

Undergraduate Program Requirements

Business & Entrepreneur Program Requirements

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

Media Management BA13

42 credits required.

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

Level II Core Courses: 3/3

Course	Title	Credits	Grade
28-2110	Accounting	3	C
28-2111	Entertainment Law	3	C
28-2120	Writing for Managers	3	C

Level III Core Courses: 3/3

Course	Title	Credits	Grade
28-3110	Finance	3	C
28-3130	Entrepreneurship	3	C
28-3511	Leadership	3	C

Concentration courses can be taken anytime once pre-requisites are met.

Concentration Courses: 4/4

Course	Title	Credits	Grade
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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

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