

Undergraduate Program Requirements

Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: **UNDG 2013-2014**

Management Minor 2013

18 credits required.

Grade of "C" or better required in all minor courses.

Arts Management Minor

Choose 3 of the following courses (9 credits):

Core Courses

Courses: 3/3

Course	Title	Credits	Grade
28-1110	Introduction to Management	3	C
28-1112	Managerial Economics	3	C
28-1115	Entertainment Marketing	3	C
28-2110	Accounting	3	C
28-2111	Entertainment Law	3	C
28-1113	Information Management	3	C
28-2120	Writing for Managers	3	C
28-3110	Finance	3	C
28-3130	Entrepreneurship	3	C
28-3511	Leadership	3	C

Choose 3 of the following courses (9 credits):

Elective Courses

Courses: 3/3

Course	Title	Credits	Grade
28-1410	Business of Music	3	C
28-1270	Business of Visual Arts	3	C
28-1610	Business of Media	3	C
28-1635	Business of the Film Industry	3	C
28-1710	Business of Professional Sports	3	C
28-1718	Business of Live and Performing Arts	3	C
28-2150	Organizational Behavior	3	C
28-2160	Labor Relations for the Arts	3	C
28-2210	Exhibition Management	3	C

28-2411	Applied Marketing: Music Business	3	C
28-2415	ProTools	3	C
28-2430	Talent Management	3	C
28-2435	Music Publishing	3	C
28-2610	Internet Business	3	C
28-2710	Oral Communication and Public Speaking for Managers	3	C
28-2712	Self Management and Freelancing	3	C
28-3125	Ethics & Business of Arts	3	C
28-3315	Fund Raising	3	C
28-3330	Cultural Policy	3	C
28-3410	The Press, Consumers, and the Entertainment Industry	3	C
28-3415	Music Promotion	3	C
28-3416	Digital Media Strategies	3	C
28-3420	Music Industry Immersion: Music Business Workshop	3	C
28-3430	Music Publishing II: Licensing Strategies	3	C
28-2425	Managing Music Productions	3	C
28-3615	Digital Business Development	3	C
28-3472	Decision Making: Music Business Management	3	C
28-3630	Film Marketing	3	C
28-3670	Decision Making: Media	3	C
28-3760	Sponsorship	3	C
28-3815	Box Office Management	3	C
28-3830	Presenting & Booking Live Performances	3	C
28-3832	Producing & Touring Live Performances	3	C
28-4020	Gallery Management: Practicum	3	C
28-4030	Entrepreneurship: Practicum	3	C
28-4040	AEMMP Record Label: Practicum	3	C
28-4060	AEMMP Digital Distribution: Practicum	3	C
28-4065	AEMMP Music Publishing: Practicum	3	C
28-4070	Talent Agency: Practicum	3	C
28-4080	Club Management: Practicum	3	C
28-4090	Events Management: Practicum	3	C

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