



Duration:	<b>12 weeks</b>
Course:	<b>Business Management</b>
Instructor:	<b>Anne-Marie Smith</b>

**Course Objective:** This course provides an overview of business management as it pertains to the independent music industry sector. Students will learn effective negotiation tactics, systems of operation essential to running a profitable independently owned business, and set up a hypothetical company learning basic bookkeeping practices via WaveApps. Confidential Records will be used as a study guide template.

**Bio:** Anne-Marie attended Harris Institute majoring in production/engineering and was hired by Warner/Chappell Music Publishing in 1992 as the A&R Coordinator. She was promoted to Creative Manager two years later and signed various songwriters including Glenn Lewis, Kardinal Offishall, Jully Black & Saukrates to the company.

From 2010-2015, Anne-Marie was the Associate Producer at Clear Lake Historical Productions and worked on two documentaries entitled 'Jews and Baseball: An American Love Story' & 'AKA Doc Pomus'. She currently teaches four courses for the Artist Management program at Harris Institute and two courses for Seneca College's Independent Professional Songwriter program and Independent Music Producer Program.

Anne-Marie owns Lonestar Music Services, which provides business support to various clients including Polaris Music Prize Inc., NXNE, USS, and Iskwé, and has held positions both on the Ontario Media Development Corporation (OMDC) Board of Directors and the Canadian Independent Recording and Production Association Board (CIRPA).

Week	Topic
1	Introduction – Independently Owned Businesses in the Entertainment Sector
2	FORMER AMP 3 PRESENTATION <b>Bring Company Name &amp; Mission Statement/Services to be Provided - Draft</b>
3	ACCOUNTING PRINCIPLES - Assets/Liabilities/Equity
4	BOOKKEEPING PRACTICES – WAVEAPPS - Company Set Up/Chart of Accounts/Customers/Vendors BOOKKEEPING PRACTICES – WAVEAPPS.COM - Data Entry
5	BOOKKEEPING PRACTICES – WAVEAPPS.COM - Bank Reconciliations/Reports
6	<b><u>WAVEAPPS ASSIGNMENT #1 DUE</u></b> PRODUCER PITCH PRESENTATION PREPARATION
7	<b><u>PRODUCER PITCH PRESENTATION ASSIGNMENT DUE</u></b> PRODUCER PITCH PRESENTATION
8	NFT's, Return On Investment (ROI) Analysis
9	Music Industry Royalty Streams
10	Negotiation Techniques CONFIDENTIAL RECORDS – PRE SHOW REPORTS OVERVIEW
11	<b><u>NEGOTIATION ASSIGNMENT – IN CLASS</u></b>
12	<b><u>CONFIDENTIAL RECORDS PRE SHOW REPORTS DUE</u></b> CONFIDENTIAL RECORDS – Final Show Preparation/Confidential Records Quickbooks Overview

**Evaluation**

Assignment #1 – WAVEAPPS Assignment	25%
Assignment #2 – Negotiations Assignment	25%
Assignment #3 – Producer Pitch Presentation	25%
Assignment #4 – Confidential Records Pre-Show Reports / Presentation	25%

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**Total** 100%