

## Undergraduate Program Requirements

### Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: UNDG 2012-2013

#### Advanced Management BA12

42 credits required. Grade of "C" or better required in all major courses. Successful Advanced 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    |
|----------------|-----------------------------------|----------|----------|
| <b>28-1110</b> | <b>Introduction to Management</b> | <b>3</b> | <b>C</b> |
| <b>28-1112</b> | <b>Managerial Economics</b>       | <b>3</b> | <b>C</b> |
| <b>28-1113</b> | <b>Information Management</b>     | <b>3</b> | <b>C</b> |
| <b>28-1115</b> | <b>Entertainment Marketing</b>    | <b>3</b> | <b>C</b> |

**Level II Core** Courses: 3/3

| Course         | Title                       | Credits  | Grade    |
|----------------|-----------------------------|----------|----------|
| <b>28-2110</b> | <b>Accounting</b>           | <b>3</b> | <b>C</b> |
| <b>28-2111</b> | <b>Entertainment Law</b>    | <b>3</b> | <b>C</b> |
| <b>28-2120</b> | <b>Writing for Managers</b> | <b>3</b> | <b>C</b> |

**Level III Core** Courses: 3/3

| Course         | Title                   | Credits  | Grade    |
|----------------|-------------------------|----------|----------|
| <b>28-3110</b> | <b>Finance</b>          | <b>3</b> | <b>C</b> |
| <b>28-3130</b> | <b>Entrepreneurship</b> | <b>3</b> | <b>C</b> |
| <b>28-3511</b> | <b>Leadership</b>       | <b>3</b> | <b>C</b> |

Concentration courses can be taken anytime once pre-requisites are met.

**Concentration** Courses: 4/4

| Course         | Title                                      | Credits  | Grade    |
|----------------|--|----------|----------|
| <b>28-2150</b> | <b>Organizational Behavior</b>             | <b>3</b> | <b>C</b> |
| <b>28-3120</b> | <b>Accounting II: Forecasting</b>          | <b>3</b> | <b>C</b> |
| <b>28-3123</b> | <b>Marketing II: Research and Analysis</b> | <b>3</b> | <b>C</b> |

**28-3135****Strategic Management****3****C**

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