Course Information	**Digital Innovation & Entrepreneurship** Carnegie Mellon University Master of Entertainment Industry Management Course # 93.853 Fall 2024 Class 1 — Friday, October 18: 10:00am – 1:00pm Class 2 — Friday, October 25: 10:00am – 1:00pm Class 3 — Friday, November 1: 10:00am – 1:00pm Class 4 — Friday, November 8: 10:00am – 1:00pm Class 5 — Friday, November 15: 10:00am – 1:00pm Class 6 — Friday, November 22: 10:00am – 1:00pm
Instructor Information	Bob Moczydlowsky bobmoz@me.com skype: bobmoz33 mobile: 310-729-7424 twitter: @bobmoz
Office Hours	Immediately before and after class, by appointment. Individual meetings can also occur via IM, Skype, iChat or in person (with plenty of advance scheduling).
Course Description	This is not a technical course. We won't learn to write code, nor will we produce any creative work. Instead, we'll examine business models, distribution philosophies and the physics of media as they apply to for-profit entertainment companies. Class 1 will start with an overview of Internet history and vocabulary, designed to make students fluent in the business language of the Web and mobile. From there, we'll examine Internet business models of the past, present and future, and examine specific case studies of both successes and failures. We'll discuss how this disruption creates significant business opportunity – especially for artists and artists' business partners. Why license copyrights when there are emerging tools that provide many of the functions previously controlled by studios and labels? But this opportunity isn't limited to just artists – Independent Entrepreneurs will also shape a large portion of the future of entertainment. We'll conclude the class by talking about the process of securing angel and venture funding, and discuss in detail how modern media companies are changing the entertainment ecosystem.

Learning/ Course Objectives*	By the end of the course, students should be expected to:	
	Learning Objective	**How Assessed**
	Explain the difference between the Internet and other mass media	In-Class Exercises/ Quiz/ Final Exam
	Define and use 50 crucial business and technology terms	In-class Exercise/ Vocab Quiz
	Explain how DRM impacts scale, user adoption and business opportunity	Quiz/Final Exam
	Create a strategy that takes advantage of the way property rights economics have shifted in favor of the consumer	Quiz/Final Exam
	Illustrate how and why direct-to-fan and artist-owned businesses are flourishing online	**Quiz/In-class exercise/ Final Exam**
	Explain modern business structures and the ecosystem of media entrepreneurship	Quiz/In-class Exercise

Course Details	Each class will be divided into two parts. In the event of a quiz or exam, only one part of class will be used. This will allow for all concepts to be covered in six classes. Hopefully this will maximize class discussion and minimize homework (and grading).
Course Requirements	Please bring your laptops. Class requires students to quickly find information online. Please bring your mobile phones, we'll use those, too. Please pay attention. Please be cool to each other and me.
Required Reading	Reading materials for this course will be distributed (and read) in each class. Students will be expected to keep up with media, entertainment and technology industry news in general.
Attendance	Attendance in all sessions is mandatory. If you have to miss class for a legitimate reason, please let me know as far in advance as possible.
Assignments	Grading will be based on the following: Final Exam 30% 300 points Vocab Quiz 20% 200 points Homework 1 10% 100 points Homework 2 10% 100 points Homework 3 10% 100 points Homework 4 10% 100 points Participation 10% 100 points

Class Participation Rubric	Grading for Class Participation				
		A Grade	**B Grade**	**C Grade**	**D/R Grade**
	Frequency and Quality	Attends class regularly and *always contributes* to the discussion by raising thoughtful questions, analyzing relevant issues, building on others' ideas, synthesizing across readings and discussions, expanding the class' perspective, and appropriately challenging assumptions and perspectives	Attends class regularly and *sometimes contributes* to the discussion in the aforementioned ways.	Attends class regularly but *rarely contributes* to the discussion in the aforementioned ways.	Attends class regularly but *never contributes* to the discussion in the aforementioned ways.
Grading Scale*	A+ 99.0-100% Exceptional A 94.0-98.9% Excellent A- 91.0-93.9% Very Good B+ 88.0-90.9% Good B 84.0-87.9% Acceptable B- 81.0-83.9% Fair C+ 78.0-80.9% Poor C 74.0-77.9% Minimum Passing C- 71.0-73.9% Failing				

Course Outline:	**Class 1, Friday, October 18:**

Class 1, Friday, October 18:

Part One: *"The Internet Is Special"*
Part Two: *"The 50 Terms You MUST Know To Make Money Online"*
We'll start with some basic history and basic philosophy, then work our way through the vocabulary words that are essential for modern entertainment companies.

