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Course: MUM 2702 - Music Business 2 Honors Requirements

All honors students will be required to complete the standard course work. In addition, the following requirements must be met.

1. Any written assignments will be produced using a word processor and/or spreadsheet, preferably Microsoft Word & Excel.
2. All assignments will meet the following criteria:
 - a. All financial computations will be completed using a spreadsheet program, preferably Microsoft Excel. The spreadsheet must use functions in order to compute all financial calculations. The purpose will be to set up templates students can use in their future business endeavors.
 - b. All business plans will include written documentation, spreadsheet data and if possible, should be accompanied by a Power Point presentation to be turned in via E-mail or digital data format.
 - c. All business plans will include verifiable research within the local music business community as pertaining to each assignment. For example, when working on the record company assignment, honors students will make phone calls and receive actual quotes for services from office rental space facilities, recording and mastering studios, CD manufacturing plants, producers, arrangers, musicians, recording engineers, office supply stores, etc. When applicable, assignments and business plans must detail the product to be manufactured, promoted and sold, startup costs, operating expenses. The projects must also define a target consumer demographic and a general marketing or promotional approach.
 - d. Honors students will be required to research union scales for musicians, singers and technicians. This includes the American Federation of Musicians (AFM), the Screen Actors Guild (SAG), the American Federation of Television and Radio Artists (AFTRA) and the International Alliance of Theatrical Stage Employees (IATSE).
 - e. Honors students will be required to write a research paper detailing the history, significance, benefits and challenges to members and businesses created by labor unions. The research will explore one of the entertainment labor unions of the student's choosing.
 - f. Honors students will create a business plan for a new invention or music business product. The objectives will include: targeting a demographic, production costs, developing a suggested retail price, distribution and marketing.