BMGT 491.02: Special Topics - Developing an Entertainment Business

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SPRING SEMESTER 2016
The University of Montana School of Business Administration UMEM
Wednesdays 5:10 – 8pm
Gallagher Room 119
Course Title: “DEVELOPING AN ENTERTAINMENT BUSINESS”
Title: Research & Planning 474
Credits: 3 hours
Instructor: Paige Williams
Email: paige@filmspur.com
Office Hours: by appointment
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SCHOOL OF BUSINESS ADMINISTRATION MISSION
School of Business Administration/Mission Statement: The University of Montana’s School of Business Administration is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace. Intro to the Entertainment Business Syllabus 2013

School of Business Administration/Assessment and Assurance of Learning: As part of our assessment process and assurance-of-learning standards, the School of Business Administration has adopted five learning goals for our undergraduate students:

• **Learning Goal 1** – SoBA graduates will possess fundamental business knowledge/integrated business knowledge.
• **Learning Goal 2** – SoBA graduates will demonstrate communication skills.
• **Learning Goal 3** – SoBA graduates will possess problem-solving skills/creative thinking skills.
• **Learning Goal 4** – SoBA graduates will have an ethical awareness and demonstrate ethical decision making.
• **Learning Goal 5** – SoBA graduates will demonstrate the use of technological skills for communication and problem solving.

Course Learning Goals
- Use industry terminology
- Understand the differences between film and television business
- Describe the business elements of film and television production
- Develop a movie idea into a production plan
- Create a budget for movies
- Put together a distribution plan for a movie
- Create a plan to market and sell a movie

Student Conduct Code: [www.umt.edu/studentaffairs/policy/code.htm](http://www.umt.edu/studentaffairs/policy/code.htm)

Students are expected to practice academic honesty. Academic misconduct includes, but it no limited to, plagiarism, misconduct during an examination, unauthorized possession of examination or other course materials, and facilitating academic dishonesty.
**UM Equal Access Policy Statement:** The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). If you think you may have a disability adversely affecting your academic performance, and you have not already registered with DSS, please contact DSS in Lommasson 154. I will work with you and DSS to provide an appropriate accommodation.

**Grading:** Please see the attached detail on class points by day. These points are a combination of homework assignments, class participation and your final presentation.

You can earn your grade this way:
33% Daily Class Participation
33% Turn in Class assignments ON TIME
33% Final presentation of your film & television project – will include a summary of your budget, production, marketing & distribution plan

The extra 1% you gain through going the extra mile – you can run that leg by volunteering at a film festival, going to a film festival and writing about it, helping out UMEM in any way and writing about it, attending a conference or speaker panel, doing something cool regarding film & television and telling us about it.

A  93%  C  73%
A-  90%  C- 70%
B+  87%  D+ 67%
B  83%  D  63%
B-  80%  D- 60%
C+ 77%  F Below 59%

**Course Textbook: The Lean Startup by Eric Reis**

List of Textbooks I highly recommend to get ahead in life & business:
- Who Moved My Cheese by Spencer Johnson
- Rhinoceros Success by Scott Alexander
- The Go Giver: A little Story About a Powerful Business Idea by Bob Burg & John Mann
- The Go Getter by Peter B. Kyne
- Guerilla Marketing by Jay Conrad Levinson

**WORK EXPECTATIONS:**
You will receive a daily grade for the work you have done on your project based on the previous class and your final is the conglomeration of the presentation of your tv or film idea/project paper & presentation. **Each week you must turn in two paragraphs.** Write a paragraph (minimal) about the speaker’s work/what you learned the week before and write a paragraph (minimal) on how you can apply what you learned to your project. All work must be typed, single-spaced, 12pt times new roman font. Include your name, date and the speaker you are writing about.
January 27, 2016
Class Topic: Intro to the class
Determination of entertainment business ideas
DUE: Film Business Idea

February 3, 2016
Class Topic: Go over initial business concepts/interests
Game: 1-Ace card Game
Guest speakers: Gita Saedi Kiely, Executive Director, Big Sky Documentary Film Festival
Travis Morss, VidCon Producer

February 10, 2016
Class Topic: Value Proposition/ Design Framework for Customers
Guest Speaker: Paul Gladen, LaunchPad Director
Due: 5 - 10 take aways from the guest speakers the week before & the principals learned applied to your business concept

February 17, 2016
Class Topic: The Business Model
Guest Speakers: Molly Bradford, Founder, GatherBoard
Colin Hickey: Front man/ booking agent for the International Playboys & VidCon
Due: 5 - 10 take aways from the guest speakers the week before & the principals learned applied to your business concept

February 24, 2016
Class Topic: The Business Model & Measure/Learn
Due: 5 - 10 take aways from the guest speakers the week before & the principals learned applied to your business concept

March 2, 2016
Class Topic: How we Funded & Built a Performing Arts Center
Guest Speaker: Mike Morelli, UMEM Director
Note: Class will only go to 6:30 this night.
Due: 5 - 10 take aways from the guest speakers the week before & the principals learned applied to your business concept

March 9, 2016
Class Topic: Family & Entertainment Businesses
Guest Speakers: Elke Goversten, Mamalode Founder & Publisher & Paul Donaldson, Rocky Mountain Rigging
Due: 5 - 10 take aways from the guest speakers the week before & the principals learned applied to your business concept

March 16, 2016
Class Topic: Digital Marketing for Your Business
Guest Speaker: Kyle Pucko, Pintler Group & GeoFli
Due: 5 - 10 take aways from the guest speakers the week before & the principals learned applied to your business concept

March 23, 2016
Class Topic: Financing Your Business
Guest Speaker: Sue Larew, VP First Interstate Bank
Due: 5 - 10 take aways from the guest speakers the week before & the principals learned applied to your business concept

March 30, 2016
Class Topic: Building the right team to get the job done
Board of Directors/Board of Advisors/incentivizing/social media influencers
Due: 5 - 10 take aways from the guest speakers the week before & the principals learned applied to your business concept

April 6, 2016
NO CLASS – SPRING BREAK

April 13, 2016
Class Topic & Activities: How to Succeed at Starting a Business
Due: 5 - 10 take aways from the guest speakers the week before & the principals learned applied to your business concept
Guest Speaker: TBD

April 20, 2016
Class Topic: Sales is Service
Guest Speaker: TBD
Due: 5 - 10 take aways from the guest speakers the week before & the principals learned applied to your business concept
Guest Speaker: TBD

April 27, 2016
Class Topic: Pivot or Persevere
Guest Speaker: TBD
Due: 5 - 10 take aways from the guest speakers the week before & the principals learned applied to your business concept

May 4, 2016
FINAL PROJECT PRESENTATIONS