



Advanced Practicum in Music Entrepreneurship ME 1501, 2 credits, Spring 2012 Wednesdays 6-7:30 pm, Room 407

The practicum is designed as a graduate-level course, with students admitted by application process; advanced undergraduates may also apply and will be considered. The class meets once per week for 90 minutes. The focus of the class is on assisting students to plan and implement their own entrepreneurial ventures, such as creating a new festival, distance-learning teaching studio, instrument repair service, or launching a new ensemble, recording, or music software or media company.

What is it you want to create, launch, or lead?

Students, individually or as a joint-venture, need to already have a clearly defined and feasible entrepreneurial project when they apply. To clarify, an entrepreneurial project is something concrete, practical, and specific. Projects should have a beginning, middle, and completion point and be something that the individual student takes charge of and manages. Through the supportive think tank environment of the class, students will create action plans for their projects, and monitor their progress, with feedback from the seminar participants. Students will also be paired with MSM faculty or alumni mentors and given networking and referrals and research leads.

We will cover goal setting, feasibility assessment, business plans, proposal writing, project management techniques, team building and delegation, fundraising, marketing, PR, and how to enlist a board of advisors and supporters.

All Applications are DUE FRIDAY, NOVEMBER 4.

In order to determine your suitability for the class,

please answer the following questions in detail “mapping” your project.

Type the answers and submit these by **Nov. 4** to the course instructor: Angela Beeching, abeeching@msmny.edu. For group projects, only one application is necessary, but must indicate who from the group is registering for the class.

1. What is the goal of your project?

Detail what specifically you want to accomplish as well as the need or problem this project addresses.

2. Why are you doing this?

Explain how this project will benefit you and others. Clarify how it fits in to your long-term career plans (or your organization’s mission). Consider whether the project will benefit others and how it will impact your community.

3. What specific activities will take place as part of your project?

4. What is your “track record” of success so far?

Detail what you have done in the past that demonstrates your ability to succeed with this project. (Attach a bio or résumé).

5. Who will help with or participate in the project?

If you’ve determined your collaborators, list their names and explain the nature and level of their participation.

6. What is your timeline? When will the project be completed?

7. What is your desired outcome?

Explain how you will measure the success of the project (how you will know you have succeeded).

8. How much money is needed?

Write out a budget. You may need to “guesstimate” but do some research to be as accurate as possible (for instance, get quotes on recording studio costs). Include whatever you anticipate you’ll need for the project, and whether or not you will have to pay for these. Some needs may, in the end, be covered as “in kind” donations or bartered services: these can include performance and rehearsal space, or services such as printing, editing, and catering. Write it all down so you can see the full requirements of your project!