

University of Montana

## ScholarWorks at University of Montana

---

Syllabi

Course Syllabi

---

Fall 9-2015

### BMGT 101S.01: Introduction to Entertainment Management

Jerry L. Furniss

*University of Montana - Missoula*, [jerry.furniss@umontana.edu](mailto:jerry.furniss@umontana.edu)

Thomas H. Webster

*University of Montana - Missoula*, [thomas.webster@umontana.edu](mailto:thomas.webster@umontana.edu)

Follow this and additional works at: <https://scholarworks.umt.edu/syllabi>

**Let us know how access to this document benefits you.**

---

#### Recommended Citation

Furniss, Jerry L. and Webster, Thomas H., "BMGT 101S.01: Introduction to Entertainment Management" (2015). *Syllabi*. 3790.

<https://scholarworks.umt.edu/syllabi/3790>

This Syllabus is brought to you for free and open access by the Course Syllabi at ScholarWorks at University of Montana. It has been accepted for inclusion in Syllabi by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact [scholarworks@mso.umt.edu](mailto:scholarworks@mso.umt.edu).

## **BMGT 101 (S) Introduction to the Entertainment Business (Fall 2015)**

The University of Montana, Main Campus  
School of Business Administration

**Monday and Wednesdays 11:10- 12:30 (GBB 106)**

**Instructor:** Jerry Furniss (GBB 365)      **Work Phone:** 406-243-2062  
**Cell Phone:** 406-360-7847      **Email:** [jerry.furniss@umontana.edu](mailto:jerry.furniss@umontana.edu)  
**Professor Furniss' Office Hours:** 10:00 -11:00 (Monday and Wednesday)

**Instructor:** Tom Webster (Dennison Theater) (To meet with Tom will require setting an appointment because the Dennison Theatre is secured throughout the week.)      **Work Phone:** 243-2853  
**Email:** [thomas.webster@umontana.edu](mailto:thomas.webster@umontana.edu)

**Assistant:** Matilynn Hendrickson      **Email:** [matilynn.hendrickson@umconnect.umt.edu](mailto:matilynn.hendrickson@umconnect.umt.edu)  
Matilynn is your first point of contact for all things connected to Moodle postings, upcoming assignments, guest speakers, etc.      **Office Hours:** TBA      **Office:** GBB 365

**Note:** Please feel free to speak with Matilynn, Tom, or Jerry immediately before or after class to ask questions any of us questions about any course related topics.

BMGT 101 is a **3 credit** course and is eligible for University of Montana Perspectives Credit- Perspective 4- Social Sciences (S). There are no prerequisites for this course. This course is normally open to Freshmen/Sophomores. Special override by Consent of the Instructor is needed for Juniors/Seniors. This class uses Traditional Letter Grading and is not offered on a Pass/Fail basis.

This course will use UM-based Moodle (an online Learning Management System- LMS) and your UM email for communication, posting assignments, guest speaker schedule, exam scores, and grades. Course details will be posted on Moodle and are **subject to change**, based on the schedules of our guest speakers.

**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. If you think you may have a disability adversely affecting your academic performance, and you have not already registered with Disability Services, please contact Disability Services in Lommasson Center 154 or 406.243.2243. I will work with you and Disability Services to provide an appropriate modification.*

## **SCHOOL OF BUSINESS ADMINISTRATION MISSION**

---

### **Mission Statement and Assurance of Learning**

The University of Montana's School of Business Administration enhances lives and benefits society by providing a world-class business education in a supportive, collegial environment.

We accomplish this mission by acting on our shared core values of creating significant experiences, building relationships, teaching and researching relevant topics, behaving ethically, and inspiring individuals to thrive.

As part of our assessment process and assurance-of-learning standards, the School of Business Administration has adopted the following learning goals for our undergraduate students:

**Learning Goal 1:** SoBA graduates will possess fundamental business knowledge.

**Learning Goal 2:** SoBA graduates will be able to integrate business knowledge.

**Learning Goal 3:** SoBA graduates will be effective communicators.

**Learning Goal 4:** SoBA graduates will possess problem solving skills.

**Learning Goal 5:** SoBA graduates will have an ethical awareness.

**Learning Goal 6:** SoBA graduates will be proficient users of technology.

**Learning Goal 7:** SoBA graduates will understand the global business environment in which they operate.

## **COURSE DESCRIPTION**

---

BMGT 101 Introduction to the Entertainment Business is a freshman level 3 credit hour course designed to provide a broad overview of business as a social institution. Given the broad and fundamental nature of the course, it is open to all majors.

This course uses several mediums to achieve the learning goals described below. These mediums range from the traditional use of lecture, readings and data sets to group exercises and highly interactive exchanges with visiting business professionals (description of exchanges under "Discussion of Questions with Visiting Experts" below). Furthermore, the course is structured around three central themes:

- The evolution of business and the theories used to study and advance business.
- Data collection, analysis, results and the use & assessment of these results for business.
- Exploration and application of our knowledge of business to current practices and topics.

