

1	Tues.	Aug 14	1. Intro From the road	
	Thurs.	Aug 16	2. Music and other Idea Businesses	
2	Tues.	Aug 21	3.Introduction. Overview of "Long Volatility Long Tail" theory of music biz. The long plastic hallway	
	Thurs.	Aug 23	4.Talent is overrated. How we fool ourselves Into thinking it's not luck.. Survivor bias, gershing, narrative fallacy	
3	Tues.	Aug 28	5 Long Volatility/Unlimited Upsides. The <u>fundamental accounting equation</u>	
	Thurs.	Aug 30	6 Wildness, Black Swans and Volatility in music biz. Hits are black swans. No "average".	TBD
4	Tues.	Sep 4	7 The long tail/ Accounting recording liabilities	
	Thurs.	sept 6	8. Short Volatility. Death of the recorded music business	TBD
5	Tues.	sep 11	9 Guest lecture Veleno Vego Concert Settlement	
	Thurs.	sep 13	No Class	TBD
6	Tues.	sep 18	10 review for midterm.	
	Thurs.	sep 20	Midterm	TBD
7	Tues.	sep 25	11. Gnucash Assets and liabilities	
	Thurs.	sep 27	12. extremistan/Long Volatility Review	TBD
8	Tues.	oct 2	13 Classified assets liabilities. 4 Accounting reports. Agency Escrow. Unearned income.	

	Thurs.	oct 4	Accounting. Loans. Interest Calculations.. Amortization. Split entries.	TBD
9	Tues.	oct 9	Guest Lecture	
	Thurs.	oct 11	Accounting. Inventory. Retail sales. Wholesale Sales. FV of Money.	
10	Tues	oct 16	Time Value of money FV and PV. Interest rates. Risk and reward. More accounting.	
	Thurs	oct 18	Interest rates and asset bubbles. When risk vs reward is "mispriced". The grunge bubble. The	
11	Tues.	oct 23	review for midterm	
	Thurs.	oct 25	midterm	
12	Tues.	Oct 30	Disruptive Technology	Read mixerman diaries week 1
	Thurs.	Nov 1	More finance topics. Prospect theory. Risk averse behavior. Risk seeking behavior. How this makes music biz work. Discuss mixerman	
13	Tues.	Nov 6	Wages, compensation vs adulation. Why this helps the live music promoter. How this helps record labels. Mixerman/ Gnucash	
	Thurs.	Nov 8	Insurgent Music biz vs Corporatemusic biz. Planned economies vs market economies. Economic history	
14	Tues.	Nov 13	Perverse incentives, supply and demand, scarcity, elasticity in music biz. LCD soundsystem	read mixerman diaries week 2
	Thurs.	Nov 15	economics: Economics of Music Scenes.	

15	Tues.	Nov 20	Thanksgiving vacation	
	Thurs.	Nov 22	Thanksgiving Vacation	
16	Tues.	Nov 27	Management POLCA guest lecturer robert vanderberg	read mixerman diaries
	Thurs.	Nov 29	Economics. After the bust. Adding Value. Specialization. Self sufficiency "insourcing"	
17	Tues	Dec 4	Review for final	
	Thurs		Final 3:30-6:30	