Undergraduate Program Requirements

Business & Entrepreneur Program Requirements

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

Design Management BA2016

42 credits required.

Grade of "C" or better required in all major courses. Successful Design 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		Courses:	5/5
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
28-1310	**Business of Design**	3	C

Level II		Courses:	4/4
Course	Title	Credits	Grade
28-2110	**Accounting**	3	C
28-2111	**Entertainment Law**	3	C
28-2120	**Business Writing**	3	C
28-2712	**Self-Management and Freelancing**	3	C

Level III		Courses:	5/5
Course	Title	Credits	Grade
28-3110	**Finance**	3	C
28-4123	**Creative Agency: Practicum**	3	C
28-3130	**Entrepreneurship**	3	C
28-3150	**Project Management**	3	C
28-3511	**Leadership**	3	C

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