Nashville State Community College  
Business & Applied Arts Division  
Music Technology  

Master Course Syllabus

This master course syllabus is meant simply as a guide and overview of the course. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.

Course Title: MST-1300 Music Industry Entrepreneur  
Credits 3  
Class Hours 3

Course description from catalog including prerequisites and co-requisites. 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. No prerequisites or co-requisites required.

Instructor Information:
Name:  
Email:  
Office Phone:  
Office Location:  
Office Hours:

Textbook and Other Materials:

Reference Materials: Students should contact the instructor regarding opportunities to make-up missed assignments, labs, quizzes, and exams.

Supplies: TBD

Course Outcomes:
1. Upon successful completion of this course, students should be able to:
2. Discuss different aspects of the music entrepreneurship setting and the process it entails.
3. Apply traditional and e-commerce marketing techniques to promote you or your client’s music.
4. Create a brand for yourself or your client in a niche market.
5. Explain the role of music entrepreneurship/new venture creation in economic development.
6. Evaluate your own music entrepreneurial tendencies to create a new venture.
7. Analyze the various financial applications applicable to a start-up.
8. 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:
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.
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.
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.
68. Describe how businesses use licensing to profit from their brands.
69. Explain how a business can be franchised.
70. Learn methods of valuing a business.
71. Discuss five ways to harvest a business.

The following are general education competencies intended to support the course outcomes:

**Topics to Be Covered:**
See the Course Competencies listed above.

**Course Assessments:**
The following performance assessments will be used to demonstrate students’ understanding, knowledge and skills:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points Possible</th>
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</thead>
<tbody>
<tr>
<td>Quizzes (14 @ 10 points each)</td>
<td>140</td>
</tr>
<tr>
<td>Item</td>
<td>Points</td>
</tr>
<tr>
<td>-------------------------------------------</td>
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</tr>
<tr>
<td>Midterm exam</td>
<td>100</td>
</tr>
<tr>
<td>Final exam</td>
<td>100</td>
</tr>
<tr>
<td>Discussions (7 @ 10 points each)</td>
<td>70</td>
</tr>
<tr>
<td>In-class exercises (7 @ 20 points)</td>
<td>140</td>
</tr>
<tr>
<td>Case exercises (7 @ 20 points)</td>
<td>140</td>
</tr>
<tr>
<td>Feasibility study</td>
<td>100</td>
</tr>
<tr>
<td>Reflection paper</td>
<td>40</td>
</tr>
<tr>
<td>Attendance/participation</td>
<td>150</td>
</tr>
<tr>
<td>Midterm feedback form</td>
<td>10</td>
</tr>
<tr>
<td>Final feedback form</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total Points Possible</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

**Grading Policy:**

**Grading Scale:**

- **A = 900-1000**
- **B = 800-899**
- **C = 700-799**
- **D = 600-699**
- **F = 0-599**
- **FA (see below)**
- **FN (see below)**

Per TBR policy, a student who does not officially drop or withdraw from a course, but receives a failing grade, will receive an “FA” if the last day of attendance was earlier than two-thirds into the part-of-term. That date equates to the last day to withdraw from the course.

An FN is awarded to students who never attended class.

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

Each instructor will provide policy.

**Attendance Policy**

A student is expected to attend all scheduled classes and laboratories. Absences in a course may affect a student’s final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student’s final grade.
D2L Brightspace/NSOnline and myNSCC email
It is the student’s responsibility to check D2L and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. D2L contains specific course information and MyNSCC contains information important for other purposes.

Technology Statement
Nashville State’s classes are considered to be web-enhanced. Faculty have an expectation that students will use a computer and the Internet to complete assignments, engage in online discussions, and access various course materials through Desire2Learn (D2L) course shells. Computers are available for student use at each campus during campus open hours.

ADA Compliance Statement
Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721.

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 sanctions. The Nashville State Student Code of Conduct policy is available at https://s3.amazonaws.com/nscc.edu/PDFs/dean-students/Student_Code_of_Conduct_Policy.pdf

Please be aware that children are not allowed in class or unattended on campus.

Academic Misconduct
Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and aiding by the Academic Misconduct Policy in the Nashville State Student Code of Conduct that can be found at https://s3.amazonaws.com/nscc.edu/PDFs/dean-students/Student_Code_of_Conduct_Policy.pdf

In addition to other possible disciplinary sanctions that may be imposed 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.

Academic Early Warning System
Nashville State Community College has implemented an Early Warning System to notify students via e-mail about academic problems such as poor classroom attendance, poor performance on assignments/tests, poor communication skills, late/missing assignments, and/or lack of classroom participation. *Please note that Early Warning Alerts do not affect a student’s academic standing.
RAVE Emergency Alert System
Emergency events can happen at any time and Nashville State Community College wants to be able 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://getrave.com/login/nscc 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.

Inclement Weather Policy
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.nscc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations.

When classes are cancelled, an online assignment will be posted in NS Online. Check NS Online for a message from your instructor regarding your online assignment requirements.

Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

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