

Fall 9-1-2018

# BMGT 101S.01: Introduction to Entertainment Management

Thomas H. Webster

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

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## BMGT 101S Introduction to Entertainment Management Fall 2018

Instructor: Tom Webster

Office: Dennison Theatre

Class Time: 11:00-12:20 Mon/Wed

Office Hours: Call for an appointment

Room: GBB-106

Credits: 3 hours

Office Tel: 243-2853 (Tom)

Email: [Thomas.Webster@umontana.edu](mailto:Thomas.Webster@umontana.edu)

### 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:

**Course Materials:** All course materials will be provided to the student online through separate chapters from relevant texts, or through online resources, this also covers the costs of guest lecturers. You are required to purchase an Entertainment Management Resource card through your digital materials access fees and have a record of your purchase in the office (GBB L02) before 9/18/18 at 3:00 PM. Students who do not purchase a Resource Card by 9/18/18 will lose ½ a letter grade for every week late. If this requirement is an issue please discuss with me before 9/18/18.

### ADA Accommodation Statement

Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). “Reasonable” means the University permits no fundamental alterations of academic standards or retroactive modifications. For more information, please consult <http://www.umt.edu/disability>.

### 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)). It is the student’s responsibility to be familiar the Student Conduct Code. You are also expected to abide by the SoBA Code of Professional Conduct at <http://www.business.umt.edu/Soba/SoBAEthics/CodeofProfessionalConduct.aspx>. Although you are encouraged to discuss course readings, lectures, etc. with one another, all individual-level assignments should be by the individual student. Neither the University of Montana nor I will tolerate academic dishonesty. Therefore, at minimum, if you cheat on an assignment or exam, you will receive an F in this course. Moreover, plagiarism, defined as quoting or paraphrasing passages from other sources and then

placing them in your paper(s) without referencing the original source, also constitutes cheating in this course.

### Equal Opportunity and Affirmative Action Office and Disability Services 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.

### 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. In addition to the 10 lessons we will cover many facets of the entertainment industry in class. We will also have numerous guest lecturers covering many aspects of the entertainment industry.

### 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. We will also have periodic quizzes covering class material and guest lectures. We will also have a “make an artist offer” project that will be explained during the class. There will be opportunities for extra credit.

## 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.

## ATTENDANCE REQUIREMENTS

You are required to attend all classes unless you receive prior and documented approval from the instructor. For each class that you miss unexcused you will drop 2 points/3 points for guest lecturer days. Please note if you are ill or have a legitimate excuse, contact or email your Instructors for an excused absence.

## ELECTRONIC DEVICE USAGE

Please note: Texting, using your laptops or phones to surf Facebook or the internet, video gaming etc. will not be tolerated in the classroom. Your instructor and guest speakers commit time, travel and energy to teach, and they should be accorded due respect. If you would like to use your laptop for notetaking, that is acceptable. All device activity will be monitored in class. Thank you.

## GRADING

### Grading is as Follows

<u>Assignment</u>	<u>Possible Points</u>	<u>Due Date</u>
<b>Post</b> Student Introduction	3	Sept/7
<b>Lesson Music Pre-Internet</b>	5	Sept/21
<b>Quiz</b> Music Pre-Internet	4	Sept/21
<b>Lesson</b> Music Post-Internet	5	Sept/28
<b>Post</b> Music Post-Internet	4	Sept/28
<b>Lesson</b> Theatre Pre-Internet	5	Oct/5
<b>Quiz</b> Theatre Pre-Internet	4	Oct/5
<b>Lesson</b> Theatre Post-Internet	5	Oct/12
<b>Post</b> Theatre Post-Internet	4	Oct/12
<b>Lesson</b> Sports Pre-Internet	5	Oct/19
<b>Quiz</b> Sports Pre-Internet	4	Oct/19
<b>Quiz</b> Contract/Rider & Vocabulary	10	Oct/26
<b>Lesson</b> Sports Post-Internet	5	Oct/26
<b>Post</b> Sports Post-Internet	4	Oct/26
<b>Lesson</b> Books Pre-Internet	5	Nov/2
<b>Quiz</b> Books Pre-Internet	4	Nov/2
<b>Lesson</b> Books Post-Internet	5	Nov/9
<b>Post</b> Books Post-Internet	4	Nov/9
<b>Lesson</b> Film Pre-Internet	5	Nov/16

<b>Quiz</b> Film Pre-Internet	4	Nov/16
<b>Lesson</b> Film Post-Internet	5	Nov/30
<b>Post</b> Film Post-Internet	4	Nov/30
<b>Project</b> Make an Artist Offer	5	Nov/30
Guest Lecture Questions	10	Throughout semester
<b>Final Project</b>	7	Nov/7
Total	125	

## Simple Grading Scale

Points	Grade
112-125	A
100-112	B
87-100	C
75-87	D
74 or less	F