

Nashville State Community College
English, Humanities, & Creative Technologies
Music Technology

2020 Master Course Syllabus

MST-1300 Music Industry Entrepreneur

(This master course syllabus template is a general guide for providing an overview of each course offered at Nashville State. Each instructor will further clarify specific criteria for grading, classroom procedures, attendance, exams and dates, etc. on their individual course syllabus. Prompts for individual adaptations are italicized and in parentheses; faculty should remove or replace these prompts when creating master syllabi and their own individual syllabi if they have not been removed previously.)

This syllabus sets forth the expectations for course content, work, and grading as well as expectations for student performance and conduct. The syllabus does not constitute a contract between the student and the instructor or the College. The information contained here is subject to change at any time. Students will be notified if any changes are made. Though changes are possible, it is expected that the course will be conducted as described in this syllabus.

Course Information:

Course Title: MST-1300 Music Industry Entrepreneur

Credits: 3

Class Hours: 3

Course Description: A study of the nature of small business with a special emphasis placed on the music industry. Topics include forms of ownership, franchising, finance/accounting, marketing, leadership, and management. Students will prepare a feasibility study that can be applied to many different music business ventures. Operations, the legal environment, and administrative controls are also introduced.
Not part of a Tennessee Transfer Pathway

Instructor Information:

Name:

Email:

Office Phone:

Office Location:

Office Hours:

Required Textbook(s) & Other Materials:

Textbook(s): Entrepreneurship: Starting and Operating a Small Business, Mariotti, Steve and Glackin, Caroline, 3rd edition, Prentice Hall.

ISBN: ISBN: 9780132784085

Access Code: To Be Determined

Reference Materials: Internet access outside of normal class hours is required to complete some homework assignments and quiz activities. Students that do not have Internet access may need to schedule time in the college computer labs. You will also need access to a standard word processor, such as Microsoft Word, Microsoft 360, or Apple Pages, and ready access to a dictionary and thesaurus.

Supplies: To Be Determined

Once enrolled, all students should verify that they have the correct textbook and materials information by consulting the D2L/NS Online shell for the course. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or accesscenter@nsc.edu.

Digital Course Materials (DCM):

To ensure the lowest cost for students, this course includes a materials fee. This means that some or all of the required textbooks and materials for this course are available through your *NS Online* course shell. When you register for this course, the charge will appear on your account. If you decide you do not want to purchase the course materials embedded in *NS Online*, you can opt out of the program until September 6th, 2020. If you opt out, you will be responsible for obtaining the required course materials on your own.

Course Outcomes:

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

1. Discuss different aspects of the music entrepreneurship setting and the process it entails.
2. Apply traditional and e-commerce marketing techniques to promote you or your client's music.
3. Create a brand for yourself or your client in a niche market.
4. Explain the role of music entrepreneurship/new venture creation in economic development.
5. Evaluate your own music entrepreneurial tendencies to create a new venture.
6. Analyze the various financial applications applicable to a start-up.
7. Explain e-business model (freemium /lite versions) impact on customer base and income streams.

Course Competencies:

The following are detailed course competencies intended to support the course outcomes:

Without reference to notes or other materials students should be able to:

1. Explain what entrepreneurs do.
2. Describe how free-enterprise economies work and how entrepreneurs fit into them.
3. Find and evaluate opportunities to start your own business
4. Know what a business plan is and how to describe it.
5. Explain the various purposes for a business plan and the audiences for it.
6. Understand the components of a business plan.
7. Be able to demonstrate proper development and formatting of a business plan.
8. Articulate core beliefs, mission, and vision.
9. Analyze your competitive advantage.

10. Perform initial viability testing using the economics of one unit.
11. Explain how marketing differs from selling.
12. Understand how market research prepares you for success.
13. Choose your market segment and research it.
14. Position your product or service within your market.
15. Combine the four P's—product, price, place, promotion—into a marketing mix.
16. Choose the attributes of your product or service.
17. Choose your price strategically.
18. Decide on a location that is best for your customers.
19. Determine the mix of promotion to use for your business.
20. Find a way to add the fifth "P"—philanthropy—to your business.
21. Use breakeven analysis to evaluate your marketing plan.
22. Explain the importance of selling based upon benefits.
23. Use the principles of selling to make effective sales calls.
24. Analyze and improve your sales calls.
25. Handle customer complaints effectively.
26. Provide excellent customer service.
27. Describe the variable costs of starting a business.
28. Analyze your fixed operating costs and calculate gross profit.
29. Create financial statements.
30. Read an income statement.
31. Examine a balance sheet to determine a business's financing strategy.
32. Use the balance sheet equation to see the relationship between assets, liabilities, and owner's equity.
33. Calculate return on investment (ROI).
34. Perform a financial-ratio analysis of an income statement.
35. Perform same-size analysis of an income statement.
36. Use quick, current, and debt ratios to analyze a balance sheet.
37. Use a cash flow statement to guide your business operations.
38. Read a cash flow statement.
39. Manage and forecast cash flow effectively.
40. Understand the future value of money.
41. Calculate present value of money.
42. File appropriate tax returns for your business.
43. Calculate working capital.
44. Explore your financing preferences.
45. Identify the types of business financing.
46. Compare the pros and cons of debt and equity financing.
47. Identify sources of capital for financing your business.
48. Understand stocks and bonds as investing alternatives
49. Choose a legal structure for your business.
50. Understand the importance of contracts.
51. Protect your intellectual property.
52. Choose the right insurance policies for your business.

