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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

OFFICE – MONTEC – STE 4

PHONE: 406-532-5398

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.

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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

Students are expected to practice academic honesty. Academic misconduct includes, but is not 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