Entertainment Business Bachelor of Science

Degree Type
Bachelor of Science
Environment
online
Program Length
108 weeks
Overview
In the Entertainment Business programs, you will make your way through a challenging curriculum that combines essential business and management knowledge and skills, including business models, marketing, global media management, business technology and design, event management, and professional selling. This curriculum will focus on developing both personal and professional skills, and the program's project-based environment models the same kinds of professional scenarios you will encounter in today's business world. The combination of business and entertainment topics is designed to give you the full range of knowledge you will need to begin a career within an existing entertainment company or to get your own entrepreneurial idea off the ground. In addition to business-specific managerial and entrepreneurial skills, you will also have courses focusing on leadership, professional writing, physical science, communication skills, and how to prepare yourself for your career in the entertainment industry.
Objective
Bachelor's Objective Our goal is to provide you with a focused knowledge and understanding of essential business and management skills to enhance your ability to qualify for entry-level industry positions, including brand ambassador, social media coordinator, promotions manager, public relations assistant, digital marketing strategist, and a variety of other entertainment business positions in the fields of film, music, digital media, broadcasting, and gaming. In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industry.

Month 1

Month 1

Code	Title	Credit Hours
GEN1011	Creative Presentation	3.0

Month 2

Month 2

Code	Title	Credit Hours
DEP1013	Psychology of Play	3.0
ENC1101	English Composition I	4.0

Month 3

Month 3

Code	Title	Credit Hours
BEM1001	Business in the Entertainment and Media Industries	4.0

Month 4

Month 4

Code	Title	Credit Hours
MAN2021	Business Management	4.0
MKT210	Introduction to Marketing	4.0

Month 5

Month 5

Code	Title	Credit Hours
BUS119	Project and Portfolio I: Personal Branding	3.0

Month 6

Month 6

Code	Title	Credit Hours
ECO2005	Introduction to Economics	4.0

Month 7

Month 7

Code	Title	Credit Hours
ENTB2714	Data Analysis and Reporting	3.0

Month 8

Month 8

Code	Title	Credit Hours
BUS229	Project and Portfolio II: Market Research	3.0
ENT1111	Professional Development Seminar I: Entertainment Business	1.0

Month 9

Month 9

Code	Title	Credit Hours
BUL2100	Business Law	4.0

Month 10

Month 10

Code	Title	Credit Hours
MCM1203	New Media Tools	4.0
ACG3223	Business Accounting	4.0

Month 11

Month 11

Code	Title	Credit Hours
ENT239	Project and Portfolio III: Entertainment Business	3.0
ENT2222	Professional Development Seminar II: Entertainment Business	1.0

Month 12

Month 12

Code	Title	Credit Hours
ENTB4485	Entertainment Business Models	3.0

Month 13

Month 13

Code	Title	Credit Hours
ENTB3314	Global Media Management	3.0

Month 14

Month 14

Code	Title	Credit Hours
MAR3111	Principles of Digital Marketing	4.0

Month 15

Month 15

Code	Title	Credit Hours
ENTB4525	Professional Selling	4.0
ENC326	Professional Writing	4.0

Month 16

Month 16

Code	Title	Credit Hours
EBB349	Project and Portfolio IV: Entertainment Business	3.0

Month 17

Month 17

Code	Title	Credit Hours
MGF1213	College Mathematics	4.0

Month 18

Month 18

Code	Title	Credit Hours
ENTB3013	Principles of Business Finance	4.0
PHY1020	Fundamentals of Physical Science	4.0

Month 19

Month 19

Code	Title	Credit Hours
HUM1505	Popular Culture in Media	4.0

Month 20

Month 20

Code	Title	Credit Hours
EBB359	Project and Portfolio V: Entertainment Business	3.0

Month 21

Month 21

Code	Title	Credit Hours
BUL3514	Intellectual Property	4.0

Month 22

Month 22

Code	Title	Credit Hours
MAN3152	Leadership and Organizational Behavior	4.0

Month 23

Month 23

Code	Title	Credit Hours
ENTB410	Event Management	4.0

Month 24

Month 24

Code	Title	Credit Hours
EBB469	Project and Portfolio VI: Entertainment Business	3.0

Month 25

Month 25

Code	Title	Credit Hours
ENTB4212	Audience Metrics	3.0

Month 26

Month 26

Code	Title	Credit Hours
ENTB4623	Entrepreneurship in the Entertainment Business	3.0

Month 27

Month 27

Code	Title	Credit Hours
BUS479	Project and Portfolio VII: Strategic Proposal	3.0
CRR4000	Career Readiness	4.0
	Total Credit Hours	**120**

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