ENTREPRENEURSHIP
Fall Semester, 2018
Thursday 2:00-3:30
300 Standard

Instructor: Scott Keniley, Esq.
Office Location: 10 Floor Standard Building (1016)
Office Hours: By Appointment only (Monday 4:30-6 PM/Thursday 1-2PM)
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COURSE DESCRIPTION: A course designed for senior level students interested in forming an entertainment business. The class focuses on the theoretical and practical applications in starting and maintaining a new business.

At the end of the semester, students will be able to identify key terminology associated with entrepreneurship and possess industry/business acumen as it relates to music and the entertainment industry. The students will understand the elements of a business plan including, but not limited to concept definition, revenue streams, competition and target consumers and more complex issues such as business entity selection, share distribution, intellectual property protection, basic accounting and venture capital. Prerequisite: MTM 3010, with a "C" or higher.

READING MATERIALS: Handouts

EVALUATION AND GRADING: Grades for the course will be based upon a student’s grades on weekly homework projects/business plan elements, a completed business plan and presentation of that business plan. The homework projects will be (50%), finalized business plan, (20%) and presentation (20%). The remaining 10% will be at professor's discretion based on class participation, attendance, tardiness and group Involvement. Written projects and homework will be reduced by Ten points for each day they are turned in late. After the third day, no credit will be given. At the Instructor's discretion, conduct, absenteeism and tardiness may adversely affect a student's grade. If a student fails to turn in a project or homework assignment, the student will receive a zero.

ATTENDANCE/ABSENCES: Attendance is mandatory and will be taken regularly, beginning the first day of class. Three unexcused absences during the semester will result in a reduction of one letter grade from the student’s final grade in the course even if the reduction will result in a failing grade. Any student who accumulates five or more unexcused absences during the semester will be withdrawn from the course at the Professor's discretion, regardless of whether the fifth absence occurs before or after the midpoint of the semester. Forgetting to sign the class roll during the announced times it is available is not an excuse.
A. Unexcused late work will not be accepted, nor will any absence be considered excused unless (1) the instructor was notified in advance of the absence, (2) the instructor acknowledges that the absence qualifies as “excused”, and (3) the proper substantiation is subsequently provided. If work is turned in late, there will be a two (2) point reduction for every 12 hours late.

B. Tardiness: Students are expected to be on time, although delays do occur from time to time. However, a student who is tardy for an exam will not be permitted to take the exam if another student has already completed the exam and left the room (there are no exceptions). If a student is not permitted to take an exam due to tardiness, it will be treated as an unexcused absence. Any tardiness in excess of thirty minutes will be deemed an absence. Three tardiness of less than 30 minutes, but more than 5 minutes will be deemed an absence.

MAKE-UP POLICY: (no Exams this semester and there is no makeup for presentations except in extreme situations)

COMPUTERS / CELL PHONES: No computer devices or cell phones may be used during class unless preapproved. There are no exceptions.

ACADEMIC HONESTY: Each student is expected to do his or her own work. To use “aids” on closed-book exams, to remove an exam without permission or to turn in anything written by another person is academic dishonesty (includes copying and pasting from the internet). Evidence that any student has engaged in such activity or plagiarized at any time in the semester will result in a grade of zero on the assignment and will be grounds for the student to receive a failing grade in the course.

This course syllabus provides a general plan for the course; deviations may be necessary:

TOPICAL OUTLINE

August 23 (no class)

Written Assignment 1: You are to devise a new business concept that applies to the entertainment industry. The concept could be something new, a new version of an existing business or a combination of businesses.

1. Please describe the new business with sufficient detail (services and products as well) and a salesperson's pitch.
2. Name the company
3. Explain why it is needed or why consumers will use it.
4. No less than two pages double typed.

August 30, 2017 (first day of class)

-Turn in Written Assignment 1
- **Syllabus Review**
  - Present business idea to class. Provide thorough personal introduction.

**Written Assignment 2:** Written assignment (Full product or service description, Competition Analysis (list competitors) & Market Need.

**September 6, 2018**
- Turn in Written Assignment 2

Present business idea with Competition Analysis, Market Need & Projected Revenue Streams.

  **Written Assignment 3:** Projected Revenue Streams. Prepare a spreadsheet identifying and projecting all business revenues (for three years).

**September 13, 2018**
- Turn in Written Assignment 3

  - Lecture:
    Corporate
    Lecture Corporate/Entity Structuring
    Liability and Tax
    Shareholders

**September 20, 2018**

  - Lecture: Intellectual Property
    - Trademark, copyright and Patent overview
    - www.USPTO.gov

**Written Assignment 4:** Corporate and intellectual property assets (prove corporate name and trademark availability). Update, modify, perfect Assignment 1-3. (Full product or service description, Competition Analysis (list competitors), Market Need & Projected Revenue Streams)

**September 27, 2018**

- Turn in Written Assignment 4:
  - Lecture:
    Advertising, Marketing and Promotion (how and to whom?)

  **Written Assignment 5:** Identify your marketing, promotion and advertising plan. Include research budget
October 4, 2018
-Turn in Written Assignment 5:

-Lecture: “Overhead Kills”-Discuss common business expenses

Written Assignment 6: Prepare a spreadsheet identifying and projecting all business expenses (for three years) including startup costs. Identify at this time the location of your business both physically and digitally.

October 11, 2018
-Turn in Written Assignment 6:

-Merger Drill

Written Assignment 7: The Combine

October 18, 2018
-Turn in Written Assignment 7:

-Lecture: Leadership and one Sheets

Written Assignment 8: Prepare your Business “One Sheets.”

Prepare your New Executive Summary

October 27, 2018
-Turn in Written Assignment 8:

CLASS WORKSHOP/Q&A

Written Assignment 9: Full Business Plan (This should be a workable, issuable and acceptable version of your business plan)

November 1, 2018
-Turn in Written Assignment 9:
-Lecture on Presentations
CLASS WORKSHOP/Q&A

November 8, 2018 (no class)
Professor will be lecturing on Entrepreneurship Issues at the North American Law Summit in the Cayman Islands.
www.northamericanlawsummit.com

November 15, 2018
Final Business Plans Due-Printed and Email versions
Q & A on Business Plans/Presentations

November 22, 2018 NO CLASS (THANKSGIVING)

November 29, 2018
  Email Digital versions of your presentation to Professor
  Presentations Day 1

December 6, 2018
  Email Digital versions of your presentation to Professor
  Presentations Day 2