**Instructor:**

**Dr. Dolores August**Office Hours: By Appointment (MU 204 or Zoom <https://unt.zoom.us/my/doloresaugustcareerservices>)  
940-369-7583 | dolores.august@unt.edu

**Teaching Assistant:**

**Lindsay Li**

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Office Hours: By Appointment

**Course Description**

*Introduction to Music Business and Entrepreneurship* provides students with hands-on experience in planning and launching a musical venture. Upon completion, students will have compiled a professional portfolio, created or improved their own web sites, 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 become acquainted with the entrepreneurial strategies and diverse trends used to embark in professional music careers.

**Resources/Materials Needed:** Laptop

**Learning Objectives**

* **Music Business Plan**: Create a business plan for an entrepreneurial project - such as the launching of an ensemble, a book of compositions/arrangements, a recording (album), a music studio, a music festival or concert series, a community outreach program, a summer camp, etc. The plan can be based on an existing business or a new business. 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 oral presentation and final written plan. All business plans will be viable ventures that could potentially become a source of income. Business plans will be done individually.
* **Professional Portfolio Development:** Throughout the course, students will submit assignments to compile a professional portfolio. This will include a biography and website that will feature professional examples of work. If students already have a website, they will be given systematic feedback to improve and expand their website/portfolio as needed.

**Course Structure**

This course is in person. There will be a combination of lectures, guest speakers, and various assignments to assist students to gain competency in business and entrepreneurship. There will be several modules that students will need to study on their own time.

**Attendance**

Attendance is required. This class will have extensive interaction and reviews of progress during class time. Attendance Points: 5 points per class, 10 points per departmental. You will receive a “tardy” if you are more than 5 minutes late to class. You will receive an “absence” if you are more than 10 minutes late to class. Four absences for *any* reason are permitted without penalty. After four absences, points will be deducted for any additional absences, regardless of the reason (including illness) and makeup work for that day will not be allowed. If you are unable to attend the Departmental for any reason, you will be required to watch the recording of the departmental and submit a written reflection for each date missed. These are to be uploaded on Canvas in one file at the end of the semester. Please note: Attendance shown on Canvas is cumulative, which means your percentage grade for attendance will show based on the percentage of attendance as of that date and does not take future classes into consideration.

**Grading**

This course is three (3) credit hours. Points will be assigned for attendance and all assignments. Final letter grades will be determined on a standard average scale where: A = 90% or above, B = 89% to 80%, C = 79% to 70%, D = 69% to 60%, and F = < 60%.

**Artificial Intelligence**

All work submitted by students should be generated by the student. Students will not use artificial intelligence tools such as ChatGPT to complete assignments. If AI is allowed on an assignment, the instructor will make this clear, and the student will cite ChatGPT.

**Turning in Late Work**: Late work is not accepted.

**Presentations**

Some parts of the business plan and your personal website will include a presentational aspect that should include supplementary materials. These materials can include a PowerPoint, Presi, poster(s), videos, etc. All presentation materials should be supplementary, and you should not read directly from your written document. Supplementary materials must be submitted on canvas by the due date listed in canvas. Presentation order will be determined randomly before students are scheduled to present. Presentations cannot be made up outside of class. If you are absent during your presentation, you will receive a “0”.

**Music Entrepreneurship Departmentals**

Students enrolled in this class are required to attend mandatory departmental meetings. These meetings will take place throughout the semester and be from 11:00-11:50 am in the Recital Hall (MUSI 301) on select Wednesdays of the month. Students need to self-enroll in the Music Entrepreneurship Canvas Group.

**Important Days Fall Term**

|  |  |
| --- | --- |
| **Classes Begin** | 8/18 |
| **Drop with a Grade of W Begins** | 8/30 |
| **Last day to change to pass/no pass grade option (undergrads)** | 9/26 |
| **Midpoint of the semester** | 10/10 |
| **Last day for a student to drop a course or all courses with a grade of W** | 11/7 |
| **First day to request a grade of Incomplete** | 11/8 |
| **Pre-Finals Days** | 12/3-4 |
| **Last Regular Class Meeting** | 12/4 |
| **Reading Day - No Classes** | 12/5 |
| **Final Exams** | 12/6-12 |
| **Last Day Term** | 12/12 |

