expectations

Upon successful completion of this course, students will be able to:

1. Have an overview understanding of the music industry, including the functions and organizational structures of its basic component sectors, and the relationships of these sectors to each other by analyzing their current music and entrepreneurial assets.
2. Apply for positions in the music industry.
3. Establish their music and entrepreneurial goals, and identify customers.
4. Understand what items are required for seeking employment in the music industry.
5. Establish how they can help the local community that features their entrepreneur strengths.
6. Prepare materials for funding by a bank to achieve success.
7. Critically discuss the work of their peers in the music industry.

Course Prerequisite

MUT 1122

Required Text & Materials

Subscription to Liveplan. $19.95 per month, and you decide how long you want to subscribe.
http://www.liveplan.com/pricing

Communication

All communication regarding this course should be maintained through Webcourses. I will disperse regular announcements and you can reach me through the Webcourses "Inbox" feature.

Evaluation Procedures and Grading Scale and Breakdown

In order to be successful in this course, you must do the most important thing that any entrepreneur should do: PLAN AHEAD. Failure to plan is planning to fail, and **you will fail the course easily by not having the assignments submitted ON TIME.**

You will be evaluated on a 100-point scale. Your grades are broken down into the following point categories.

Six unit assignments	24
Five response sets	20
Community Project Plan	16
Consultation with Professor	5
Business plan	30
Bound Entrepreneurship Resource Journal	5

Grading Scale (percentage out of a possible 100 points)

94-100 A
90-93 A-
87-89 B+
84-86 B
80-83 B-
77-79 C+
74-76 C
70-73 C-
67-69 D+
64-66 D
60-63 D-
0 - 59 F

Participation: As an online class with peer evaluations, your participation is crucial. You are expected to complete all assignments.

Deadlines

No late work will be accepted without prior approval. Any assignments not submitted by the due date will not receive full credit. Assignments **may** be considered for partial credit if submitted late, but this is up to the instructor's discretion.

Academic Integrity

Students should familiarize themselves with UCF's Rules of Conduct at
<http://osc.sdes.ucf.edu/process/roc>. According to Section 1, "Academic Misconduct," students are
prohibited from engaging in

1. Unauthorized assistance: Using or attempting to use unauthorized materials, information or study
   aids in any academic exercise unless specifically authorized by the instructor of record. The
   unauthorized possession of examination or course-related material also constitutes cheating.
2. Communication to another through written, visual, electronic, or oral means: The presentation of
   material which has not been studied or learned, but rather was obtained through someone else's
   efforts and used as part of an examination, course assignment, or project.
3. Commercial Use of Academic Material: Selling of course material to another person, student, and/or
   uploading course material to a third-party vendor without authorization or without the express
   written permission of the university and the instructor. Course materials include but are not limited
   to class notes, Instructor's PowerPoints, course syllabi, tests, quizzes, labs, instruction sheets,
   homework, study guides, handouts, etc.
4. Falsifying or misrepresenting the student's own academic work.
5. Plagiarism: Using or appropriating another's work without any indication of the source, thereby
   attempting to convey the impression that such work is the student's own.
6. Multiple Submissions: Submitting the same academic work for credit more than once without the
   express written permission of the instructor.
7. Helping another violate academic behavior standards.

For more information about Academic Integrity, consult the International Center for Academic Integrity
<http://academicintegrity.org>.

For more information about plagiarism and misuse of sources, see "Defining and Avoiding Plagiarism: The
WPA Statement on Best Practices" <http://wpacouncil.org/node/9>.

Responses to Academic Dishonesty, Plagiarism, or Cheating

Students should also familiarize themselves with the procedures for academic misconduct in UCF's student
handbook, *The Golden Rule* <http://goldenrule.sdes.ucf.edu/docs/goldenrule.pdf>. UCF faculty members
have a responsibility for students' education and the value of a UCF degree, and so seek to prevent unethical
behavior and when necessary respond to academic misconduct. Penalties can include a failing grade in an
assignment or in the course, suspension or expulsion from the university, and/or a "Z Designation" on a
student's official transcript indicating academic dishonesty, where the final grade for this course will be
preceded by the letter Z. For more information about the Z Designation, see
<http://goldenrule.sdes.ucf.edu/zgrade>.

