Syllabus

Music Business Graduate Professional Development Sequence
E85.2599 [course number to be requested]
0 points; meets three Fridays per semester + other required activities

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CATALOG DESCRIPTION:
A coordinated sequence of workshops, seminars and other activities that provides professional
development for Music Business Graduate Program students from their first to last semesters.
The sequence has two components: Workshops and Executive Connection. Both components are
coordinated with a third: Music Business Graduate Internship, which is a separate for-credit
course (E85.2510), and supported by an Online Component.

RATIONALE:
The Music Business Graduate Professional Development Sequence brings together three
existing areas of activity under one coordinated plan. It will replace E85.0092, section 10
“Collegium and Program Seminar” (0-credit; pass/fail) every semester, and run parallel to
E85.2510, Music Business Graduate Internship for all semesters an MUBG student is interning.
For students, it is important to frame the internship component within a systematic and
continuous career-development way of thinking central to the MUBG curriculum. For both
students and employers, it is important to raise the level of internship in order to provide
graduate-level work experience in music companies.

COURSE OBJECTIVES:
By the end of the Sequence (typically a total of four semesters), students will have learned how to:
• Write, assess, and update a personalized Career Plan
• Build a contact list of music industry professionals
• Conduct an effective job search
• Write professional job-seeking materials such as resume and cover letter
• Network effectively within the music industry
REQUIRED TEXTS AND SOURCE MATERIALS:
Students will use the Student Manual as the primary text. Sponsors will use the Sponsor Manual Faculty and administrators will use the Faculty/Administrator Manual. The cover pages and tables of contents for the three Manuals are included here are pages 4-9 of this Syllabus.

All research is individualized for each student, and will include sources such as:

- Music industry directories, such as those published annually by Pollstar and Billboard.
- Company information from sources such as Hoovers, available via the NYU Bobst Virtual Business Library (http://library.nyu.edu/vbl).
- Career-building publications such as the NYU Wasserman Center’s NYU Career Guidebook.

A Blackboard site for the class will provide additional support, schedule of speakers, etc.

TOPICS:
Please see the “Summary of Components, Assignments, and Timeline” grid on page 3 of this Syllabus for the topics over the whole Sequence, which lasts as long as a student is matriculated in the MUBG Program.

ASSIGNMENTS:
Please see the “Summary of Components, Assignments, and Timeline” grid on page 3 of this Syllabus for the topics over the whole Sequence, which lasts as long as a student is matriculated in the MUBG Program.

Linked together, the assignments will combine to achieve the Course Objectives listed above.

ASSESSMENT:
The Sequence is graded on a Pass/Fail basis. Attendance at workshops, seminars, roundtables, and other events will be recorded and used to determine the grade for the course.

BIBLIOGRAPHY:
This is the same as the “Required Texts and Source Materials” section above.
Music Business Graduate Professional Development Sequence (E85.2599)  Syllabus p. 3

MUSIC BUSINESS GRADUATE PROGRAM PROFESSIONAL DEVELOPMENT SEQUENCE (E85.2599) with MUSIC BUSINESS GRADUATE INTERNSHIP (E85.2510)

Summary of Components, Assignments, and Timeline

<table>
<thead>
<tr>
<th>TIMELINE</th>
<th>FIRST SEMESTER (Fall)</th>
<th>MIDDLE SEMESTERS (typically two semesters for full-time students; more for part-time students)</th>
<th>GRADUATION SEMESTER (typically Spring for full-time students)</th>
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<tbody>
<tr>
<td>WORKSHOPS COMPONENT</td>
<td>Wasserman Center</td>
<td>attend one MUBG career development workshop per year</td>
<td>attend one MUBG career development workshop</td>
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<tr>
<td></td>
<td>• register for CareerNet</td>
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<td></td>
<td>• schedule one-on-one session</td>
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<td></td>
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<tr>
<td></td>
<td>• attend one workshop</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Wasserman Center</td>
<td>attend one workshop each semester</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• one-on-one session per year</td>
<td></td>
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<tr>
<td>GRADUATE INTERNSHIP COMPONENT</td>
<td>research, apply, and interview for graduate internship positions</td>
<td>register for E85.2510 (1-3 points)</td>
<td>register for E85.2510 (if 6 points of graduate internship not yet completed)</td>
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<td></td>
<td>write a Career Plan; assess and update Career Plan as work experience accrues</td>
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<tr>
<td>EXECUTIVE CONNECTION COMPONENT</td>
<td>start Contact List of executives-in-residence, alumni and guest speakers</td>
<td>continue to build Contact List (through all semesters)</td>
<td>attend one Executive Connection Roundtable</td>
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<td></td>
<td>attend monthly MUBG Speaker Series every semester</td>
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<tr>
<td>ONLINE COMPONENT</td>
<td>register for E85.2599 every semester; a Blackboard site provides customized online resources and communications tools that support all Components of the Sequence</td>
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</table>
MUSIC BUSINESS GRADUATE PROGRAM

Professional Development Sequence

Student Manual
Including all Forms and Instructions for:

• Workshops Component
• Graduate Internship Component
• Executive Connection Component

This information is also available to enrolled students via Blackboard:

MUBG Professional Development Sequence: E85.2599 (0 points)
Music Business Graduate Internship: E85.2510 (1-6 points)

Effective Fall 2008
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MUSIC BUSINESS GRADUATE PROGRAM

Professional Development Sequence

Sponsor Manual

Covering

• Guest Speakers
• Executives-in-Residence
• Graduate Internship Placement
• Executive Connection Roundtables

This information is also available to sponsors online at:

www.steinhardt.nyu.edu/music/mbusiness/sponsors  [site to be created]

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MUSIC BUSINESS GRADUATE PROGRAM
Professional Development Sequence

Faculty/Administrator Manual
Including all Forms and Instructions for:

• Workshops Component
• Graduate Internship Component
• Executive Connection Component

This information is also available to faculty and administrators via Blackboard:

MUBG Professional Development Sequence: E85.2599 (0 points)
Music Business Graduate Internship: E85.2510 (1-6 points)

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