**Assignments/Grading**

|  |  |
| --- | --- |
| Business Plan Development Assignments  (5 Individual Written Parts- 25 points each)  (Music Career Night- 30 points)  (EMERGE Group Project 25) | 180 |
| Complete Music Business Plan Written Document | 230 |
| Final Music Business Plan In-Class Presentation | 120 |
| Professional Portfolio  (Musician’s Bio 25 points)  (Mission Statement 10 points)  (Resume Professional Statement 10 points)  (Website Online Presentation 100 points) | 145 |
| Networking  (Elevator Pitch 15 points)  (LinkedIn Profile 15 points) | 30 |
| Attendance  (Class attendance 5 points per class= 215)  (Departmentals 10 points each= 80) | 295 |
| TOTAL POINTS | **1000** |

**Class Meetings**

| Week | Date | Topic | Assignments |
| --- | --- | --- | --- |
| 1 | 8/18-22 | Introduction/Course Overview  Finding your “Why”  Intro to the Musician’s Biography |  |
| 2 | 8/25-29 | Elevator Pitch  Elevator Pitch In-Class Workshop  Musician Bio Discussion | Elevator Pitch due |
|  |  | **9/1 Holiday – No Class** |  |
| 3 | 9/3-5 | The Entrepreneurial Mindset/  Considering Portfolio Careers  EMERGE Find Your Big Idea Workshop | Musician Bio due |
| 4 | 9/8-12 | Emerge Group Work Continues  9/12 Tom “Bones” Malone Guest | EMERGE group proposals in class |
| 5 | 9/15-19 **(9/19 ASYNCH)** | Complete Business Plan Overview  CBP Part #2: Business Description ASYNCH LinkedIn Video: Developing a Business Plan | \*Solidification of Your Business Plan Idea  Asynchronous assignment due by 11:59pm 9/12 (for attendance credit) |
| 6 | 9/22-26 | How to Give a Great Presentation  Music Careers After Graduation | Business Description (Part #2) Written Due |
|  | **10/2** | **Music Career Night 5-9 p.m.** |  |
| 7 | 9/29-10/3 **(10/3 ASYNCH)** | CBP Part #3: Market Analysis | Music Career Night Assignment Due Market Analysis Group Work Asynchronous assignment due by 11:59pm 10/3 (for attendance credit) |
| 8 | 10/6-10 | Crafting Mission Statement Introduction to Professional Website | Mission Statement Due  Market Analysis (Part #3) due |
| 9 | 10/13-17 **(10/13 ASYNCH)** | Websites | Asynchronous assignment due by 11:59pm 10/3 (for attendance credit) |
| 10 | 10/20-24 | Intro to Financials - Money Management Guest 10/20  CBP Part #5: Financials |  |
| 11 | 10/27-31 | Copyright Basics, Performing Rights Organizations (PROs) Music Publishing, Music Contracts, Crowdfunding Guest Speaker CBP Part #1: Executive Summary CBP Part #5 continued |  |
| 12 | 11/3-7  **(11/3 ASYNCH)** | 11/5 Overview of Recording Industry  Overview of the Live Music Industry (Guest- Professor Muniz)  11/7 CBP Part #4 Operations/Project Timeline |  |
| 13 | 11/10-14 | Business Plan Pitch Presentation guideline LinkedIn for Musicians Complete Business Plan Pitch | Begin Business Plan Pitch Presentations CBP Part #4 due |
| 14 | 11/17-21 | Complete Business Plan Pitch  Resume Professional Statement | LinkedIn assignment due Professional Statement due 11/21 Continue Business Plan Pitches |
|  | **11/24-28** | **Fall Break – No Class** |  |
| 15 | 12/1-3 | Workshop on Final Written Business Plan Document (virtual) | Class held online 12/1 and 12/3 |
|  | **12/5** | **No Class – Reading Day** |  |
| 16 | 12/8-12 | Finals Week | No Final Exam-Final Business Plan Document due 12/6 by 11:59 pm |

**DEFIBRILLATORS IN THE COLLEGE OF MUSIC**

* Music Building: Across from the west side of the Music Commons, directly across from the elevator
* Music Building: Third floor hallway, across from the staircase that comes up from the Copy Room. Next to Room 322
* Music Building: Across from the Copy Room next to Room 293
* Music Building: Voertman Lobby by the big double set of doors that lead out to the courtyard
* Music Building: Main Office (247) under the student worker’s desk
* Music Annex: Next to room MA117, near the triple set of doors on the east side of the building
* Music Practice Building North: First floor on the Avenue C side
* Music Practice Building South: First floor on the Avenue C side
* Bain Hall: First floor by the restrooms
* Murchison Performing Arts Center: Located off the main lobby, beyond the grand staircase, across from the single occupancy restroom (next to the public water fountains)

**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 (Office of Academic Integrity), 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.

