Collaborative Project in Music Entrepreneurship
A project-based course that launches student initiatives

Spring 2018

Syllabus

Course Numbers: 57452 undergraduate/ 57752 graduate (6 units)

Time & Location: Fridays 11:00-1:20 pm GHC 7501

First day of class: Friday, January 19, 2018

Last day of class: May 4

Faculty: Monique Mead, Director of Music Entrepreneurship
Assistant Teaching Professor
mmead@andrew.cmu.edu

Consultants: Dr. Jon Lloyd, Surgeon and Positive Deviance
Dr. Paul Freund, Psychologist and Positive Deviance
Dr. James H. Morris, Professor of Computer Science

Office Hours: MM 118, by appointment.

Prerequisites
Students enrolled in this course must be self-motivated, innovative, collaborative, and demonstrate leadership ability. In addition, they must have taken at least one Stagecraft course AND either Business of Music or Marketing & Communication, or the equivalent at another university.

Overview and Format
This course is designed to simulate the atmosphere of real-world project collaborations you will likely encounter. I will serve as your project coach and facilitator, helping you keep the project on track, removing obstacles, and connecting you with others who can support your cause.

We will bring in expert consultants, as needed. Outside of class time, you will hold interviews, do research, and follow up with volunteers and collaborators.

Course Objectives

This semester we will complete the remaining steps of the Positive Deviance project you began in Spring 2017, "Creating Community at CMU School of Music". You may also bring your own initiatives to the table for consideration by the team.

By the end of the semester, you should be able to…

- Understand and explain the steps of Positive Deviance, citing examples
- Lead interviews that will help you understand the scope of the problem
- Recruit and collaborate with new people who will support your cause
- Create data and documentation for your work
- Demonstrate stronger leadership skills
- Create agendas and meeting notes that optimize the use of everyone's time

Assessment

Attendance (15%)

Leadership & Engagement (15%)

Assignments (20%)

Minutes & Agendas (15%)

Documentation (35%)

Grading	
90-100	A
80-90	B
70-80	C
60-70	D
below 60	R, failing grade

Assessment Breakdown

Attendance
In order to simulate "real life" entrepreneurial team work, meetings will be held in various venues on campus, selected and reserved by you, the team members. Punctual arrival means that you arrive early enough so that we can begin the meeting promptly. You are also expected to attend scheduled team meetings outside of class times.

Engagement
Your level of engagement and participation in group discussions is essential to maintaining a professional atmosphere in this team. This includes coming prepared to discuss any reading assignments given. Please limit any conversation, technology, or activities that detract from our main focus.

<u>Leadership</u>
You will demonstrate leadership by leading team meetings that stay on track with the agenda you created, listening actively, contributing in group discussions, taking and sharing meeting minutes, and <u>taking initiative on fulfilling action items</u>.

Minutes & Agendas
Responsibility for minutes & agendas rotates weekly. You will be graded in accordance with the rubric provided.

Minutes consist of an organized summary of team meeting discussions and a list of action items. Excellent minute takers…
- Share with team within 24 hours
- Assign action items to each team member
- Store minutes on team Google Drive

Agendas are created by the same person taking the minutes. Excellent agendas writers…
- Contact team members ahead of time to make sure agenda content reflects everyone's interests
- Create specific timeline for team meeting
- Reserve and announce a meeting space
- Send agenda to the team 24 hours in advance
- Come prepared to lead team meeting and abide by agenda timeline

Documentation
Project documentation is a team effort. It may be submitted in digital form, as a hard copy, or a mix of both. It will include:

1) Slideshow that illustrates the process. Photos, project overview, data charts, narrative, and resources. (Plus a short version to post on CMU website.)
2) Raw data
3) Meeting notes and agendas
4) Personal reflection
5) Long-term access to team members for personal portfolios

Books
<u>Innovating for People</u> briefly describes thirty-six good design techniques.

<u>The Power of Positive Deviance</u> presents case studies of Positive Deviance, a powerful strategy for complex problems that require cultural change.