

## Undergraduate Program Requirements

### Business & Entrepreneur Program Requirements

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

#### Media Management BA16

##### 42 credits required.

Grade of "C" or better required in all major courses. Successful Media 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
<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>28-1610</b>	<b>Business of Media</b>	<b>3</b>	<b>C</b>
Level II	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>Business Writing</b>	<b>3</b>	<b>C</b>
<b>28-2610</b>	<b>Internet and Mobile Business</b>	<b>3</b>	<b>C</b>
Level III	Courses:	5/5	
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>28-3416</b>	<b>Digital Media Strategies</b>	<b>3</b>	<b>C</b>
<b>28-3511</b>	<b>Leadership</b>	<b>3</b>	<b>C</b>
<b>28-4060</b>	<b>AEMMP Digital Distribution and Promotion Agency: Practicum</b>	<b>3</b>	<b>C</b>

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