Class 2, Friday, October 25:

Part One: VOCAB QUIZ
Part Two: "What's Your Business Model?"
From the Dot Com Bubble onward, myriad business models have emerged online. Do they work? How often? How do entertainment companies benefit? Suffer? A review of how each of the major companies in film, music and entertainment makes its money. A practical breakdown of business models that will impact your career.

Class 3, Friday, November 1:

Both parts: "Media Physics – or -- The Blockbuster Vs. The Snowball"
The Internet changes everything. What does this mean for artists, producers, copyright holders and fans? We'll focus on the opportunities and the threats. A breakdown of how the D2C movement impacts artists, rights holders, consumers, etc.

Class 4, Friday. November 8:

Both parts: "How does all of this work for Music?"
Now that we know how the Internet is empowering consumers and creators — and removing traditional middlemen. It's also changing business models. Who is winning? Who is losing?

Class 5, Friday, November 15:

Both parts: "How does all of this work for Film/TV?"
Now that we know how the Internet is empowering consumers and creators — and removing traditional middlemen. It's also changing business models. Who is winning? Who is losing?

Class 6, Friday, November 22:

Both parts: "What should Disney do?"
Disney faces a genuine strategic puzzle. We'll do our best to solve it!

Part One: "Last Minute Questions? Let's Hear 'Em!"
Part Two: FINAL EXAM
We'll review and discuss leftover issues in Part One, then take the final exam during Part Two.

Plagiarism and cheating notice	Plagiarism and other forms of academic misrepresentation are viewed as extremely serious matters. Misrepresentation of another's work as one's own is widely recognized as among the most serious violations. The violation is clearly flagrant when it occurs as plagiarism on a required paper or as cheating on an examination, including take-home as well as in class examinations. The punishment for such offenses can involve expulsion from the MEIM Program and Heinz School. Cheating includes, but is not limited to: • Plagiarism (explained below) • Submission of work that is not the student's own • Submission or use of falsified data • Unauthorized access to an exam or assignment • Use of a stand-in for an exam • Use of unauthorized material in the preparation of an assignment or during an examination • Supplying or communicating unauthorized information to another student for use in an assignment or exam • Unauthorized collaboration on an assignment. Collaboration must be explicitly permitted by an instructor for it to be considered authorized. • Submission of the same work for credit in more than one course Plagiarism is the failure to indicate the source of work either with quotation marks or footnotes. The source can be a phrase, a graphic element, a proof, specific language, or an idea derived from the work of another person. Note that material on the web is another person's work and is therefore equally subject to the rules on plagiarism and cheating as any other source material. **Cheating and/or plagiarism on an assignment will result in a failing grade (0 points) for that assignment.** The assignment in which the cheating occurs will *not* be excluded from the offending student's assignmentsincluded in grade calculations; thepoints for that essay zero (0) will be factored into the grade. Furthermore, the cheating student's final grade will be reduced one full letter grade. A cheating student's final grade will be impacted significantly. In addition, cases of cheating and plagiarism will be submitted to and reviewed by the Dean's Office; more severe penalties may be imposed, *up to and including expulsion from the Heinz School.* *Academic Dishonesty:* Students are expected to maintain the highest ethical standards inside and outside the classroom. Cheating on exams and term papers (i.e. plagiarism and unauthorized collaboration) is obviously discouraged and will be treated appropriately. The usual penalty for violations is a failing grade for the particular assignment in question; however, in some instances, such actions may result in a failing grade for the course.

Artificial Intelligence Policy	In this class, you are welcome and encouraged to use generative AI programs such as ChatGPT or DALL-E. Suggested uses include: • Brainstorm new ideas. • Develop example outlines or approaches to your work. • Research topics or generate different ways to talk about a problem. If you use AI: • You must acknowledge the use of AI tools within your work. • You should recognize that large language models often provide incorrect information, fake citations, contradictory statements or incorporate plagiarized materials. • Tools like ChatGTP are not a verifiable of truth or fact. If you have any questions, please reach out to the professor.