

MUM 4950-CP2 – Capstone Project II

Credit Hours: 3

Grading Scheme: Letter Grade

Instructor:

José Valentino Ruiz, Ph.D.

Associate Professor of Music Business & Entrepreneurship

Email: jruiz@arts.ufl.edu

Course Meeting Time & Location:

To Be Arranged (Independent, supervised capstone)

Office Hours:

Monday at 3-4PM or by appointment

Course Description

Capstone Project I engages students in advanced, independent music business and entrepreneurship research and practice through the development or refinement of a substantial capstone project. Projects may take the form of a business plan, professional venture, applied research study, or equivalent industry-aligned initiative.

Students synthesize prior coursework, professional interests, and theoretical frameworks to produce a project demonstrating depth of analysis, strategic reasoning, and applied competence in music business and entrepreneurship.

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Design and execute a substantial, independent capstone project aligned with music business or entrepreneurship practice
2. Apply theoretical frameworks and industry knowledge to real-world professional or research contexts
3. Demonstrate strategic thinking, project management, and professional judgment
4. Communicate complex ideas clearly through written, visual, and oral formats

5. Respond constructively to feedback and revise work iteratively
6. Articulate the professional relevance and potential impact of their capstone project

Course Structure & Expectations

This course operates under a **supervised independent study model**. Students work closely with the instructor to define project scope, deliverables, and evaluation criteria.

Students are expected to:

- Make consistent, measurable progress
- Meet minimum weekly or bi-weekly check-ins
- Follow instructor guidance closely
- Demonstrate professional accountability throughout the semester

Each meeting with the instructor will conclude with clearly defined goals to be met by the next meeting.

No later than **Week 4**, students must schedule their **Final Capstone Project Presentation** to take place later in the semester.

Prerequisites

Successful completion of all required program coursework and approval to enroll in **Capstone Project I**.

Capstone Project Phases & Timeline

The capstone progresses through structured phases. Deliverables and expectations are individualized but aligned to the framework below.

Phase 1 (Week 1) – Concept & Framework (10%)

- Topic selection and rationale
- Project scope and objectives
- Theoretical and pragmatic framework

Phase 2 (Weeks 2–3) – Development (10%)

- Initial research, modeling, or planning
- Presentation of Phase 2 completion by end of Week 3

Phase 3 (Weeks 4–8) – Expansion (10%)

- Substantive project development
- Presentation of Phase 3 completion by end of Week 8

Phase 4 (Weeks 9–12) – Refinement (10%)

- Strategic refinement and integration
- Presentation of Phase 4 completion by end of Week 12

Phase 5 (Weeks 13–14) – Pre-Final Synthesis (10%)

- Near-final draft or prototype
- Presentation of Phase 5 completion by end of Week 14

Week 15 – Revision & Polishing

- Address instructor feedback
- Final refinements

Week 16 – Final Capstone Project Presentation

Assessment & Grading

Grades are based on **progress, quality of work, responsiveness to feedback, and professional execution**, not identical outputs across students.

Grading Breakdown

- Phase 1 – 10%
- Phase 2 – 10%
- Phase 3 – 10%
- Phase 4 – 10%
- Phase 5 – 10%
- Mid-Point & Final Capstone Project – 50%

Students may inquire about their progress at any point during the semester.

General Capstone Evaluation Rubric

Student performance is evaluated holistically using the criteria below. Expectations are calibrated to the scope and ambition of each individual project.

Criteria	Excellent (A)	Satisfactory (B–C)	Unsatisfactory (D–E)
Conceptual Clarity	Project is clearly defined, coherent, and well-justified	Project defined but lacks precision or depth	Project unclear or poorly articulated
Application of Theory & Practice	Strong integration of theory and applied reasoning	Some integration; uneven application	Minimal or incorrect application
Progress & Execution	Consistent, measurable progress across phases	Progress present but uneven	Limited or stalled progress
Strategic Judgment	Demonstrates sound decision-making and foresight	Judgment adequate but cautious or underdeveloped	Poor judgment or unsupported decisions
Responsiveness to Feedback	Actively incorporates feedback and revises effectively	Incorporates feedback inconsistently	Fails to respond to feedback
Professional Communication	Clear, polished, and professional	Adequate but uneven	Unclear or unprofessional

Final Synthesis & Impact	Project demonstrates strong professional or scholarly value	Project meets basic expectations	Project lacks coherence or impact
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Required & Recommended Materials & Readings

Required:

Articles, case studies, and resources relevant to each student's project will be provided by the instructor throughout the semester.

There are no required materials or supply fees for this course beyond standard access to Canvas and internet-enabled devices. Students must have regular access to a laptop capable of creating presentations, viewing digital platforms, and submitting professional-quality written and visual work. A Canvas course site has been established for this course. Students should access course materials, assignments, announcements, and discussions via:

<https://ufl.instructure.com>.

Recommended:

Beeching, A. M. (2010). *Beyond Talent: Creating a Successful Career in Music*. Oxford University Press.

Attendance & Professional Responsibility

Because this course is structured around supervised independent work, attendance is defined by participation in scheduled meetings and fulfillment of agreed-upon goals.

Failure to meet scheduled check-ins, communicate professionally, or demonstrate progress may negatively impact the final grade. Extensions or adjustments are granted at the instructor's discretion.

