

## Undergraduate Program Requirements

### Business & Entrepreneur Program Requirements

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

#### Media Management BA15

**42 credits required.**

Grade of "C" or better required in all major courses. Successful Media 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.

| Level I        |   | Courses: | 5/5      |
|----------------|---|----------|----------|
| 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> |
| <b>28-1610</b> | <b>Business of Media</b>  | <b>3</b> | <b>C</b> |
| Level II       |   | Courses: | 4/4      |
| 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> |
| <b>28-2610</b> | <b>Internet and Mobile Business</b>                               | <b>3</b> | <b>C</b> |
| Level III      |   | Courses: | 5/5      |
| 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>28-3416</b> | <b>Digital Media Strategies</b>                                   | <b>3</b> | <b>C</b> |
| <b>28-3511</b> | <b>Leadership</b>   | <b>3</b> | <b>C</b> |
| <b>28-4060</b> | <b>AEMMP Digital Distribution and Promotion Agency: Practicum</b> | <b>3</b> | <b>C</b> |

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