In this course, students will work actively with Mon Hills Records, WVU’s record label, to productively contribute to the label’s entrepreneurial goals and activities on a number of proficiency levels and through a variety of fields, as per the student’s own interests and professional aims. As an applied experience and practical exposure to the learning of the processes, practices, and methods of entrepreneurship and innovation, MUSC 491 allows students to engage in all aspects of today’s music product development and commercial exploitation – from market and opportunity research and sales to production or artist/team management to graphic design and multimedia creation.