

Undergraduate Program Requirements

Business & Entrepreneur Program Requirements

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

Media Management BA12

42 credits required. Grade of "C" or better required in all major courses. Successful Media 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: 3/3

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

Level III Core Courses: 3/3

Course	Title	Credits	Grade
28-3110	Finance	3	C
28-3130	Entrepreneurship	3	C
28-3511	Leadership	3	C

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

Concentration Courses: 4/4

Course	Title	Credits	Grade
28-1610	Business of Media	3	C
28-2610	Internet Business	3	C
28-3416	Digital Media Strategies	3	C

28-3670**Decision Making: Media****3****C**

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