

ENTREPRENEURSHIP (ENTR)

ENTR 370 Entrepreneurship (3)

Prerequisite: MGMT 150

Introduces students to the entrepreneurial process: decision to become an entrepreneur, developing successful business ideas, moving from an idea to an entrepreneurial firm, and managing and growing an entrepreneurial firm. The course will place special emphasis on opportunity recognition and feasibility analysis as the foundation for a vibrant successful business, and the necessity for a thorough business plan.

ENTR 375 Business Plan Development (3)

Prerequisite: MGMT 370

The primary focus of this course is the process of creating a new business, specifically developing the complete business plan describing the new venture. Students will take a preliminary business concept and develop a full business plan including the marketing plan, operating model, financial plan, and funding plan. Students will present their business plan and funding request to a potential investor(s); most likely a group of angel investors. Students are expected to do an internship immediately following or concurrent with the course to implement the business plan developed. Additionally, students are encouraged to concurrently enroll in ENTR 493: Entrepreneurship Lab; this course includes experiential learning activities related to new venture design and creation.

ENTR 376 Survey of Music Industry (3)

This course is a big picture overview of the music business. The Music Industry is a multi-billion dollar industry run by its own set of rules from copyrights, intellectual properties, and performances. Details and contacts change rapidly, but the broad view stays relatively the same. Learning how to maneuver through these many facets of the music business will increase success. One will typically find themselves wearing many hats and pursuing multiple streams of income to find success within the music industry. This knowledge is key to staying in the game in this highly competitive industry.

ENTR 377 Music Marketing (3)

Prerequisite: ENTR 376

Thousands of recordings are made each year. 5 million artists are on Facebook. The internet provides a new way for the DIY (Do It Yourself) to promote records avoiding the strong arm of a major label and leveling the distribution playing field. However, with so many releases how does one rise above and not get lost in the glut of material? How does an artist create his brand? Find his niche? What additional outlets and income streams can an artist pursue? Live performances, iTunes, internet promotions, websites, blogs, Facebook, Twitter, YouTube, tv/film, advertising, merchandising, radio. These are the questions we will wrestle with and find solutions to in the new millennium of being a successful musician.

ENTR 378 Music Licensing (3)

Prerequisite: ENTR 376

Music synchronized to a moving image accounts for millions of dollars annually in revenue to copyright owners. Music licensing can lead to massive exposure of music as well as a large and steady income stream. This course is intended for students who are interested in learning how to license their music for television, film, commercials, video games, the internet, and public performances, as well as students who are interested in learning the art of music supervision and learning how to choose music and obtain a license from copyright owners.

ENTR 379 Independent Music Company Management (3)

Prerequisite: ENTR 376

Is a course for students interested in developing, managing or contributing to a business dedicated toward generating income from music. Specifically, it examines the history, function and management of an independent music company.

ENTR 401 Optimization and Monetization of UGC (3)

Prerequisite: DARA 321

Explains the marketing, management and income generating practices of user generated content for the individual content creator.

ENTR 493 Entrepreneurship Lab (1-3)

Is an experiential learning activity designed to integrate the theory learned in a student's business course work with experience in the workplace. Labs may be designed to include experiences such as small projects, participation in events, observing business practitioners in the workplace, etc. Labs can be in connections with a specific course or as stand-alone experiences.

ENTR 495 Entrepreneur Directed Study (1-2)

An academic experience designed by the instructor.

ENTR 498 Entrepreneurship Internship (1-15)

Provides a supervised, practical experience for an extended period of time for advanced students through the business department.

May be repeated for up to 2 hours