

Undergraduate Program Requirements

Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year:

Arts Mgmt:Film Busi BA16

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

NOTE: Concentration courses can be taken anytime once pre-requisites are met.

Concentration Courses: 4/4

Course	Title	Credits	Grade
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28-1635	Business of Film and TV	3	C
28-3630	Film Marketing	3	C
28-4060	AEMMP Digital Distribution and Promotion Agency: Practicum	3	C
28-4550	Executive Producing for Film andTV: Practicum	3	C

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