53. Understand the significance of operations in a business.
54. Develop a production-distribution chain for your business.
55. Manage suppliers and inventory.
56. Ensure product quality.
57. Use technology to benefit your business.
58. Explain what makes someone an effective leader.
59. Recruit, manage, and motivate your employees.
60. Research the laws and tax issues affecting employees.
61. Describe the tasks handled by corporate managers.
62. Make sure your business is run in an ethical manner.
63. Determine how you want to grow your business and exit from it.
64. Describe how businesses use licensing to profit from their brands.
65. Explain how a business can be franchised.
66. Learn methods of valuing a business.
67. Discuss five ways to harvest a business.

The following are general education competencies intended to support the course outcomes:
None

Topics to Be Covered:

See the course outcomes and course competencies sections above.

Course Assessments:

The following performance assessments will be used to demonstrate students' understanding, knowledge, and skills:

Assignment	Points Possible
Quizzes (14@10 points each)	140
Midterm exam	100
Final exam	100
Discussions (7 @ 10 points each)	70
In-class exercises (7 @ 20 points)	140
Case exercises (7 @ 20 points) each)	140
Feasibility study	100
Reflection paper	40
Attendance/participation	150
Midterm feedback form	10
Final feedback form	<u>10</u>

Total Points Possible	1000
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Grading Policy:

Your overall course grade will be determined based on the following components:

Chapter quizzes - There will be a total of 14 non-cumulative quizzes given throughout the semester (one per chapter). You will have 30 minutes to complete each quiz consisting of 10 questions each. Two attempts are allowed with the highest attempt recorded. If you fail to complete a quiz you will receive points for work completed. Quizzes are expected to be taken closed-book and closed-note and will consist of multiple-choice questions. Quizzes cannot be made up without PRIOR consent of the instructor. Quizzes are available during its specific module period and can be found under the quizzes tab.

Midterm/Final Exam - Both the midterm (covering chapters 1-8) and the final (covering chapters 9-14) consist of 50 multiple choice questions with 90 minutes allowed for completion. Two attempts are allowed with the highest attempt recorded. If you fail to complete an exam you will receive points for work completed. Exams are expected to be taken closed-book and closed-note and will consist of multiple-choice questions. Exams cannot be made up without PRIOR consent of the instructor. Exams are available during its specific module period and can be found under the quizzes tab.

Case Studies/In-Class Exercises - These case studies/exercises incorporate specific content covered in the chapters of the textbook and test your ability to analyze a scenario, to apply learned material to a situation, and use your critical thinking skills. There will be one case study and one exercise per module and thoroughness will be the key component in the grading process. See the schedule and the assignment area for instructions and deadline details.

Feasibility Study -Using a business idea of your choice, you will prepare a feasibility study. It is an effective evaluation tool to determine whether an entrepreneurial venture is a potentially successful one. This paper is worth 100 points and should be between 3-5 pages. The instructions are located on the content page.

Participation/Attendance - Part of doing well in this course is just showing up. Once you show up you should make it count. You will receive points for attendance and participation in the group exercises and classroom discussions.

Late Work Policy & Make-up Procedures for Missed Assignments and Work:

- Students are solely responsible for acquiring missed course work and/or class lectures due to absence, tardiness, or leaving early.
- Although the instructor may, from time to time, post lecture information on the D2L course shell, the instructor is not required to do so. Anything posted by the instructor is simply done as a courtesy and at the instructor's discretion.

- It is the student’s responsibility to acquire missed course work from the instructor or classmates **before** the next class meeting. At the next class meeting, Students are responsible for 100% of the previous meeting’s lecture and homework assignments.

Attendance Policy

The College is not an attendance taking institution as defined by 34 CFR 668.22(b)(1) in the Code of Federal Regulations; however, students are expected to attend all scheduled classes and laboratories.

- Absences in a course may affect a student’s final grade.
- Tardiness may also affect a student’s final grade.
- Students are responsible for all work/tests that occur during any missed class session(s) regardless of reason(s) for absence.
- Students who are sick or not well enough to attend class must notify the instructor as soon as possible before the scheduled class time, unless incapacitated or unable to do so. In that case, students must contact the instructor as soon as reasonably possible.
- If a student has an unavoidable conflict with a scheduled class session, students must notify the instructor, preferably before the class session, or as soon as possible.

For purposes of financial aid continued attendance is determined via engagement in the course. This can be accomplished in several ways including, but not limited to, continued attendance and/or participation in on-ground class sessions, participating in D2L as prompted (e.g., responding to an instructor’s email, posting to a discussion board), and/or completing and submitting assignments.)

