



UNIVERSITY OF  
ST. THOMAS

## Special Topics: The Entrepreneurial Musician

MLMUS 6393-DW (2935) & MUSC 4391

University of St. Thomas  
Fall 2020  
Online  
Final Exam Time: TBA

Instructor: Professor Dawson White  
Email: [whited11@stthom.edu](mailto:whited11@stthom.edu)  
Office Hours: Mondays 1-2pm or by appt. Zoom  
Music Department Phone: 713-525-3159

**Course Description:** This course will teach music students the practical skills needed to turn their artistic passion into a profitable business. Leveraging tools from areas of business, networking, self-promotion, finance, fundraising, etiquette and mental toughness, students will generate a professional portfolio that includes a personal mission statement, website, business plan, and other resources. Students will hear presentations from music entrepreneurs and be encouraged to seek input from mentors and experts within the UST music department, in Houston and beyond to expand their network.

**Hybrid Online Learning:** This course will utilize Zoom and Blackboard on a weekly basis and students will be expected to be independent and timely in their submission of work. Discussion board submissions will be due Wednesdays at 11:59pm and will serve as a reflection of the weeks material and preparation for class Thursdays at 3pm on Zoom.

### Required materials:

We will make frequent use of an online resource, **Coro by iCadenza**. Coro is a series of mini video courses on various Entrepreneurship topics and include worksheets and a Facebook group. Please purchase a semester pass (\$49) for this resource at the following website. <https://avocado.thrivecart.com/icadenza-career-library/>.

Eastman Case Studies - TBA

### Other Resources:

*Beyond Talent* by Angele Myles Beeching

*The Entrepreneurial Muse* by Joseph Nytch

*The Savvy Musician* and *The Savvy Music Teacher* by David Cutler

*How Creatives Can Thrive In The 21st Century* by Astrid Baumgardner

### Assignments and Homework:

Weekly coursework will include watching Coro videos, submitting worksheets, responding to discussion board questions, reading and responding to case studies, and participating in weekly class discussions and presentations. These assignments will count as fifteen percent of your grade and must be submitted on time for full credit.

**Final Portfolio Submission:**

Students will submit their professional portfolio digitally at the end of the course. The portfolio will serve as the final exam and should encompass each assignment completed throughout the semester. Students waiting until the end of the course to submit work due earlier in the course work will receive a failing grade. Your professional portfolio will count as twenty five percent of your final grade.

**Participation** is crucial for your understanding and absorption of the information in this class and accounts for fifteen percent of the final grade. Your participation grade will include class discussion, presentation Q and A sessions and any other materials required by professor.

**Business Plan:**

Students will develop a business plan based on a musical venture (music studio, cd project, ensemble formation, non-profit, community outreach program, concert series, music festival etc). Business plan is expected to be a viable business proposition that would incur real income and may be based on a current project or new idea. Professor White will introduce the facets of a business plan throughout the semester via class discussion, presentations, videos, guest business owners with feedback from the class. Final presentations will occur the last week of school, business plan will account for twenty five percent of your final grade.

**Grading Breakdown**

Weekly Discussion Board Assignments	15%
Website & Promo Materials	20%
Business Plan	25%
Portfolio	25%
Participation/Additional Assignments	15%
Total:	100%

**Grading Scale:**

94-100	A
90-93	A-
88-89	B+
84-87	B
80-83	B-
78-79	C+
74-77	C
70-73	C-
68-69	D+
60-67	D
Below 60	F

### **Academic Honesty**

Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Any suspected instance of academic dishonesty will be reported to the university's Academic Committee. More information may be found in the section on "Academic Integrity" in the UST 2019-2020 student handbook.

### **Disability Services for Students**

If you have a physical, psychological, medical, or learning disability that may impact your course work, please contact Counseling and Disability Services (C&DS). They will determine with you what accommodations are necessary and appropriate. All information and documentation is confidential.

## **Entrepreneurship Course Schedule (Will Change as Needed)**

Week 2 Aug. 31-Sept. 6— Mission & Mindset

- Intro, syllabus, student goals
- Online Discussion: "Mindset of Entrepreneurs"
- Find Your Why
- Mission statement & strength/weakness

Week 3 Sept. 7-13— Business Plan

- Online Discussion: "Developing a Business Plan"
- Case study

Week 4 Sept. 14-20 — Self Producing

- Online Discussion: "Making It Happen: Guide to Self-Producing"
- Guest

Week 5 Sept. 21-27— Materials

- Online Discussion: "Mastering your materials"
- Survey of successful materials

Week 6 Sept. 28-Oct. 4— Website

- Online Discussion: "Shaping the story"
- Guest

Week 7 Oct. 5-11— Business Plan & Materials Check-in

- Online Discussion: Submission of materials for class feedback
- Business Plan

Week 8 Oct. 12-18— Internal Musician

- Online Discussion: “Meditation for Musicians”
- “You Are Not Your Talent”

Week 9 Oct. 19-25— Fundraising

- Online Discussion: “Grant writing fundamentals”
- Guest

Week 10 Oct. 26-Nov. 1— Finances

- Online Discussion: “Managing Your Money”
- Case study

Week 11 Nov. 2-8— Auditions

- Online Discussion: “Audition Prep”
- Website & promo materials due
- Guest

Week 12 Nov. 9-15— Networking

- Online Discussion: “Networking & Learn to Love It”
- Case study

Week 13 Nov. 16-22— Teaching

- Online Discussion: “Developing a Thriving Music Studio”
- Mock interview basics

Week 14 Nov. 23-29 — Productivity

- Online Discussion: “Productivity for Musicians”
- NO ZOOM CLASS for Thanksgiving

Week 15 Nov. 30-Dec. 3— Auditions & Business Plan

- “Mus. Ent. How to spread message”
- Business Plan Presentation Dec. 3