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BMGT 101S.50: Introduction to Entertainment Management

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BMGT 101S Introduction to Entertainment Management Spring 2018

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 online with business professionals (description of exchanges under “Discussion of Questions with online Experts” below). Furthermore, the course is structured around three central themes:

1. The evolution of business and the theories used to study and advance business.
 - a. Terminology, broad ideas, and methodology
2. Data collection, analysis, results and the use & assessment of these results for business.
 - a. Case studies and group activities
3. Exploration and application of our knowledge of business to current practices and topics.
 - a. Exploring entertainment management in a business context

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 online with senior business executives to examine how businesses use theory, data and 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, and the business of entertainment, as both social and global institutions.

MOODLE 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:

[Purchase BMGT 101 Intro to Entertainment Management UMEM Access Card.](#)

Purchase BMGT 101 Intro to Entertainment Management UMEM Access Card. (Available at the UM Bookstore both online and in person.) In person, the cashier at the main customer service desk in the bookstore has the access cards. 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 UMEM Access Card. Don’t lose the Access Card. If you purchase a physical copy, bring it to the UMEM Office L02 in the Gallagher Business building. If you purchase the electronic copy online your purchase will be recorded and sent to me.

Please note: The UM Bookstore will not replace physical cards if they are lost. Failure to purchase and turn in the UMEM Access Card within a timely manner will result in an automatic F in the class. The date for turning in the card is Wednesday, February 21 at 4 pm in the UMEM offices (Lower Level of GBB. Turn left out of the elevator or right if you go down the stairs to the Lower Level.) If you are having financial aid holds, please see me to be placed on the late list and work with us to get the purchase of the card dealt with, based on receipt of your financial aid.

Log In to Moodle Regularly

Make sure that you regularly log on to Moodle in order to regularly check announcements, access course information, and check scores.

We will use the following materials in class:

1. Articles/handouts on contemporary issues in business (provided by course instructor and online business professionals throughout the semester. These will be posted in Moodle.
2. Case Studies of specific entertainment topics
3. Chapter readings
4. Lecture Podcasts
5. Online interactions with entertainment professionals
6. Power point slides
7. Videos

All of these materials will be provided in the course.

LESSONS

There are 10 lessons in this course. As you work through the lessons you will earn 5 points apiece. Please note you must work through the lessons in sequence to open the quizzes and postings.

QUIZZES AND POSTINGS

There are 4 quizzes and 5 Discussion postings in this course. 8 of these postings are designed to give you experience analyzing course materials and applying your knowledge. Quizzes and postings can only be accessed once a student has worked through the associated lesson. 1 post is an introduction to the class. Quizzes test your ability to interact with the material and retain the information.

FINAL PROJECT

In an essay format, you will discuss 2 segments of the entertainment industry we have covered this semester and compare and contrast them. You can bring in any resources you wish to prove your points, either from the course materials, an outside internet source, or something you saw/read somewhere. If you can, include pictures with the essay although this is not required. Be specific, and provide evidence from your work in the course lessons and use of the Internet. Please make sure you are following rules regarding Plagiarism and academic honesty

GRADING

Grading is as Follows

Simple Grading Scale

Assignment	Points	Grade	Possible Points	Due Date
Post Student Introduction			3	Feb/2
Lesson Music Pre-Internet	93-100	A	5	Feb/2
Quiz Music Pre-Internet	90-92	A-	4	Feb/2
Lesson Music Post-Internet	87-89	B+	5	Feb/9
Post Music Post-Internet	83-86	B	4	Feb/9
Lesson Theatre Pre-Internet	80-82	B-	5	Feb/16
Quiz Theatre Pre-Internet	77-79	C+	4	Feb/16
Lesson Theatre Post-Internet	73-76	C	5	Feb /23
Post Theatre Post-Internet	70-72	C-	4	Feb /23
Lesson Sports Pre-Internet	67-69	D+	5	Mar/2
Quiz Sports Pre-Internet	63-66	D	4	Mar/2
Lesson Sports Post-Internet	60-62	D-	5	Mar/9
Post Sports Post-Internet	55 or less	F	4	Mar/9
Lesson Books Pre-Internet			5	Mar /16
Quiz Books Pre-Internet			4	Mar /16
SPRING BREAK				Mar /23-4/1
Lesson Books Post-Internet			5	Apr/6
Post Books Post-Internet			4	Apr/6
Lesson Film Pre-Internet			5	Apr /13

Quiz Film Pre-Internet	4	Apr /13
Lesson Film Post-Internet	5	Apr /20
Post Film Post-Internet	4	Apr /20
<u>Final Project</u>	7	May/8
Total	100	