## **COURSE LEARNING GOALS**

---

Given the broad and fundamental nature for BMGT 101, students should achieve the following goals upon successfully completing the course:

- Fundamental knowledge of the nature, structure and historical development of basic theories that underpin the study of business.
- Fundamental knowledge of the language of business.
- Fundamental knowledge of the social science methods for collecting & analyzing data.
- Fundamental ability to understand, assess and evaluate conclusions and generalizations based on data.

## **COURSE OBJECTIVES**

---

BMGT 101 Introduction to the Entertainment Business will introduce students to basic social and economic theories underpinning business; introduce students to the basic processes for data collection and analyses; illustrate how data is used to influence business decisions and practices; allow students to learn in group and individual settings; and, afford students opportunities to engage senior business executives to examine how businesses use theory, data and a related findings to make decisions, while also encouraging students to formulate and ask complex questions that demonstrate their ability to engage in critical analyses of business decisions and practices. In short, the primary objective for this course is to introduce students to businesses as both social and global institutions.

## **MOODLE ONLINE LEARNING PLATFORM**

---

Course announcements, updates, course materials, and speaker schedules will be posted on Moodle and updated on an “as needed” basis. **Check your Moodle course page often for course updates.**

You may reach the Moodle login page from the School of Business Administration’s Website at <https://moodle.umt.edu/login/index.php>

## **GETTING STARTED**

---

**In addition to carefully reading this syllabus, do the following to get started in this class:**

- 1) Purchase BMGT 101 Intro to Entertainment Management **BLUE card.** (Available at the **UM Bookstore.**) On the BMGT 101 shelf in the UM Bookstore are laminated *copies* of a white card. You will need to take the copy to the cashier and pay for it. The cashier will take down your name, your student ID number, your receipt number, note the access card number, and give you a small laminated Blue card. Don’t lose the BLUE card. **Bring it to class with you.** The UM Bookstore will not

- replace these cards if they are lost.) Failure to purchase and turn in the Blue card within a timely manner will result in an automatic F in the class.
- 2) **Articles/handouts on contemporary issues in business** (provided by course instructors throughout the semester; many will be posted on Moodle as well).
  - 3) Make sure that you **regularly log on to Moodle** in order to periodically check announcements, access course information, and check scores. (Instructor and student assistant office hours and contact information will be posted on Moodle.)

## **COURSE REQUIREMENTS**

---

Throughout the semester students will be required to demonstrate a fundamental grasp of business. Moreover, they will be expected to demonstrate this knowledge through several different vehicles of assessment, including the traditional use of exams, working in group settings to analyze and deliver critical analyses of current business practices as reported in articles on contemporary business topics, and through individual efforts to develop and ask sets of questions to visiting business professionals that illustrate an individual's ability to formulate complex questions that aid in the critical analyses of business decisions and practices.

## **STUDENT EVALUATION**

---

**Exams (3 exams = 30% of class grade):** Throughout the semester students will take three multiple and/or short answer essay exams that are each worth 10% of the total class grade. The first exam will assess the student's grasp of the historical development of the fundamental theories and language that underpin the study of business as well as the student's understanding of the basic nature and structure of business. The second exam will focus on the student's grasp of the social science methods for collecting and analyzing data; and, on how conclusions and generalizations are drawn from this research. The third exam will assess the student's understanding for how practitioners use research findings to make decisions that inform business practices. Each exam will be given upon the completion of the three themes identified under the "Course Description" above. Lastly, please note that there will be **no make-up exams given without the prior, expressed and written approval of the course instructor.**

**Critical Analyses of Contemporary Business Practices, Class Attendance, and Discussion of Questions with Visiting Experts (50% of final grade)** Throughout the semester students will be introduced to various studies that academics and practitioners often rely upon to make informed decisions, you will receive articles on contemporary business practices and issues, and you will have the opportunity to interact with 10 or more business professionals (mostly from the entertainment, media and technology business sectors) who will visit the classroom throughout the semester. The time that they spend with us is invaluable since it provides you with a rare opportunity to engage them in a highly informed dialogue about their business, its practices and how they explicitly and/or implicitly use business theories and data to make informed decisions. Thus, the professional

are not here to lecture us on business but rather to engage us in a rich dialogue that illustrates the extent that business practitioners rely upon basic theories of business and related research to make informed business decisions. Therefore, your course instructor will act as a facilitator for the discussions, also asking probing questions that link business theory, research and practice. The combination of your questions and the instructor's questions should result in a highly informed and value-added discussion. Students will be notified of the class dates for the visiting professionals once confirmed, but in no cases will this notification be less than one week prior to their visits.