University Policies & Resources

Academic Policies

<https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>

Attendance and Make-Up Work

Requirements for class attendance, participation, and make-up exams or assignments are consistent with University of Florida academic regulations. Students are expected to attend all class sessions as a demonstration of professional responsibility and preparedness. Because this course operates in a presentation- and application-based format, regular attendance is essential.

All assignments are due by the stated deadline. Late work will not receive credit unless prior approval has been granted by the instructor or the student provides documented, verifiable

justification for the delay. Requests for extensions must be communicated in advance of the deadline whenever possible. Submissions made after the due date without prior approval or documented justification will receive a grade of zero, regardless of how soon after the deadline they are submitted. Approval of late work is granted solely at the discretion of the instructor and is not guaranteed. Students should not assume that late submissions will be accepted without explicit confirmation.

Students with Disabilities

Students with disabilities who experience learning barriers and wish to request academic accommodations must register with the Disability Resource Center (DRC). Information on how to begin this process is available through the “Get Started with the DRC” webpage. Students should share their accommodation letter with the instructor and discuss access needs as early as possible in the semester.

Professional Communication

Students are expected to communicate using their official UF email account. All correspondence should reflect professional norms, including appropriate greetings, clear subject lines, and signed messages. Emails sent Monday–Friday can typically expect a response within 24 hours. Weekend responses are not guaranteed.

Technology & Classroom Conduct

Laptops, tablets, and mobile devices are permitted for course-related purposes only. Non-instructional use (texting, browsing, personal media) during class is not permitted. Students are expected to engage fully and professionally during class sessions.

Use of Artificial Intelligence (AI)

AI tools may be used for brainstorming, outlining, or preliminary research. However, all submitted work must reflect the student’s original analysis, voice, and professional judgment. AI-generated final submissions or undisclosed reliance on AI beyond planning stages may be treated as academic integrity violations.

Grading Policies

This course follows University of Florida grading policies for assigning grade points. Information regarding UF grading standards may be found through the University Grades and Grading Policies.

Course Evaluations (GatorEvals)

Students are expected to provide professional and respectful feedback on the quality of instruction by completing course evaluations online through GatorEvals. Evaluations may be accessed via:

- The email notification sent to students
- The Canvas course menu under “GatorEvals”
- The central portal at <https://my-ufl.bluera.com>

Guidance on providing constructive feedback is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available at <https://gatorevals.aa.ufl.edu/public-results/>.

Academic Integrity

UF students are bound by the **Honor Pledge**, which states:

“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.”

On all work submitted for credit, the following pledge is either required or implied:

“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

The Student Conduct Code outlines behaviors that constitute academic dishonesty, including cheating and plagiarism, as well as potential sanctions. Students are expected to uphold these standards at all times. Additional information is available through the UF Conduct Code website. Questions or concerns regarding academic integrity should be directed to the instructor.

In-Class Recording Policy

Students are permitted to record audio or video of class lectures under the following limited conditions:

Permissible uses include:

1. Personal educational use
2. Use in connection with a formal complaint to the University
3. Use as evidence in, or preparation for, a criminal or civil proceeding

All other uses are prohibited. Students may not publish, share, or distribute recorded lectures without the prior written consent of the instructor.

A “class lecture” includes instructor-led educational presentations intended to inform or teach enrolled students, including instructor-guided discussions. It does not include lab sessions, student presentations, assessments, field trips, or private conversations.

To “publish” means to share or distribute a recording or transcript in any format or medium, including posting to social media, websites, or third-party services. Unauthorized publication may subject a student to disciplinary action under UF Regulation 4.040 and/or civil liability.

Academic and Student Support Resources

E-Learning Technical Support

UF Computing Help Desk

Phone: 352-392-4357

Email: helpdesk@ufl.edu

Career Connections Center

Reitz Union, Suite 1300

Phone: 352-392-1601

Career planning, internships, and professional development support.

Library Research Support

Phone: 866-281-6309

Email: ask@ufl.libanswers.com

Teaching Center / Academic Resources

1317 Turlington Hall

Phone: 352-392-2010

Private appointments: 352-392-6420

Email: teaching-center@ufl.edu

Writing Studio

Daytime: 2215 Turlington Hall | 352-846-1138

Evening: Library West, Room 339

Support with brainstorming, drafting, formatting, and revising written work.

Public Speaking Lab

Dial Center, 501 Rolfs Hall

Email: publicspeakinglab@clas.ufl.edu

Assistance with developing, organizing, and practicing presentations.

Academic Complaints

Office of the Ombuds

Visit the Complaint Portal webpage for procedures and support.

Enrollment Management Complaints

(Registrar, Financial Aid, Admissions)

See the Student Complaint Procedure webpage for details.

Health, Wellness, and Student Success**UF Student Success Initiative**

Resources supporting academic and personal success: <https://studentsuccess.ufl.edu/>

UF Whole Gator

Comprehensive health and wellness resources supporting physical, mental, and emotional well-being: <https://one.uf.edu/whole-gator/discover>

**** Syllabus Disclaimer**

This syllabus serves as a guide and may be adjusted as needed to support the successful completion of student projects. Any changes will be communicated directly by the instructor.