

**MGT 498 – ? – SPRING INTERSESSION 2020**  
**ENTREPRENEURSHIP IN ENTERTAINMENT**  
**University of Miami – Department of Management**

**Time:** TBD  
**Room:** TBD

**Lecturer:** Susy Alvarez-Diaz

**Phone:** 305-205-6868 – personal cell  
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**Office**  
**Hours:** TBD

Text: TBD

Purpose: Introduce students to how entrepreneurship can successfully thrive in the arts (both visual and performance), sports, and entertainment.

Overview: This course exposes students to how entrepreneurship has historically existed in arts, sports and entertainment and how to identify what the trending, and future markets will be. Topics include:

- History of the different methods of monetizing the arts, sports, and entertainment
- A study of current, successful monetization of entertainment and the vehicles through which they are monetized and scaled
- Exercise on monetizing a selected form of entertainment and how to leverage the brand

Summary: MGT498 uses a variety of methods to cover course topics, including textbook and other readings, class discussion, assignments, handouts, article analysis and discussion. Guest speakers, special assignments, and other activities will be announced as appropriate. Students are required to complete all readings, assignments, and article analysis prior to class, as well as to attend class regularly and actively participate in class discussion. Grades for the course will be determined as outlined in the “Grading Policy” section. Students are directed to note the “Statement on Academic Dishonesty” and are required to abide by all University policies regarding academic integrity, as well as the University Class Attendance and Absences policies.

**NOTE:** The course syllabus, topics, and assignments are subject to adjustment as necessary.

**MGT 498 – ? - COURSE OUTLINE – SPRING INTERSESSION 2020**

<b><u>DATE</u></b>	<b><u>TOPIC</u></b>	<b><u>READING DUE</u></b>	<b><u>ASSIGNMENT DUE (written assign (#) )</u></b>
<b>Day 1</b>	Class Overview Introduction to the Entertainment Business	TBD	In-class Exercise
	History of monetizing the arts (visual & performance)	TBD	
	History of monetizing the sports and other entertainment	TBD	A1
<b>Day 2</b>	A study of current, successful monetization of entertainment and the vehicles through which they are monetized and scaled	TBD	A2 ID top ideas – choose teams
	Exploring Economic, Social, Legal and Technological Limitations in Entertainment	TBD	A3
	Building your entertainment brand – what are the moving parts	TBD	A4
<b>Day 3</b>	<b>Exam I</b>		Exam I (in-class)
	Building the entertainment brand team & resources		A5
	Funding and Financing	TBD	
<b>Day 4</b>	Business Plan for your Entertainment business	TBD	
	Exercise on monetizing a selected form of entertainment and how to leverage the brand	TBD	
	Art of the Pitch – bringing on partners & funding		
<b>Day 5</b>	<b>Exam II</b>		Exam II (in-class)
<b>FINAL</b>	<b>Business Pitch Presentations</b>		Team Presentations

## GRADING POLICY

A student's final grade for the course will be weighted and calculated as follows:

15%	Individual Attendance and Participation
25%	Assignments - Individual and Team Based as assigned (5 assignments – 5 pts. each)
15%	Exam One
15%	Exam Two
30%	Presentations - Team Presentation

**All grades are determined at the Instructor's discretion and are not negotiable. Final grades will comply with any School of Business Administration policies or grade bands.**

Late or missed assignments will be considered at the Instructor's discretion and with prior approval only; they are subject to a reduced or no grade, or denial of acceptance resulting in no grade for the affected item. Late or missed exam or presentation deadlines will not be accepted; any such occurrence will be handled at the Instructor's discretion, including a reduced or no grade, or denial of acceptance resulting in no grade for the affected item.

Point allocations and guidelines regarding the categories are as follows:

### **Individual Attendance and Participation**

Students are expected to arrive on time and be prepared to learn and participate in class. Students have the opportunity to earn attendance and participation points each class. Participation points will be awarded primarily on *quality* of observations and contributions as opposed to quantity of comments; not participating in class will negatively affect a student's grade in this category. Full attendance in each session is a key element of this grade component per the University Class Attendance and Absences policies. Participation in case discussions is expected.

### **Assignments – Individual and Team**

Students will receive points for each assignment, either individually or as a team as indicated; requirements vary per case/assignment and will be communicated when assigned. Unless otherwise noted, students are to complete all assignments individually and without assistance in any form or manner. For team assignments all team members are required to participate in and contribute to the assignment(s) completion per the Undergraduate Honor Code; failure to do so will result in a reduced or failing grade for the affected assignment(s).

### **Exams**

Each exam will cover chapters/topics from the course up to the time of the exam, as indicated on the syllabus, as well as items covered in class, unless otherwise specifically noted by the instructor in class. Students are expected to demonstrate their knowledge of course material and to apply this knowledge to exam problems and questions. Students are to complete all exams individually and without assistance in any manner per the Undergraduate Honor Code.

### **Final Presentations**

Grading details regarding the Business Pitch Presentations noted in the course outline will be discussed in class. All team members are required to participate in the team aspects of these assignments and to contribute to completion of these per the Undergraduate Honor Code; failure to do so will result in a reduced or failing grade for the affected assignment(s).

## **AS PER UNIVERSITY POLICY**

### **Use of Technology in Class/Recording Devices**

**Use of Laptops, Phones, Audio or Video recording is not permitted.** Failure to comply will adversely affect a student's participation grade and may result in a student's removal from class.

### **Animals in Class**

Pets of any kind are **NOT** permitted in class. Only service and emotional support animals are allowed.

### **Absences due to Observance of Religious Holidays**

As per University rules, "it is the student's obligation to provide faculty members with notice of the dates he or she will be absent due to observance of religious holy days. Faculty members can require that this notice be in writing." Furthermore, "Absences due to observance of religious holy days that are *not* notified to the relevant faculty member within the first three class meeting days may be considered unexcused, and the faculty member may therefore prevent the student from making up examinations or assignments missed during the period of absence."

## **STATEMENT ON ACADEMIC DISHONESTY**

The University of Miami is governed by an Undergraduate Honor Code with which all students must be familiar. The Code specifically states that all undergraduate students are responsible for reading, understanding, and upholding this Code. Students are expected to warn fellow students who do not appear to be observing proper ethical standards and to report violations of this Code. Simply stated, cheating and/or dishonest behavior in any form will not be tolerated in this class; all violations will be submitted to the Honor Council. The Instructor specifically reserves the right to discipline all students for academic dishonesty, in conformity with the Code and the general rules and regulations of the University. Such action may include lowering grades or assignment of failing grades on affected examinations, projects, assignments, or for the course itself.

## **LECTURER BIO**

**Susy Alvarez-Díaz** teaches undergraduate entrepreneurship courses through the Department of Management at the University of Miami Business School and graduate entrepreneurship courses in the MVSIO program at Bascom Palmer Eye Institute. She has been teaching at the college level over the last 15 years. She is the former director of Entrepreneurship Programs at the University of Miami where she more than doubled enrollment, tripled the participation in the annual Business Plan Competition and hosted ABC's Shark Tank two years in a row, the only university in all of Florida to do so.

Mrs. Alvarez-Díaz graduated with honors from the University of Miami with a Bachelor of Business Administration degree in International Finance and Marketing. She then went on to complete a Master of Business Administration degree in Marketing and Management.

She served as a coach for Babson College's inaugural class of WIN Lab in Miami and a mentor at Miami Dade College's Idea Center. Alvarez-Díaz is regularly featured in national media outlets such as *CNN Español* and was presented with the *Excellence in Teaching* award from the MBS in 2018. Currently, she is the faculty advisor for Women in Business and uStart.