To the extent that attendance is kept in this class it is not for the purpose of the College but is instead associated with the instructor’s individual grading rubric. The attendance policy for this class is: (*add attendance policy*).

Grading Scale:

Individual Assignment Letter Grade	Percentage Range
A	90-100
B	80-89
C	70-79
D	60-69
F	0-59

Final Grade	Point Range
A	900-1000
B	800-899
C	700-799
D	600-699
F	0-599

FA

According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the “Last Day to Earn F for Attendance (FA).” Students who stop attending on or before this date receive an FA; students who stop attending after this date receive an F.

For online courses, attendance is defined by submission of assignments. Students who fail a course and whose last assignment is submitted on or before the FA date will earn an FA for the course. Students who fail a course and whose last assignment is submitted after the FA date will earn an F for the course. An FN is assigned to students who do not submit any assignments.

(While the above information should appear in all syllabi, faculty are encouraged to make additional statements that would clarify the policy for students and provide the applicable FA date for their section.)

FN

An FN is awarded to students who never attended class.

Technology Statement

- All classes at the College are web enhanced.
- It will be essential for students to have access to a computer and an internet connection to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells.
- Students may also be required to use free video conferencing platforms (ex: Zoom, Teams) for classes and meetings.
- Students will be responsible for appropriate dress while on video, to ensure a distraction free environment (mute sound as needed) and to ensure their background is neutral for others to view.
- If you have questions or concerns regarding access to a computer or internet resources, please contact your instructor. Additional information available: <https://www.nsc.edu/current-students/student-online-resources/access-to-internet-and-technology>.
- Certain publisher materials may not work on cellphones.

Computer Labs

Computers are available for student use at each campus during campus open hours. Open computer lab availability for Fall 2020 may vary from campus to campus.

Students should check NSCC website for current hours of operation.

D2L/NS Online and myNSCC

It is students’ responsibility to check D2L/NS Online course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels.

D2L/NS Online contains specific course information and myNSCC contains information important for other purposes.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act (ADA). If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail accesscenter@nsc.edu. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center.

Classroom Misconduct

Nashville State Community College has a zero-tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary measures. Please review the [Nashville State Student Code of Conduct policy](#). Please be aware that children are not allowed in class or to be left unattended on campus.

Academic Misconduct

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the [Academic Misconduct Policy](#) in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied through regular college procedures as a result of academic dishonesty, the instructor has the authority to assign an "F" or a "zero" for the exercise, paper, or examination, or to assign an "F" for the course. Students may appeal through the appropriate college grade appeal procedures.

(Each instructor will outline his/her expectations for academic integrity and provide individualized information about consequences for academic misconduct.)

Academic Early Alert System

Nashville State Community College uses an Early Alert System to let students know of a faculty member's concern in one or more of these academic areas: lack of attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. *Please note that Early Alerts do not affect a student's academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.

RAVE Emergency Alert System

Emergency events can happen at any time, and Nashville State Community College wants to notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at <https://www.getrave.com/login/nsc> to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is your NSCC email address. If you've never received an email from RAVE with your password, or if you need to reset your password, select "Forgot your password?" and a new password will be emailed to you. Should the RAVE system indicate "user not found", select Register and create your own RAVE account.

Student Wellness

- The general well-being of students is an important component of their academic success. With this in mind, Nashville State Community College has several resources available to provide support when needed:
 - Students with general, non-academic questions and concerns about COVID-19 may email virusinfo@nsc.edu.
 - Five free telephone therapy sessions are available via Agape Counseling by calling 615-781-3000.
 - Online tutoring is available via NetTutor within the D2L course shells.
 - A comprehensive list of online student resources may be found at <https://www.nsc.edu/current-students/student-online-resources>
 - A comprehensive list of student support services may be found at <https://www.nsc.edu/current-students/on-campus-resources/student-support-services>

Equity Statement

Nashville State Community College has a relentless commitment to the transformation of our institution through the intentional design of college experiences that expect and promote excellence from students, faculty, staff and administration. We consider equity to be an obligation of higher education. We strive to ensure that each student receives what that student needs to be successful, with goals of success beyond the classroom. We do this through an evidence-based and collaborative effort, understanding that our student population has diverse needs that must be addressed. We recognize that this effort may not always be comfortable and that partnering with students is the driving force to overcome barriers to success.

Inclement Weather & Campus Closings

Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at www.nsc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the D2L/NS Online course shell. Check D2L/NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

Class Cancellation Policy

If the class is cancelled, the instructor will notify all students by posting in the D2L/NS Online course, e-mailing through D2L/NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access D2L/NS Online to complete classwork and the assignment that will be posted in the course D2L site.

Communication Statement

In this time of uncertainty due to COVID-19, communication between student and faculty is key. At times, situations arise for one or both that makes that communication difficult or delayed. This can include but is not limited to health issues and/or problems with technology. If you have attempted to contact your instructor, and have waited the turnaround time as outlined in the syllabus but have not yet received a response, please reach out for additional support using this survey:

<https://forms.gle/1KaARx6NzifXHxK98>