

ARTS, ENTERTAINMENT, AND MEDIA BUSINESS, BA

The Bachelor of Arts in Arts, Entertainment, and Media Business is a liberal arts degree designed for the student who has an interest in the general study of performing arts disciplines, such as music and theatre, across a range of traditions and genres, but with a particular eye toward the business operations of these areas. The degree is crafted to provide foundational skills in business, foundational skills in the performing arts, and then elective through which students can specialize further in both their business and artistic preferences.

Auditions for music lessons and/or ensembles and theatre productions conform to the requirements and processes of CCPA's three conservatories, and occur after the student has matriculated and at a point appropriate in degree progress, in consultation with the student's advisor.

At least 12 credits must be at the 300-level. No more than 12 credit hours at the 100-level may be counted toward the major. At least 15 credit hours in the major must be taken at Roosevelt.

Grade Requirements:

Students must maintain an overall grade point average of 2.0 or higher in the major. Grades of C- or higher are required in all CCPA 300-level courses.

Roosevelt Core: General Studies

Code	Title	Credit Hours
Required		3
ARTL 101	THE PROFESSIONAL PERFORMING ARTIST IN SOCIETY	
Communication		9
ENG 101	COMPOSITION I: CRITICAL READING & WRITING	
ENG 102	COMPOSITION II: INTRODUCTION TO ACADEMIC RESEARCH	
BCOM 301	BUSINESS COMMUNICATIONS	
Humanities/Fine and Performing Arts		9
MUHL 210	THE VERNACULAR MUSIC OF THE UNITED STATES	
MUHL 253	HISTORY OF WESTERN MUSIC III	
ART 101	INTRODUCTION TO THE VISUAL ARTS	
Social Science		9
ECON 101	PRINCIPLES OF ECONOMICS I	
ECON 102	PRINCIPLES OF ECONOMICS II	
ECON 234	ELEMENTARY STATISTICS	
Mathematics		3
MATH 110	QUANTITATIVE LITERACY	
Science		7
One biological science and one physical science; at least one must include a 1-credit lab		
Total Credit Hours		40

Performing Arts Studies

Code	Title	Credit Hours
THAR 100	FUNDAMENTALS OF MUSIC THEORY	3
THAR 193	INTRODUCTION TO THEATRE FOR NON-MAJORS	3
THAR 191	INTRODUCTION TO PROFESSIONAL THEATRE: SOCIAL JUSTICE THROUGH PERFORMING ARTS	1
MUSC 121A	MUSICIANSHIP I:WRITTEN SKILLS	2
MUSC 121B	MUSICIANSHIP I:AURAL SKILLS	1
PAID 301	MUSIC TECHNOLOGY I	3
PAID 302	MUSIC TECHNOLOGY II	3
Electives in the Performing Arts		22
MAS 310	BMA CAPSTONE	3
Total Credit Hours		41

General Business Track (Option 1)

Code	Title	Credit Hours
ACCT 210	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 211	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
FIN 203	PERSONAL FINANCE	3
FIN 311	PRINCIPLES OF FINANCE	3
HRM 311		3
MGMT 300	OPERATIONS MANAGEMENT	3
MGMT 308	ETHICAL LEADERSHIP AND CORPORATE SOCIAL RESPONSIBILITY	3
MGMT 358	ORGANIZATIONAL BEHAVIOR	3
MGMT 380	BUSINESS POLICY AND STRATEGY	3
MKTG 302	PRINCIPLES OF MARKETING	3
MKTG 364	FUNDAMENTALS OF DIGITAL AND SOCIAL MEDIA MARKETING	3
OLED 320	INTRODUCTION TO ORGANIZATIONAL COMMUNICATIONS	3
OLED 330	FOUNDATIONS OF ORGANIZATIONAL LEADERSHIP	3
OLED 375	CONFLICT & NEGOTIATION	3
Total Credit Hours		42

Marketing Track (Option 2)

Code	Title	Credit Hours
ACCT 210	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 211	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
FIN 203	PERSONAL FINANCE	3
FIN 311	PRINCIPLES OF FINANCE	3
MGMT 300	OPERATIONS MANAGEMENT	3
MGMT 308	ETHICAL LEADERSHIP AND CORPORATE SOCIAL RESPONSIBILITY	3
MGMT 358	ORGANIZATIONAL BEHAVIOR	3
MGMT 380	BUSINESS POLICY AND STRATEGY	3
MKTG 302	PRINCIPLES OF MARKETING	3
MKTG 331	PRINCIPLES OF ADVERTISING	3

MKTG 340	MARKETING RESEARCH	3
MKTG 344	MARKETING STRATEGY & PLANNING	3
MKTG 364	FUNDAMENTALS OF DIGITAL AND SOCIAL MEDIA MARKETING	3

Total Credit Hours 39

Finance Track (Option 3)

