

ENTERTAINMENT AND MEDIA MANAGEMENT - MBA

Degree Requirements

Code	Title	Credits
BGRD 57900	The Business of Entertainment	2
BGRD 60900	Entrepreneurship for the Entertainment Industry	2
BGRD 61100	Practicum I: Production Concept Planning in Audio, Video & Live Events	4
BGRD 61200	Practicum II, Management & Practice	2
BGRD 61300	Practicum III, Production & Market Release	2
BGRD 61600	Negotiations for Entertainment & Media Industries	2
BGRD 61700	Business Analytics	4
BGRD 61800	Organizational Structure, Processes, & Leadership	2
BGRD 62100	Global Dimensions of the Entertainment and Media Industries	2
BGRD 62200	Finance & Economics in the Entertainment Industry	4
BGRD 62500	Accounting for the Entertainment Industry	2
BGRD 62600	Legal Environment of the Entertainment & Media Industries	2
BGRD 63400	Marketing in a Digital World I	2
BGRD 63500	Marketing in a Digital World II	2
BGRD 68800	SXSW: Inspiration Interacting with Innovation	2
Total Credits		36