Overview:
This course will provide students with a hands-on experience in planning and launching a musical venture. Upon completion of this course, students will have compiled a professional portfolio, created or improved their own websites, and will have implemented a plan of action for a music business plan based on their specific interests and needs. Students may also be referred to other UNT faculty and alumni for more information and potential networking opportunities to support their ventures. Through readings, lectures, case studies, assignments, classroom and guest presentations, students will become acquainted with the entrepreneurial strategies and diverse trends used to embark in professional music careers.

Online resources:
I highly recommend you sign up for the following blogs:
- Angela Beeching’s “Monday Bytes” weekly emails. Sign up at: http://angelabeeching.com/blog/
- Icadenza Blog: https://icadenza.com/blog/
- Astrid Baumgardner: http://www.astridbaumgardner.com/category/blog-and-resources/blog/

Additional online resources:
- Artist House Music: https://www.youtube.com/user/ArtistsHouseMusic/videos
- UNT Music Entrepreneurship Program Website: www.career.music.unt.edu/resources
- Follow our UNT’s Facebook page at: www.facebook.com/UNTCareerDevelopmentMusic

Various career development and music entrepreneurship articles and videos will be assigned throughout the course.

Course Projects:

Music Business Plan:
This will consist of a business plan for an entrepreneurial project—such as a CD, a book of compositions/arrangements, launching a new ensemble, a music festival or concert series, a community outreach program, a business plan for a large project, an instructional DVD, etc. The plan can be based on an existing business or a new business. The plan will be comprised of a summary statement, a business description, a market analysis, an operations description, a
project timeline, and financial information. Feedback on each component of the business plan will be provided throughout class discussions and presentations. Students will be expected to incorporate the recommended revisions into the final plan submission. All business plans must be viable ventures that could potentially become a source of income.

**Professional Portfolio:**
During the semester, students will periodically submit assignments to compile a professional portfolio. This will include a bio, high-quality pictures, a video sample of their work, all integrated into a website. If students already have a website with some of these materials, they will be given systematic feedback to improve and expand their website/portfolio as needed.

**Grading system:**

Complete Music Business Plan 40%
- In-class oral presentation (20%)
- Written submission (20%)

Promotional materials 40%
- Bio (20%)
- Website (20%)

Classroom attendance, reading assignments and participation 20%

The music business plan and promotional materials will be evaluated based on specific rubrics which will be available on blackboard.

**Late submissions:**
Unless otherwise indicated, all assignments are due in class on the date listed on the syllabus. Any assignment or presentation made after the due date is late. A late assignment is penalized one full letter grade for each calendar day that it is late; assignments later than two calendar days are not accepted at all and earn an F.

Grades of Incomplete (I) are only given during the last few weeks of the semester to students in the most select of circumstances (such as sudden illness or family emergency) to students who are passing in the course at that time. Please see me if you have questions.

**Absences**
Attendance is key to reaping the full benefits of this class. University absences will be accepted with proper supporting documentation. For each unexcused absence after three, your final
grade may be lowered by one letter. Any student who misses five class periods is subject to failure.

**Learning Center Support Services**
For additional academic learning support, be sure to contact the Learning Center. You may find more information at: [https://learningcenter.unt.edu](https://learningcenter.unt.edu)

**Writing Lab**
Students can access free writing tutoring through the Writing Lab. For more information visit: [http://writinglab.unt.edu](http://writinglab.unt.edu)

**Academic Integrity**
Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term “cheating” includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term “plagiarism” includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

LINK: [http:// facultysuccess.unt.edu/ academic-integrity](http:// facultysuccess.unt.edu/ academic-integrity)

**Student Behavior**
Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc.

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LINK: Student Code of Conduct - https://deanofstudents.unt.edu/conduct

Access to Information-Eagle Connect
Your access point for business and academic services at UNT occurs at my.unt.edu. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect.
LINK: eagleconnect.unt.edu/

ADA Statement
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation.
LINK: disability.unt.edu. (Phone: (940) 565-4323)

