

# CSU School of Management Science and Economics

## Bachelor of Science in Entertainment Management Curriculum

The B.S. degree program in Entertainment Management offers concentrations in

- General Entertainment Management
- Music Entertainment Management
- Motion Picture / Television / Video Entertainment Management
- Casino and Gaming Entertainment Management

### Bachelor of Science in Entertainment Management (General)

- **General Education Requirements (46-47 credits)**
- **Management Science Requirements (36 credits)**
  - ACCT 201 Financial Accounting I
  - ACCT 202 Financial Accounting II
  - ECON 211 Principles of Economics I
  - ECON 212 Principles of Economics II
  - FINM 330 Financial Management
  - MGMT 300 Human Relations and Organization Behavior
  - MGMT 328 Dynamics of Management
  - MKTG 310 Marketing for Managers
  - MISY 341 Small Systems Software
  - MNSC 222 Math for Management
  - MNSC 322 Managerial Statistics
  - MNSC 355 Management Science I
- **Entertainment Management Core (30 credits)**
  - ENMG 200 Introduction to Entertainment Management
  - ENMG 304 Entertainment Law
  - ENMG 306 Facility and Venue Management
  - ENMG 308 Hospitality Management
  - ENMG 440 The Business of TV and Motion Picture Production
  - ENMG 450 Internship
  - MCOM 200 Introduction to Mass Communication
  - MGMT 313 Business and Professional Ethics
  - MNSC 393 Quality Management
  - MKTG 465 Advertising
- **Free Electives (4 credits)**
- **USM Requirement (MISY 150) (3 credits)**
- **Freshman Orientation (ORIE 101) (1 credit)**

Total: 120 credits

### Bachelor of Science in Entertainment Management (Concentration in Music Entertainment Management)

- **General Education Requirements (46-47 credits)**
- **Management Science Requirements (36 credits)**
  - ACCT 201 Financial Accounting I
  - ACCT 202 Financial Accounting II
  - ECON 211 Principles of Economics I
  - ECON 212 Principles of Economics II
  - FINM 330 Financial Management
  - MGMT 300 Human Relations and Organization Behavior
  - MGMT 328 Dynamics of Management
  - MKTG 310 Marketing for Managers
  - MISY 341 Small Systems Software
  - MNSC 222 Math for Management
  - MNSC 322 Managerial Statistics
  - MNSC 355 Management Science I
- **Music Entertainment Management Core (30 credits)**
  - ENMG 200 Introduction to Entertainment Management
  - ENMG 300 Artist Management
  - ENMG 304 Entertainment Law
  - ENMG 306 Facility and Venue Management
  - ENMG 432 The Business of Music
  - ENMG 450 Internship
  - MGMT 313 Business and Professional Ethics

- Any 3 of the following courses
  - MUSC 305 Music and History of the African American
  - MGMT 303 Labor Management Relations
  - MGMT 316 Small Business Management
  - FINM 220 Personal Financial Management
  - JRNL 211 Reporting Public Affairs
  - MKTG 360 Consumer Behavior
  - MKTG 365 Sales Management
  - MKTG 465 Advertising
  - MKTG 460 Marketing Research

- **Free Electives (4 credits)**
- **USM Requirement (MISY 150) (3 credits)**
- **Freshman Orientation (ORIE 101) (1 credit)**

**Total: 120 credits**

**Bachelor of Science in Entertainment Management (Concentration in Motion Picture, Television, and Video Entertainment Management)**

- **General Education Requirements (46-47 credits)**
- **Management Science Requirements (36 credits)**
  - ACCT 201 Financial Accounting I
  - ACCT 202 Financial Accounting II
  - ECON 211 Principles of Economics I
  - ECON 212 Principles of Economics II
  - FINM 330 Financial Management
  - MGMT 300 Human Relations and Organization Behavior
  - MGMT 328 Dynamics of Management
  - MKTG 310 Marketing for Managers
  - MISY 341 Small Systems Software
  - MNSC 222 Math for Management
  - MNSC 322 Managerial Statistics
  - MNSC 355 Management Science I
- **Motion Picture, Television, and Video Entertainment Management Core (30 credits)**
  - ENMG 200 Introduction to Entertainment Management
  - ENMG 304 Entertainment Law
  - ENMG 306 Facility and Venue Management
  - ENMG 440 The Business of TV and Motion Picture Production
  - ENMG 450 Internship
  - MKTG 465 Advertising
  - MGMT 313 Business and Professional Ethics

Any 3 of the following courses

ART 307 Fundamentals of Photography  
 IDIS 103 Visual Art & Theater  
 IDIS 300 Fundraising for the Arts  
 JRNL 210 Introduction to News Writing  
 JRNL 410 News Editing and Design  
 MCOM 200 Introduction to Mass Communication  
 MGMT 304 Human Resource Management  
 MKTG 211 Consumer in Society  
 THEA 211 Fundamentals of Acting  
 THEA 301 The Black Performer in the American Theatre  
 THEA 302 Stagecraft for Theater and Television

- **Free Electives (4 credits)**
- **USM Requirement (MISY 150) (3 credits)**
- **Freshman Orientation (ORIE 101) (1 credit)**

**Total: 120 credits**

**Bachelor of Science in Entertainment Management (Concentration in Casino and Gaming Management)**

- **General Education Requirements (46-47 credits)**
- **Management Science Requirements (36 credits)**
  - ACCT 201 Financial Accounting I
  - ACCT 202 Financial Accounting II
  - ECON 211 Principles of Economics I
  - ECON 212 Principles of Economics II
  - FINM 330 Financial Management

- MGMT 300 Human Relations and Organization Behavior
- MGMT 328 Dynamics of Management
- MKTG 310 Marketing for Managers
- MISY 341 Small Systems Software
- MNSC 222 Math for Management
- MNSC 322 Managerial Statistics
- MNSC 355 Management Science I
- **Casino and Gaming Entertainment Management Core (30 credits)**
  - ENMGT 302 Casino Surveillance and Security
  - ENMGT 304 Entertainment Law
  - ENMGT 308 Hospitality Management
  - ENMGT 400 Principles of Casino and Gaming Management
  - ENMGT 435 The Business of Tourism
  - ENMGT 450 Internship
  - MGMT 313 Business and Professional Ethics
  - Any 3 of the following courses
    - CRJU 301 Introduction to Criminal Justice
    - ENMGT 306 Facility and Venue Management
    - ENMGT 430 Risk Management
    - JRNL 211 Reporting Public Affairs
    - MKTG 465 Advertising
    - MNSC 393 Quality Management
- **Free Electives (4 credits)**
- **USM Requirement (MISY 150) (3 credits)**
- **Freshman Orientation (ORIE 101) (1 credit)**

**Total: 120 credits**