

## Undergraduate Program Requirements

### Business & Entrepreneur Program Requirements

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

#### Arts Management BA 2013

**42 credits required.**

Grade of "C" or better required in all major courses. Successful Arts Management graduates will 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 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>

Choose 12 credits from the following. Concentration courses may be taken anytime once pre-requisites are met.

Arts Management Elective		Courses:	4/4
Course	Title	Credits	Grade

28-1718	Business of Live and Performing Arts	3	C
28-2430	Talent Management	3	C
28-3830	Presenting & Booking Live Performances	3	C
28-3832	Producing & Touring Live Performances	3	C
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
28-1410	Business of Music	3	C
28-2411	Applied Marketing: Music Business	3	C
28-2435	Music Publishing	3	C
28-3472	Decision Making: Music Business Management	3	C
28-1710	Business of Professional Sports	3	C
28-2430	Talent Management	3	C
28-3815	Box Office Management	3	C
28-3760	Sponsorship	3	C
28-1270	Business of Visual Arts	3	C
28-2210	Exhibition Management	3	C
28-4020	Gallery Management: Practicum	3	C
28-3315	Fund Raising	3	C
28-2150	Organizational Behavior	3	C
28-3120	Accounting II: Forecasting	3	C
28-3123	Marketing II: Research and Analysis	3	C
28-3135	Strategic Management	3	C

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