



Texas A&M University-Commerce

Department of Music

Entrepreneurship in Music (MUS-441-441)

Spring, 2026 Thursday: 1:30-3:20 pm

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Office Hrs: By Appointment

Required Materials

Create, Connect, Repeat!: Building Your Artistic Business in the 21st Century- Nick Finzer
Breathe, Grow, Share- Jeff Ausdemore

Additional Recommended Reading:

All You Need to Know About the Music Business (11th Edition)- Donald S. Passman
Atomic Habits- James Clear
The ONE Thing- Gary W. Keller and Jay Papasan

Course Description

Entrepreneurship in Music explores the art of music and the development of the individual artist through the lens of practical and tactical business strategies in the 21st century. The course seeks to balance the pursuit of artistic freedom with sound strategies to sustain a longevous career in the arts.

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 occasional assignments added to the syllabus throughout the 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). 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/engagement:	10 points	$A = 90-100$
Outline for final project	15 points	$B = 80-89$
Reading review presentations and course binder:	25 points	$C = 70-79$
Final project:	<u>50 points</u>	$D = 60-69$
	100 points total	$F = 0-59$

Class Participation/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 imperative that students and faculty communicate consistently and frequently. If for any reason, you 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.

Outline for Final Project

This outline will serve as a framework for you to create the blueprint for your final class project.

Reading Review Presentations and Course Binder

Students are expected to complete each week's reading assignment, take diligent notes, and be prepared to lead the class in discussion. These discussions will be based on the student's individual thoughts, takeaways, and hypothesis for the class' mutual benefit.

Final Project

Each student will identify a long term project to research throughout the semester, document the detailed process throughout their journey, and ultimately present the project to the class prior to turning it in.

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

School of Music Mission Statement:

The School of Music at East Texas A&M University 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.

University Mission Statement:

East Texas A&M University provides a personal educational experience for a diverse community of life-long learners. Our purpose is to discover and disseminate knowledge for leadership and service in an interconnected and dynamic world. Our challenge is to nurture partnerships for the intellectual, cultural, social, and economic vitality of Texas and beyond.

ETAMU Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and

13.99.99.R0.01 Class Attendance

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

School of Music Engagement Expectations

Students are expected to actively participate in all assigned components of this course. Active participation includes being present, engaged, responsive, cooperative, respectful, and professional. It may also include providing feedback, asking questions, and being supportive of class members and faculty during instruction time.

Student Expectations

Students are expected to actively participate in all classes. Notification for excused absence must be received in advance. It is the individual student's responsibility to notify the instructor of a legitimate absence in advance. It is also the individual student's responsibility to acquire any missed notes and assignments from other students and/or the instructor.

Students are expected to actively participate in all classes by coming prepared and with all assigned materials. This course is a graduate research course. Bibliographical material, repertoire, library resources, applied techniques, as well as research techniques applicable to graduate study in music specific to flute/woodwind pedagogy will be surveyed and discussed. Be prepared to spend a significant amount of time doing research and review of materials outside of class.

Students are expected to demonstrate skills in pedagogy through their observation, analysis, discussion and feedback of the performances of other students. Students are expected to gain skills in this area by the observation of teaching techniques in their own private lessons and through the observation of teaching techniques of other students in studio class, guest artist classes on campus, and optional conference attendance or optional observations of master

teachers online. Students will need to submit teaching videos and acquire a waiver from the student(s) in their videos.

Attendance Policy

Students are expected to attend all classes. It is the individual student's responsibility to notify the instructor of a legitimate absence in advance. It is also the individual student's responsibility to acquire any missed notes and assignments from other students and/or the instructor. After one (1) unexcused absence, the student's final grade will be dropped by one (1) letter grade for each additional unexcused absence.

Texas Education Code- Music Education

This course content is aligned with the standards established by the Texas Education Code, covering areas such as Music, the Commissioner's Rules, Pedagogy and Professional Responsibilities, Technology, and English Language Proficiency. To review these standards, please visit the Music Education Program D2L Shell and select "Standards and Objectives."

Musician Health and Safety

As an Institutional Member of the National Association of Schools of Music, East Texas State A&M University supports the Association's commitment to student health and wellness. The following web address provides links to information for resources related to physical and mental well-being, as well as assists in offering preventative measures that students can take to avoid serious and/or chronic conditions: [Musician Health and Safety - East Texas A&M University](#)

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[13.99.99.R0.03 Undergraduate Academic Dishonesty](#)

[13.99.99.R0.10 Graduate Student Academic Dishonesty](#)

AI Use Policy

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism). Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

Nondiscrimination Notice

East Texas A&M University 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.

Technology Requirements

LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support: https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

Access and Navigation

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@etamu.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a ETAMU campus open computer lab, etc.

Communication and Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

East Texas A&M University Supports Students' Mental Health

The Counseling Center at East Texas A&M, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit <https://www.etamu.edu/counseling-center/>

Students with Disabilities-- ADA 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, contact the Office of Student Disability Services at 903-886-5150, 903-886—5835; email studentdisabilityservices@etamu.edu; online at [Student Disability Services or in-person in Room 162 of the Velma K. Waters Library.](#)

Tenets of Common Behavior

All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook)

Campus Concealed Carry Statement

Campus Concealed Carry - Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and East A&M Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to

[34.06.02.R1 Carrying Concealed Handguns On Campus and/or consult your event organizer\).](#)
[Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.](#)

Tentative Class Schedule:

Book Key:

Create, Connect, Repeat! = CCR

Breathe, Grow, Share = BGS

Week 1 (1/15)	Introductions, Course Goals, Logistics, Personal Survey
Week 2 (1/22)	No class- JA teaching: Reading: CCR- “Create”, part 1
Week 2 (1/29)	Reading review/discussion: BGS- Chapters 1,2,3,4
Week 3 (2/5)	Reading review/discussion: CCR- “Create”, part 1 and part 2
Week 4 (2/12)	No class- TMEA: Reading: BGS- Chapters 5,6,7,8
Week 5 (2/19)	Reading review/discussion: CCR- “Connect”, part 1
Week 6 (2/26)	Reading review/discussion: BGS- Chapters 9,10,11,12
Week 7 (3/5)	Reading review/discussion: CCR- “Connect”, part 2
Week 8 (3/12)	No class- Spring Break: Reading: BGS- Chapters 13,14,15,16
Week 9 (3/19)	Reading review/discussion: CCR- “Connect”, part 3
Week 10 (3/26)	Reading review/discussion: BGS- Chapters 17,18,19,20
Week 11 (4/2)	Reading review/discussion: CCR- “Repeat”, part 1
Week 12 (4/9)	Reading review/discussion: BGS- Chapters 21,22,23,24,25
Week 13 (4/16)	No class- JA judging
Week 14 (4/23)	Reading review/discussion: CCR- “Repeat”, part 2 and 3
Week 15 (4/30)	Final project consulting
Week 16 (5/7)	Final Project Presentations

(Finals week: 5/6 - 5/10)