

Undergraduate Program Requirements

Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: UNDG 2011-2012 ▼

Arts Management BA 2011

42 credits are required to complete this major. A grade of "C" or better is required in all major coursework. Successful Arts Management graduates will be able to: 1. Understand the fundamentals of managing creative organizations and professionals. 2. Apply critical thinking, problem solving, and communication skills to the entrepreneurial management of the creative sectors. 3. Analyze trends, opportunities, and challenges to compete successfully in a rapidly changing global environment. 4. Lead the next generation of creative ventures. 5. Launch self-sustaining creative careers.

Level I Core

Courses: 4/4

Course	Title	Credits	Grade
28-1110	Introduction to Management	3	C
28-1112	Managerial Economics	3	C
28-1113	Information Management	3	C
28-1115	Entertainment Marketing	3	C

Level II Core

Courses: 4/4

Course	Title	Credits	Grade
28-2110	Accounting	3	C
28-2111	Entertainment Law	3	C
28-2120	Writing for Managers	3	C
28-2130	Entrepreneurship	3	C

Level III Core

Courses: 2/2

Course	Title	Credits	Grade
28-3110	Finance	3	C
28-3511	Leadership	3	C

Choose 12 credits from the following. Concentration courses may be taken anytime once pre-requisites are met.

Arts Management Elective

Courses: 4/4

Course	Title	Credits	Grade
28-1718	Business of Live and Performing Arts	3	C
28-2430	Talent Management	3	C
28-3830	Presenting & Booking Live Performances	3	C
28-3832	Producing & Touring Live Performances	3	C
28-1610	Business of Media	3	C
28-2610	E-Business	3	C

28-3416	New Media Applications	3	C
28-3670	Decision Making: Media	3	C
28-1410	Business of Music	3	C
28-2411	Applied Marketing: Music Business	3	C
28-2435	Music Publishing	3	C
28-3472	Decision Making: Music Business Management	3	C
28-1710	Business of Professional Sports	3	C
28-2430	Talent Management	3	C
28-3755	Sports Law	3	C
28-3760	Sponsorship	3	C
28-1270	Business of Visual Arts	3	C
28-2210	Exhibition Management	3	C
28-3270	Decision Making: Visual Arts Management	3	C
28-3330	Cultural Policy	3	C
28-2150	Organizational Behavior	3	C
28-3120	Accounting II: Forecasting	3	C
28-3123	Marketing II: Research and Analysis	3	C
28-3135	Strategic Management	3	C

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