

Undergraduate Program Requirements

Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: UNDG 2016-2017 ▼

Arts Management BA 2016

42 credits required.

Grade of "C" or better required in all major courses. Successful Arts 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 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	Business Writing	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

Choose 12 credits from the following. Courses may be taken anytime once prerequisites are met.

Arts Management Elective

Courses: 4/4

Course	Title	Credits	Grade
28-1270	Business of Visual Arts	3	C
28-1310	Business of Design	3	C
28-1410	Business of Music	3	C

28-1610	Business of Media	3	C
28-1635	Business of Film and TV	3	C
28-1710	Business of Sports	3	C
28-1718	Business of Live and Performing Arts	3	C
28-2150	Organizational Behavior	3	C
28-2210	Exhibition Management	3	C
28-2250	Managing and Licensing Intellectual Property	3	C
28-2411	Applied Marketing: Music Business	3	C
28-2430	Talent Management	3	C
28-2435	Music Publishing	3	C
28-2610	Internet and Mobile Business	3	C
28-2712	Self-Management and Freelancing	3	C
28-3120	Accounting II: Forecasting	3	C
28-4123	Creative Agency: Practicum	3	C
28-3135	Strategic Management	3	C
28-3150	Project Management	3	C
28-3152	Negotiation Skills	3	C
28-3160	International Arts Management	3	C
28-3315	Fundraising	3	C
28-3416	Digital Media Strategies	3	C
28-3472	Decision Making: Music Business	3	C
28-3514	Entrepreneurship II: Business Plan	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	Booking and Presenting Live Entertainment	3	C
28-3832	Producing & Touring Live Entertainment	3	C
28-4020	Gallery Management: Practicum	3	C
28-4060	AEMMP Digital Distribution and Promotion Agency: Practicum	3	C
28-4070	Artist Services: Practicum	3	C
28-4550	Executive Producing for Film and TV: Practicum	3	C
28-4615	Digital Business Development: Practicum	3	C

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