

Undergraduate Program Requirements

Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: UNDG 2015-2016 ▼

Design Management BA2015

42 credits required.

Grade of "C" or better required in all major courses. Successful Design Management graduates should be able to:

- Understand the fundamentals of managing creative organizations and professionals.
- Apply critical thinking, problem solving, and communication skills to the entrepreneurial management of the creative sectors.
- Analyze trends, opportunities, and challenges to compete successfully in a rapidly changing global environment.
- Lead the next generation of creative ventures.
- Launch self-sustaining creative careers.

Course	Title	Credits	Grade
Level I		Courses:	5/5
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
28-1310	Business of Design	3	C
Level II		Courses:	4/4
28-2110	Accounting	3	C
28-2111	Entertainment Law	3	C
28-2120	Writing for Managers	3	C
28-2712	Self-Management and Freelancing	3	C
Level III		Courses:	5/5
28-3110	Finance	3	C
28-3123	Creative Agency: Practicum	3	C
28-3130	Entrepreneurship	3	C
28-3150	Project Management	3	C
28-3511	Leadership	3	C

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