Throughout the semester you will be asked to write (and be prepared to present in class), 2 to 5 critical analyses based on information presented in the classroom (by your instructors and visiting experts) as well as based on handouts provided by your instructors. Using your knowledge of fundamental business theories described in class and through outside research, you will develop and be prepared to present critical analyses of current business practices being used. These written assignments will be turned in by specified due dates, will be formatted per the assignment instructions (in written form: 1 typed, double-spaced page maximum), and will be completed on a template provided and made available on Moodle. There will be at least two class periods set aside for students to discuss their critical analyses in class. In addition, students may be called on during any class period to discuss these analyses. So make sure that you have these documents with you and you are prepared to respond to any questions related to such documents during any class. **These analyses and class attendance and participation will count 50% of your final score. (Your regular class attendance is an integral part of this score and it is imperative that you attend class every day in order to receive full class attendance and participation credit. If you do miss a class, we will accept only UM officially recognized excused absences.)**

**Development of Questions for Visiting Experts (20% of class grade):** Throughout the semester students are required to develop sets of questions that will be asked of visiting business experts. Each set of questions should consist of 3 questions meant to further explore: a) the extent that visiting professionals' business practices reflect the fundamental theories discussed in the course; b) how the visiting professionals collect data and/or use research findings to make informed business decisions; and/or, c) the validity and generalizability of research findings to the visiting professionals' workplace. In short, each set of questions should demonstrate the student's ability to formulate complex questions that aid in the critical analyses of business decisions and practices.

Each set of questions will be due at the **beginning of the class session that is prior to the session scheduled for the visiting expert.** However, please note that **you will not receive credit if your questions are turned in late or if the questions you submit are viewed as superfluous.**

**Rule of 4, Rule of 6, and Final Letter Grade:** Given the rare and highly valuable opportunity to engage in a rich, contemporary and informative dialogue on business, students are required to attend all sessions with visiting experts. Moreover, **students will automatically receive an F for the course should they miss 4 or more of the sessions**

**with these professionals without prior, expressed and written approval of the course instructor. Missing a total of 6 classes of any combination will result in an F for this course unless the absences are officially excused.**

**Important Note About Classroom Behavior:** No electronic device (laptops, cell phones, etc.) will be permitted to be turned on or open in the classroom. If called out in class, you will be reported as absent and will be asked to leave the class. Your instructors and guest speakers commit time, travel and energy to teach and they should be accorded due respect. If caught a second time, you will be asked to leave class with a lower grade received, and more infractions will result in class suspension and a failing grade.

**Academic Misconduct Statement:** *All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. The University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, "Students at the University of Montana are expected to practice academic honesty at all times." (Section V.A., available at [http://www.umt.edu/vpsa/policies/student\\_conduct.php](http://www.umt.edu/vpsa/policies/student_conduct.php)). All students need to be familiar with the Student Conduct Code. It is the student's responsibility to be familiar the Student Conduct Code.*

**SoBA Code of Professional Conduct:** See this information for our School Code.  
<http://www.business.umt.edu/Soba/SoBAEthics/CodeofProfessionalConduct.aspx>.

<b>Key Grade Components</b>	<b>Percentage of Score</b>
Attendance, Critical Analyses, Class Participation	50%
Development of Questions for Visiting Experts	20%
Three Exams	30%

### **Final Letter Grade Determination**

A (90-100%); B (80-89%); C (70-79%); D (60-69%); F (69% or below). We will not assign A+ or A-, B+, B-, etc.

**Grading Mode:** This course is offered only for a Traditional Letter Grade. It is not offered on a Pass/Fail basis.

### **EMAIL RULES**

---

Based on The University of Montana policy, students must use their GrizMail accounts ([netid@grizmail.umt.edu](mailto:netid@grizmail.umt.edu) or [fname.lname@umontana.edu](mailto:fname.lname@umontana.edu)) to communicate with professors. The umontana address is automatically forwarded to the GrizMail address. (Because of this university policy, I cannot respond to other emails sent by you. For instance, if you send me an email using hotmail or gmail, I will respond by asking you to resend your email via your umontana account.)

## TOPICS COVERED

---

- The language of business
- Business in various legal, governmental and social settings
- Fundamental paradigms underpinning the study of business
- Fundamental theories for advancing business research
- The interaction of societal and economic forces and management practices
- Business ethics and social responsibility
- The role of management vs. the role of leaders
  - Empowerment, motivation and performance
  - Individual and team performance
  - Maximizing creative potential
  - Decision-making
- Critical analyses of contemporary business practices: Theory vs. practice
- The common methods for conducting business research
- Common uses of business research and the validity and generalizeability of this research
- Applied use of research findings for business: Marketing and productions
- Applied use of research findings: Business strategy
- Critical analyses of contemporary business practices: Generalizeability of findings
- The socioeconomic factors that impact on entrepreneurial activities
- The impact of the intersection of entertainment, media and technology on business infrastructure
- Yes the numbers matter: Negotiating and the basic financial ratios and accounting statements
- Critical analyses of contemporary business practices: Theory & Research v. Practice

**Please note that a current calendar including specific dates for class topics, visiting professionals, class discussions and deadlines for assigned critical analyses, and dates for exams will be made available on Moodle. Thus, it is important that students check this calendar on a regular basis.**

## WEEKLY TOPIC AND VISITING EXPERTS SCHEDULE

---

A schedule of weekly topics, exam dates, and visiting experts (**and their bios**) will be posted on your Moodle course site. This schedule is subject to change. Check your Moodle course site often to obtain the latest schedule.

Remember that your questions for visiting instructors are due at the **beginning of the class session that is prior to the session scheduled for the visiting expert. Late questions will not be accepted.**