

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
Level I		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
Level II		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
Level III		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

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