

EC 492 Senior Capstone Seminar: Entrepreneurship in the Music Industry

Updated December 26, 2008

Spring 2009, Section 002 Section ID: 13450
2:00-3:15pm, 118 Eddy



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PLEASE NOTE: You will need to download Quicktime to view some of the materials in this course. It is available for both PC and Mac at this [site](#).

[Click here for a copy of the Syllabus in pdf format.](#)

If you are having trouble printing out the pages, download the Safari browser [here](#) for PC or Mac.

We're only in it for the money.

Frank Zappa, 1968.

The purpose of the course will be to analyze entrepreneurship in the music industry. Entrepreneurs (artists, engineers, producers, managers) are essential to the industry and the vitality of the industry stems from a continuing infusion of entrepreneurship. Research questions to be addressed include is a singer/songwriter more successful than just a singer or just a songwriter? Are those who begin their careers with a group and then go solo more successful than those who start solo? How many people do you want in the band and what instruments should they play? What are the economic factors in bands breaking up? Do songs introduced in games become more successful than songs released in movies? Does payola promote or hinder innovation in the music industry? How should contracts be structured? Students will prepare research papers that address these and other key questions about the music industry.

My Teaching Philosophy

•I want students to develop critical thinking skills that enable lifelong learning.

•To solve real world problems, students should learn by doing.

•Doing involves finding interesting questions, developing hypotheses about those questions using the tools of economics, and testing those hypotheses with data and information from the real world.

•Students should present their findings to others for critical review and examination.

You can check your scores in RamCT. Please click here.

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EVALUATION

Your course grade will be determined by adding together all of the points earned.

March 24 is the last day to withdraw from the course with a W.

RESEARCH PAPER (900 possible points)

The principal focus of this course is the completion of a 10-15 page research paper. The schedule for the writing of the paper is as follows:

February 17- March 5: In class research progress report 100 POINTS

March 26: Submit draft of oral presentation in Powerpoint or Keynote.

These will be returned on March 31 and April 2. 150 POINTS

April 7-30: Each class member will make a 15-20 minute oral presentation using Powerpoint or Keynote summarizing their research paper to the class. 300 points

May 8: Submit final version of paper. 350 POINTS

All items should be sent to me electronically at rphillipcsu@aol.com by 4:30 p.m. on the due date. Failure to do so will result in 50 points deducted for each 24-hour period late.

Presentations will be evaluated on the basis of: 1/ organization, 2/ visual aids, 3/ content, and 4/ clarity/style.

OUTCOMES ASSESSMENT (100 possible points)

You will also be required to take short Outcomes Assessment Quizzes in Microeconomics and Macroeconomics. These will be given online through RamCT during the final two weeks of class, APRIL 27 to MAY 8. Each quiz is composed of 20 multiple choice questions covering basic topics in microeconomics and macroeconomics respectively.

You will have one hour to take each exam. They will be worth 50 points each.

CLASS PARTICIPATION

The main purpose of class sessions is to help you prepare your research paper.

Attendance and participation in classes is critical. You are allowed 2 "no questions asked" absences. Each unexcused absence beyond these two will result in a loss of 50 points.

Absences because of illness, family emergencies, job interviews, etc., will be excused at the discretion of the professor based on appropriate documentation and consultation with the student.

The grading scale is:

A+ = 980-1,000

A= 900 - 979

B+= 880 - 899

B= 800 - 879

C+= 780 - 799

C= 700 - 779

D= 600 - 699

F = Below 600

Pluses will be used, but not minuses. The instructor reserves the right to lower the number of points required for any grade. MARCH 24 is the last day to withdraw from the course with a W.



Made on a Mac



Email Me

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Date and Topic

I. INTRODUCTION

January 20 Overview of the Music Industry

January 22 Presentation by Professor Phillips on technology, innovation, and entrepreneurship

II. IN CLASS DISCUSSION OF EACH RESEARCH QUESTION.

January 27 Discussion of research question, hypotheses, and data

January 29 Discussion of research question, hypotheses, and data
Selection of research questions.

February 3 Discussion of research question, hypotheses, and data

February 5 Discussion of research question, hypotheses, and data

February 10 Discussion of research question, hypotheses, and data

February 12 [Artists Now Video](#)

III. STUDENT IN CLASS PROGRESS REPORTS WORTH 100 POINTS.

February 17 Student progress reports on research

February 19 Student progress reports on research

February 24 Student progress reports on research

February 26 Student progress reports on research

March 3 Student progress reports on research

March 5 Student progress reports on research

March 10 Workshop on presentations

March 12 Workshop on presentations

March 17-19 Spring Break - NO CLASS

March 24 Workshop on Presentations- **LAST DAY TO WITHDRAW FROM COURSE**

March 26 Submit draft presentation in Powerpoint or Keynote

March 31 Workshop on presentations-Drafts returned

April 2 Workshop on presentations-Drafts returned.

V. PRESENTATIONS WORTH 300 POINTS

April 7 Presentations

April 9 Presentations

April 14 Presentations

April 16 NO CLASS

April 21 Presentations

April 23 Presentations

April 28 Presentations

April 30 Presentations

MICROECONOMIC AND MACROECONOMIC ASSESSMENT EXAMS WORTH 100 POINTS.

APRIL 27 THROUGH MAY 8TH.

You will need to log into RamCT to take the Assessment Exams:
Microeconomic Assessment Test--One hour anytime from 12:01 am APRIL 27 to 11:59pm MAY 8
Macroeconomic Assessment Test--One hour anytime from 12:01am APRIL 27 to 11:59pm MAY 8

May 5 Workshop on preparing final paper

May 7 Workshop on preparing final paper

May 8 FINAL PAPER DUE FINAL PAPER WORTH 350 POINTS.



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