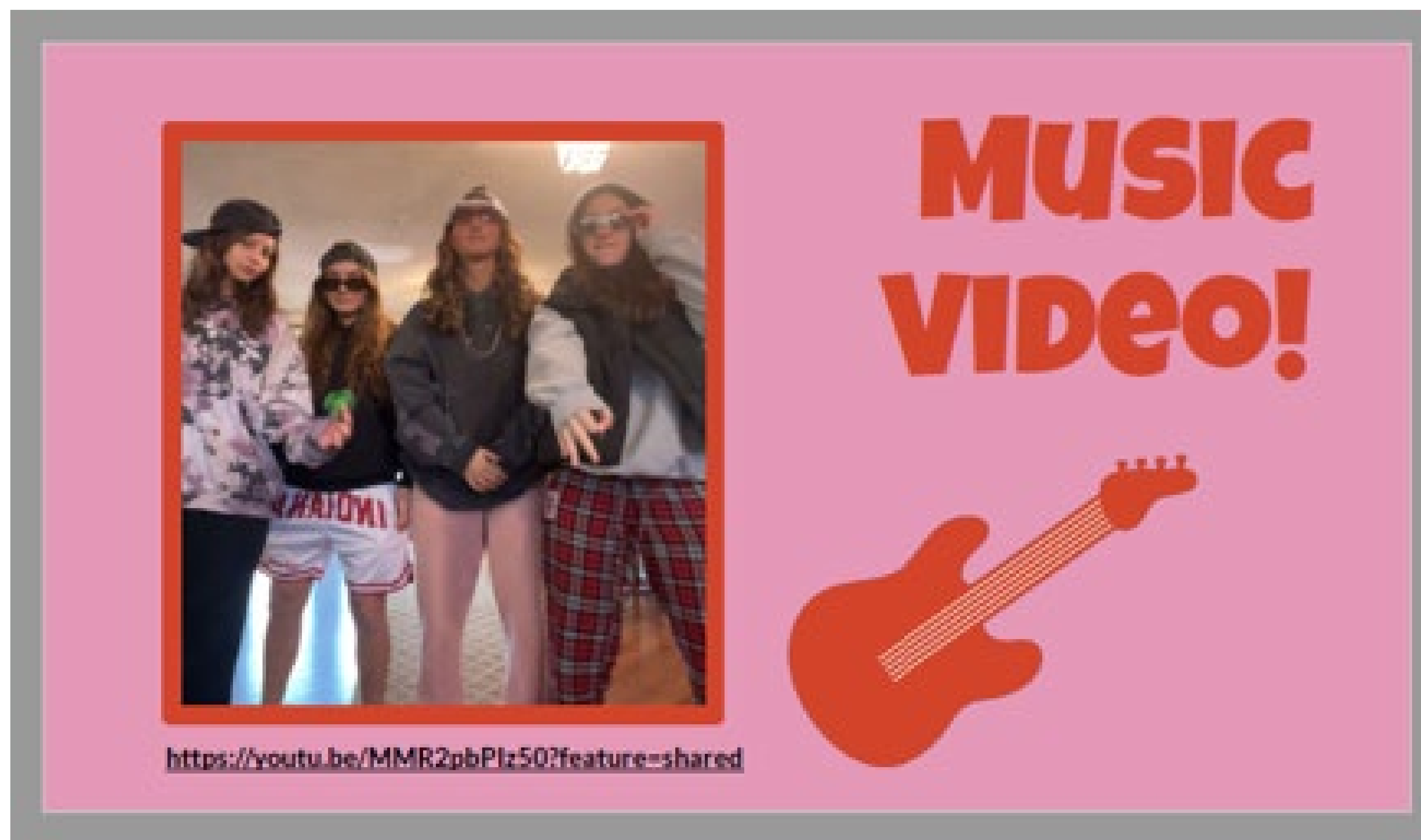


Use of Live Performances for Student Engagement in a Business Law class – Music Startups Team Projects

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Kelley School of Business
Department of Business Law and Ethics (BLE)

Sample Student Music Startup Project



Use this QR code to see this team's video



Corporate Governance – Employment Law

OFFICER DESCRIPTIONS			
PRESIDENT	SECRETARY	CHIEF EXECUTIVE OFFICER	MANAGING DIRECTOR
LILY DIAZ-SILVEIRA (AT WILL)	MIA WAYNE (AT WILL)	ADDISON CIPOWSKI (AT WILL)	LINDSEY SARTOS (AT WILL)
- SHALL BE PRESENT AT ALL MEETINGS - HAS AUTHORITY TO EXECUTE CONTRACTS	- KEEPS MINUTES OF ALL BOARD OF DIRECTORS	- COMMUNICATES WITH BOARDS MEMBERS - IMPROVING FINANCIAL PERFORMANCE	- OVERSEES THE INSTITUTE - DISCUSSES LONG TERM STRATEGY
\$130,000	\$70,000	\$93,000	\$88,000

Smyth, D. (2022, May 11). Record label management & promotion. Work.

L. C. (2023). Job roles within a record label. PPT.

All of the info given above was compiled from the sites to the right ->

Students learned Intellectual Property Law

COMPANY & SONG NAME

Company Name: SheGrooves Music
Song Title: "Women in Business Law"
Genre: Rap



TRADEMARK AND COPYRIGHT INFO

Copyright Video Source:
YouTube. (2020). YouTube. Retrieved December 3, 2023, from https://www.youtube.com/watch?app=desktop&v=h8YW4Yg5qsl.

Trademark Video Source:
YouTube. (2021). YouTube. Retrieved December 3, 2023, from https://www.youtube.com/watch?v=H2sXfraq-jk.

Music Startup Project Tasks

Class Project Details

- 150 Students
- Split into 30, 5 member teams
- Legal Decisions:
 - Music Company Name
 - Employment Contracts
 - C-Suite positions
 - Salaries
 - Employment Terms
 - Incorporation
 - Bylaws
 - Stock Shares Issued
 - Shareholder agreement
 - Song name, lyrics, performance
 - Intellectual Property Protection
 - Trademark Name & Logo
 - Copyright Song
 - Licensing Agreement to license their song to Broadcast Music, Inc. (BMI)

Students decided on Stock Shares

SHARES WITHIN THE COMPANY

Number of Shares Authorized to Issue	Outstanding Stock Shares To Begin With	Par-value of Stock
1,000	100	None

NUMBER OF STOCKS TO FOUNDERS AS OWNERS

OFFICER	Number of Stocks
PRESIDENT	25
CEO	25
SECRETARY	25
MANAGING DIRECTOR	25

Research and analysis was done using the site below:
Nagey, S. (2023a, January 3). How many shares should a startup authorize. Capbase.

LICENSING FEES AND ROYALTIES

License Fee	Minimum Annual Royalty	Running Royalties
\$50	\$200	5%

In order to find these numbers, we averaged reported industry data trends found on Cloud Cover

Source: Cloud Cover, (2023). Music License Cost Guide (ASCAP, BMI, per song & more); Music License Cost Guide.

Students performed their song



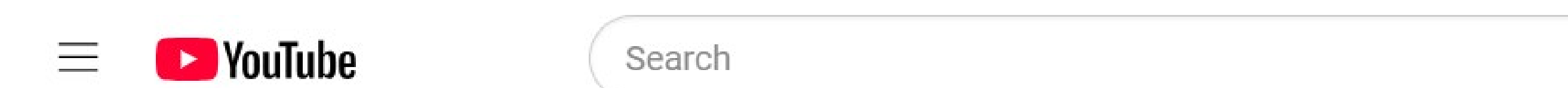
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Mia Wayne
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