



Texas A&M University-Commerce

Department of Music

Entrepreneurship in Music (MUS-441-441)

Spring, 2024 Thursday: 6-7:50 pm

Instructor: Jeff Ausdemore (817) 657-4464

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Office Hrs: By Appointment

Required Materials

All You Need to Know About the Music Business- Donald S. Passman
Music 4.1: A Survival Guide for Making Music in the Digital Age- Bobby Owsinski
Breathe, Grow, Share- Jeff Ausdemore

Course Description

Entrepreneurship in Music approaches the business and art of making music in the world from two standpoints: the equipping of the individual musician and the development of understanding the music business and its various channels.

Student Learning Outcomes

After successful completion of the course, the student will be able to:

- Create a plan to educate and increase skills in various disciplines
- Gain understanding of the various facets of the music industry
- Successfully insert one's self into the mainstream music industry and achieve results with respect to skills, networking, promotion, and discovery

Course Requirements

There will be frequent occasional assignments given in this course, each of which intended to reinforce or further a concept covered in class. These will range from surveys and observations of the music business with the aid of the internet and various reading materials, to creation of small projects focusing on one aspect of the music business (managing a budget, creating a web presence, or networking in a specific area of expertise or influence).

The syllabus/schedule are subject to change.

A final large scale project with multiple facets (skills, promotion, creation, management, etc.) will be due at the end of the semester.

Evaluation

Class Participation:	35%	A = 90—100
Homework:	25%	B = 80—89
Final Project:	40%	C = 70—79
		D = 60—69
		F = 0—59

Course Engagement

Engagement in the course is the student's responsibility. Students are expected to fully participate in the courses whether face-to-face or in a virtual modality. It is also imperative students and faculty communicate consistently and frequently. If, for any reason, you, the student, are not able to complete assignments or actively engage in the course, you **MUST** contact your instructor. Engagement and Participation in the course will be assessed per the individual instructor.

Attendance Policy

The University Catalog states, "Students are expected to be present for all class meetings of any course for which they are enrolled." Sporadic attendance is a waste of your intellectual and financial resources. Unless they are the result of a medical or family emergency, excused absences (as defined by the Catalog) need to be arranged beforehand with the instructor. Each student is allowed up to three unexcused absences over the course of the semester. Additional unexcused absences may result in the lowering of the final grade and, in rare and extreme cases, the student being dropped from the course.

The following statements are required by either University policy, state, or federal law:

University Mission Statement

Texas A&M University-Commerce nurtures and educates for success through access to academic research, and service programs of high quality. Music Department Mission Statement The Music Department of Texas A&M University-Commerce promotes excellence in music through the rigorous study of music history, literature, theory, composition, pedagogy, and the preparation of music performance in applied study and ensembles to meet the highest standards of aesthetic expression.

Disability Resources Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

The syllabus/schedule are subject to change.

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library, Room 132
908.886.5150, or 903.886.5835, phone
903.468.8148, fax
StudentDisabilityServices@tamuc.edu

Non-Discrimination Statement

A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Tentative Class Schedule:

Week 1	1/11	Course Introduction
Week 2	1/18	Musical Identity, Skill Sets, Goals
Week 3	1/25	Running Your Business (and Your Life)
Week 4	2/1	Communication, Networking, Playing Well With Others
Week 5	2/8	Social Media
Week 6	2/15	Let Your Work Speak – Getting It Out There
Week 7	2/22	The Music Business Landscape – a Survey
Week 8	3/1	Performing
Week 9	3/8	Conducting
3/15 SPRING BREAK		
Week 10	3/22	Producing and Creating Events
Week 11	3/29	Creating Music (Composing, Arranging, Orchestrating, Music Prep)
Week 12	4/5	Creating Music, Part 2
Week 13	4/12	Recording and the Record Industry
Week 14	4/19	Publishing, Copyright and Legal Issues
Week 14	4/26	Final Project Presentation
Week 16	5/3	Session TBD

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