Course Accessibility Statement

The University of Central Florida is committed to providing access and inclusion for all persons with disabilities. Students with disabilities who need disability-related access in this course should contact the professor as soon as possible. Students should also connect with Student Accessibility Services (SAS) <http://sas.sdes.ucf.edu/> (Ferrell Commons 185, sas@ucf.edu, phone 407-823-2371). Through Student Accessibility Services, a Course Accessibility Letter may be created and sent to professors, which informs faculty of potential access and accommodations that might be reasonable. Determining reasonable access and accommodations requires consideration of the course design, course learning objectives and the individual academic and course barriers experienced by the student.

Campus Safety Statement

Emergencies on campus are rare, but if one should arise during class, everyone needs to work together. Students should be aware of their surroundings and familiar with some basic safety and security concepts.

- In case of an emergency, dial 911 for assistance.
- Every UCF classroom contains an emergency procedure guide posted on a wall near the door. Students should make a note of the guide's physical location and review the online version at <http://emergency.ucf.edu/emergency_guide.html>.
- Students should know the evacuation routes from each of their classrooms and have a plan for finding safety in case of an emergency.
- If there is a medical emergency during class, students may need to access a first-aid kit or AED (Automated External Defibrillator). To learn where those are located, see <http://www.ehs.ucf.edu/AEDlocations-UCF> (click on link from menu on left).
- To stay informed about emergency situations, students can sign up to receive UCF text alerts by going to <https://my.ucf.edu> and logging in. Click on "Student Self Service" located on the left side of the screen in the toolbar, scroll down to the blue "Personal Information" heading on the Student Center screen, click on "UCF Alert", fill out the information, including e-mail address, cell phone number, and cell phone provider, click "Apply" to save the changes, and then click "OK."
- Students with special needs related to emergency situations should speak with their instructors outside of class.
- To learn about how to manage an active-shooter situation on campus or elsewhere, consider viewing this video (<You CAN Survive an Active Shooter>).

Campus Safety Statement for Students in Online-Only Course

Though most emergency situations are primarily relevant to courses that meet in person, such incidents can also impact online students, either when they are on or near campus to participate in other courses or activities or when their course work is affected by off-campus emergencies. The following policies apply to courses in online modalities.

- To stay informed about emergency situations, students can sign up to receive UCF text alerts by going to <https://my.ucf.edu> and logging in. Click on "Student Self Service" located on the left side of the screen in the toolbar, scroll down to the blue "Personal Information" heading on the Student Center screen, click on "UCF Alert", fill out the information, including e-mail address, cell phone number, and cell phone provider, click "Apply" to save the changes, and then click "OK."
- Students with special needs related to emergency situations should speak with their instructors outside of class.

Make-Up Assignments for Authorized University Events or Co-curricular Activities

Students who represent the university in an authorized event or activity (for example, student-athletes) and who are unable to meet a course deadline due to a conflict with that event must provide the instructor with documentation in advance to arrange a make-up. No penalty will be applied. For more information, see the UCF policy at <http://policies.ucf.edu/documents/4-401.1MakeupAssignmentsForAuthorizedUniversityEventsOrCocurricularActivities.pdf>

Religious Observances

Students must notify their instructor in advance if they intend to miss class for a religious observance. For more information, see the UCF policy at <http://regulations.ucf.edu/chapter5/documents/5.020ReligiousObservancesFINALOct17.pdf>.

Deployed Active Duty Military Students

Students who are deployed active duty military and/or National Guard personnel and require accommodation should contact their instructors as soon as possible after the semester begins and/or after they receive notification of deployment to make related arrangements.

<u>Summary of Unit Assignments</u>

#1 Musician self-study/Entrepreneurial Resource Journal folder
#2 Outline for Community Project Plan.
#3 Self-marketing materials
#4 Networking and negotiation
#5 Outline for Business Plan
#6 Leadership essay

Topic schedule

8/20-26 Unit 1: Making Your Dream Become a Reality.
Unit Assignment #1 due 8/26.

8/27-9/9 Unit 2: Effective/Diverse Community Outreach.
Unit Assignment #2 due 9/2
Response set A due 9/9

9/10-9/30 Unit 3: Representing Yourself Well
Unit Assignment #3 due 9/23
Response set B due 9/30

10/1-14 Unit 4: Networking and negotiating
Unit Assignment #4, 10/7
Response set C due 10/14
Community Project due 10/14

10/15-28 Unit 5: The Business plan
Unit Assignment #5, 10/21
Response set D due 10/28

10/29-11/11 Unit 6: Interviewing and Leadership Skills.
Unit Assignment #6, 11/4
Response set E due 11/11
Liveplan subscription activation is recommended now.

11/12-12/7 **10 minute consultation appointments regarding the business plan with Professor for the rest of the semester. PLAN AHEAD and make sure you are well versed with Liveplan.**