Financial Aid and Satisfactory Academic Progress

Graduates
A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 3.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Music scholarships require a 3.5 cumulative GPA. Students cannot exceed maximum timeframes established based on the published length of the graduate program. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. It is recommended you schedule a meeting with an academic advisor in your college, an advisor in UNT-International or visit the Student Financial Aid and Scholarships office to discuss dropping a course.
Retention of Student Records
Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university’s policy in accordance with those mandates.
Link: http://registrar.unt.edu/faculty/ferpa-and-student-records

Related Field in Music Entrepreneurship
The Related Field in Music Entrepreneurship is a selective program for eligible graduate music students. It provides a framework for advanced coursework and internship opportunities in music entrepreneurship, arts administration and management, business, communication, networking, leadership, marketing, and additional subjects. Students who complete the related field will further develop their entrepreneurial skills and music business experience. While admission in the related field is limited and competitive, music entrepreneurship courses are open to all students who meet the relevant prerequisites. Interested applicants must contact their major field professors and/or area advisors to decide if this is an option for their degree plan.

Qualifications

- Successful completion of the MUCE-5000 (The Musical Entrepreneur) or equivalent.
- Students with demonstrated experience launching a music-related venture—either non-profit or for-profit—will be preferred. Examples include Sole Proprietorship, LLC, S-Corp, C-Corp, Partnership, or any other type of business entity.
- Students with experience in performing arts management and/or administration may also qualify. Examples include working for an existing musical organization (e.g. a symphony orchestra or choir, a chamber music ensemble, an educational institution, a community outreach musical program, or other). Such experience can be acquired by
The Musical Entrepreneur-Summer 2017-5W2 Term  
MUCE-5000/MUGC-4890  

completing the MUCE 5030 (Practicum in Music Entrepreneurship / Performing Arts Management).

Complete application information can be viewed at: http://career.music.unt.edu/related-field

**Summer Term Schedule**  
*(subject to changes and revisions which will be announced in advance)*

<table>
<thead>
<tr>
<th>Topics</th>
<th>Assignments submission dates</th>
<th>Reading selections</th>
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<tr>
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<td>(in-class presentations and discussion)</td>
<td>(see blackboard for links)</td>
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**Week 1:**
- Intro To Entrepreneurship in Music
- Finding Your Life’s Purpose
- The Entrepreneurial Mindset
- Finding Your Strengths
- Mission Statements
- Finding Your "Why"
- Time Management
- Dealing With Resistance
- Design Thinking
- Goal Setting
- Business Plan:
  - Summary Statement
  - Business Description

Business Plan: Summary Statement (Thursday)

**Week 2:**
- Business Model Canvas for Musicians
- Brand Development
- Business Plan:
  - Market Analysis
  - Operations
  - Project Timeline

Business Plan: Business Description (Tuesday)

Business Plan: Market Analysis (Thursday)

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<table>
<thead>
<tr>
<th>Week 3:</th>
<th>Business Plan:</th>
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<tbody>
<tr>
<td>• Business Plan:</td>
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<td>▪ Financials</td>
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<td>• Perfecting Your Pitch</td>
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<td>• Presentation Strategies</td>
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<td>• Networking</td>
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<th>Week 4:</th>
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<tbody>
<tr>
<td>• Creating Promotional Materials</td>
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<td>• Bio Writing Workshop</td>
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<td>• Developing an Online Presence</td>
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<tr>
<td>• Website Design Basics</td>
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<td>• SEO Techniques</td>
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<tr>
<th>Week 5:</th>
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<tbody>
<tr>
<td>• Creating Promotional Materials (continuation)</td>
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<tr>
<td>• Examples of Entrepreneurial Musicians</td>
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<tr>
<td>• Social Media Management</td>
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<tr>
<td>• Transitioning from School into the Professional World</td>
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<th>Final (August 11th)</th>
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<tbody>
<tr>
<td>• Promotional Materials:</td>
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<tr>
<td>Bio</td>
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<td>• Social Media Management</td>
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