

## Undergraduate Program Requirements

### Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: UNDG 2014-2015 ▼

#### Advanced Management BA14

##### 42 credits required.

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

<b>Level I</b>		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>
<b>Level II</b>		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>28-2150</b>	<b>Organizational Behavior</b>	<b>3</b>	<b>C</b>
<b>Level III</b>		Courses:	6/6
Course	Title	Credits	Grade
<b>28-3110</b>	<b>Finance</b>	<b>3</b>	<b>C</b>
<b>28-3120</b>	<b>Accounting II: Forecasting</b>	<b>3</b>	<b>C</b>
<b>28-3123</b>	<b>Creative Agency Management</b>	<b>3</b>	<b>C</b>
<b>28-3130</b>	<b>Entrepreneurship</b>	<b>3</b>	<b>C</b>
<b>28-3135</b>	<b>Strategic Management</b>	<b>3</b>	<b>C</b>
<b>28-3511</b>	<b>Leadership</b>	<b>3</b>	<b>C</b>

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