

Carnegie Mellon University School of Music
Fall, 2013, The Business of Music, course numbers 57458/57758
Instructor: Lance LaDuke, lalaladuke@gmail.com

COURSE SYLLABUS

Credits/ Meetings 6 units, Tu/Th, 9-9:50am, CFA M160, office hours by appointment

Course Description

This course will teach you the fundamentals of how to survive in the music industry. A diverse set of speakers, hands-on projects tailored to your interests and needs and group activities will introduce you to the challenges you'll face during your career. How to manage your money, what you need to know about copyright, who do you need on your side? We'll cover all of these and more!

Course Objectives

By the end of this course, students will:

Understand the basics of copyright, business models, unions, non-profits, performing rights organizations and how to work with managers, agents, etc.

Develop a personal budget and understand the basics of personal finance and career planning, using the 42 music revenue streams

Work individually and as team members to develop and test multiple business ideas, using the Business Model Canvas, Minimum Viable Products and through Pivot/Persevere thinking. (I am very hopeful that some of these projects will become viable, honest-to-goodness, real-life actual businesses!)

Course Assessment

Each of the following areas will represent 25% of the overall grade:

Attendance and participation
Reading assignments
Individual projects
Team project

Assessment and project details will be covered in class.

Extra Credit is available to any student who wishes to serve as "course expert" in a variety of areas (copyright, grants, union, etc.). Additionally, any individual or team who develops a project that becomes an actual business will receive extra credit as well.

Required Reading

Music Business Handbook and Career Guide, Ed. 10, David and Tim Baskerville, 2013, Sage Publications, ISBN 978-1-4522-4220-0

The Savvy Musician, David Cutler, 2010, Helius Press, ISBN 978-0-9823075-0-2

Business Model You, Tim Clark, Alexander Osterwalder and Yves Pigneur, 2012, John Wiley & Sons, ISBN 978-1-118-15631-5

ArtsJournal Daily Newsletter, www.artsjournal.com

Suggested Reading

Introduction to the Music Industry, Catherine Fitterman Radbill, 2013, Routledge, ISBN 978-0-415-89638-2

I Will Teach You to Be Rich, Ramit Sethi, 2009, Workman Publishing, ISBN 978-0-7611-4748-0

Book Yourself Solid, Michael Port, 2011, Wiley, ISBN 978-0-470-64347-1

Grading

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

R = 59% or below (failing grade)

Guest Speakers

A number of guest speakers will visit, generally on Thursdays. They will provide insights into the topics we are covering, offer glimpses into various career possibilities, and serve as case studies for the individual and group projects.

Course Schedule

The course schedule will remain somewhat fluid, to allow for guest scheduling, further exploration of complex topics and to allow for unexpected opportunities. All assignments will be given with ample time for completion.