

## Undergraduate Program Requirements

### Business & Entrepreneur Program Requirements

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

#### Music Business Mgmt BA12

42 credits required. Grade of "C" or better required in all major courses. 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
<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>28-1410</b>	<b>Business of Music</b>	<b>3</b>	<b>C</b>
<b>28-2411</b>	<b>Applied Marketing: Music Business</b>	<b>3</b>	<b>C</b>
<b>28-2435</b>	<b>Music Publishing</b>	<b>3</b>	<b>C</b>

**28-3472****Decision Making: Music Business Management****3****C**

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