See: [Academic Integrity](https://policy.unt.edu/policy/06-003)

LINK: <https://policy.unt.edu/policy/06-003>

**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 classrooms, labs, discussion groups, field trips, etc.

See: [Student Code of Conduct](https://deanofstudents.unt.edu/conduct)

Link: <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](http://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.

See: [Eagle Connect](http://eagleconnect.unt.edu/)

LINK:  [eagleconnect.unt.edu/](http://eagleconnect.unt.edu/)

**ODA 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 Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter. You can now request your Letters of Accommodation ONLINE and ODA will mail your Letters of Accommodation to your instructors. You may wish to begin a private discussion with your professors regarding your specific needs in a course. Note that students must obtain a new letter of accommodation for every semester. For additional information see the Office of Disability Access.

See: [ODA](https://disability.unt.edu/)

LINK: [disability.unt.edu](http://disability.unt.edu/). (Phone: (940) 565-4323)

**Health and Safety Information**

Students can access information about health and safety at: <https://music.unt.edu/student-health-and-wellness>

**Registration Information for Students**

See: [Registration Information](https://registrar.unt.edu/students)

Link: <https://registrar.unt.edu/students>

**Academic Calendar, Fall 2025**

See: [Fall 2025 Registration Information](https://registrar.unt.edu/registration/fall-academic-calendar.html)

Link: <https://registrar.unt.edu/registration/fall-academic-calendar.html>

**Final Exam Schedule, Fall 2025**

See above

**Financial Aid and Satisfactory Academic Progress**

Undergraduates

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid.  Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total hours registered.   Students cannot exceed attempted credit hours above 150% of their required degree plan.  If a student does not maintain the required standards, the student may lose their financial aid eligibility.

Students holding music scholarships must maintain a minimum 2.5 overall cumulative GPA and 3.0 cumulative GPA in music courses.

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 that you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

See: [Financial Aid](http://financialaid.unt.edu/sap)

LINK: <http://financialaid.unt.edu/sap>

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.

See: [Financial Aid](http://financialaid.unt.edu/sap)

LINK: <http://financialaid.unt.edu/sap>

**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 Canvas 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.

See: [FERPA](http://ferpa.unt.edu/)

Link: <http://ferpa.unt.edu/>

**COUNSELING AND TESTING**

UNT’s Center for Counseling and Testing has an available counselor for students in need. Please visit the Center’s website for further information:

See: [Counseling and Testing](http://studentaffairs.unt.edu/counseling-and-testing-services)

Link: <http://studentaffairs.unt.edu/counseling-and-testing-services>.

For more information on mental health resources, please visit:

See:  [Mental Health Resources](https://disparities.unt.edu/mental-health-resources)

Link: <https://disparities.unt.edu/mental-health-resources>

**ADD/DROP POLICY**

Please be reminded that dropping classes or failing to complete and pass registered hours may make you ineligible for financial aid. In addition, if you drop below half-time enrollment you may be required to begin paying back your student loans. See Academic Calendar (listed above) for additional add/drop Information.

Drop Information: <https://registrar.unt.edu/registration/fall-academic-calendar.html>

**STUDENT RESOURCES**

The University of North Texas has many resources available to students. For a complete list, go to:

See: [Student Resources](https://success.unt.edu/aa-sa-resources)

Link: <https://success.unt.edu/aa-sa-resources>

**CARE TEAM**

The Care Team is a collaborative interdisciplinary committee of university officials that meets regularly to provide a response to student, staff, and faculty whose behavior could be harmful to themselves or others.

See: [Care Team](https://studentaffairs.unt.edu/care-team)

Link: <https://studentaffairs.unt.edu/care-team>