

## Undergraduate Program Requirements

### Business & Entrepreneur Program Requirements

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

#### Music Business Mgmt BA16

##### 42 credits required.

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

Course	Title	Credits	Grade
<b>Level I</b>		Courses:	5/5
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
28-1410	Business of Music	3	C
<b>Level II</b>		Courses:	5/5
28-2110	Accounting	3	C
28-2111	Entertainment Law	3	C
28-2120	Business Writing	3	C
28-2411	Applied Marketing: Music Business	3	C
28-2435	Music Publishing	3	C
<b>Level III</b>		Courses:	4/4
28-3110	Finance	3	C
28-3130	Entrepreneurship	3	C
28-3472	Decision Making: Music Business	3	C
28-3511	Leadership	3	C

This page displays information from the OASIS Catalog.

The OASIS system is maintained by the IT department. Program requirement records are maintained by the associate deans in

each of their respective schools.