Code	Title	Credit Hours
ACCT 210	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 211	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
FIN 203	PERSONAL FINANCE	3
FIN 311	PRINCIPLES OF FINANCE	3
MGMT 300	OPERATIONS MANAGEMENT	3
MGMT 358	ORGANIZATIONAL BEHAVIOR	3
MGMT 380	BUSINESS POLICY AND STRATEGY	3
MGMT 308	ETHICAL LEADERSHIP AND CORPORATE SOCIAL RESPONSIBILITY	3
MKTG 302	PRINCIPLES OF MARKETING	3
FIN 301	MONEY AND BANKING	3
FIN 312	CORPORATE FINANCE	3
FIN 321	INVESTMENTS	3
FIN ELECTIVE		3

Total Credit Hours 39

Entrepreneurial Track (Option 4)

Code	Title	Credit Hours
ACCT 210	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 211	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
FIN 311	PRINCIPLES OF FINANCE	3
HRM 311		3
MGMT 300	OPERATIONS MANAGEMENT	3
MGMT 358	ORGANIZATIONAL BEHAVIOR	3
MGMT 380	BUSINESS POLICY AND STRATEGY	3
MKTG 302	PRINCIPLES OF MARKETING	3
MKTG 364	FUNDAMENTALS OF DIGITAL AND SOCIAL MEDIA MARKETING	3
OLED 375	CONFLICT & NEGOTIATION	3
Foundations of Entrepreneurship		3
Entrepreneurship Strategy		3
MKTG 340	MARKETING RESEARCH	3

Total Credit Hours 39

Your degree map is a general guide suggesting courses to complete each term on the academic pathway to your degree. It is based on the most current scheduling information from your academic program. Your program's degree map is reviewed annually and updated as schedules change (although you retain the same course requirements as long as you are continuously enrolled in your degree program).

Always work closely with your academic advisor to understand curriculum requirements and scheduling, as each student's academic plan can look slightly different.

Year 1

Fall	Credit Hours	Spring	Credit Hours
ARTL 101		3 ENG 102	3
ENG 101		3 MUSC 121A	2
THAR 100		3 MUSC 121B	1
ART 101		3 MATH 110	3
THAR 191		1 Science Elective	3
PAID 301		3 PAID 302	3
		16	15

Year 2

Fall	Credit Hours	Spring	Credit Hours
BCOM 301		3 Science Elective w/ Lab	4
MUHL 210		3 MUHL 253	3
ECON 101		3 ECON 102	3
THAR 193		3 HRM 311	3
Performing Arts Elective		4 Performing Arts Elective	3
		16	16

Year 3

Fall	Credit Hours	Spring	Credit Hours
ECON 234		3 OLED 320	3
ACCT 210		3 ACCT 211	3
FIN 203		3 FIN 311	3
MGMT 300		3 MGMT 308	3
Performing Arts Elective		3 Performing Arts Elective	3
		15	15

Year 4

Fall	Credit Hours	Spring	Credit Hours
OLED 330		3 OLED 375	3
MGMT 358		3 MGMT 380	3
MKTG 302		3 MKTG 364	3
Performing Arts Elective		3 MAS 310	3
Performing Arts Elective		3 Performing Arts Elective	3
		15	15

Total Credit Hours 123

Your degree map is a general guide suggesting courses to complete each term on the academic pathway to your degree. It is based on the most current scheduling information from your academic program. Your program's degree map is reviewed annually and updated as schedules change (although you retain the same course requirements as long as you are continuously enrolled in your degree program).

Always work closely with your academic advisor to understand curriculum requirements and scheduling, as each student's academic plan can look slightly different.

Year 1			
Fall	Credit Hours	Spring	Credit Hours
ARTL 101		3 ENG 102	3
ENG 101		3 MUSC 121A	2
THAR 100		3 MUSC 121B	1
ART 101		3 MATH 110	3
THAR 191		1 Science Elective	3
PAID 301		3 PAID 302	3
		16	15

Year 2			
Fall	Credit Hours	Spring	Credit Hours
BCOM 301		3 Science Elective w/ Lab	4
MUHL 210		3 MUHL 253	3
ECON 101		3 ECON 102	3
THAR 193		3 MKTG 302	3
Performing Arts Elective		4 Performing Arts Elective	3
		16	16

Year 3			
Fall	Credit Hours	Spring	Credit Hours
ECON 234		3 MKTG 331	3
ACCT 210		3 ACCT 211	3
FIN 203		3 FIN 311	3
MGMT 300		3 MGMT 308	3
Performing Arts Elective		3 Performing Arts Elective	3
		15	15

Year 4			
Fall	Credit Hours	Spring	Credit Hours
MKTG 340		3 MGMT 380	3
MKTG 364		3 MKTG 344	3
MGMT 358		3 MAS 310	3
Performing Arts Elective		3 Performing Arts Elective	3
Performing Arts Elective		3	
		15	12

Total Credit Hours 120

Your degree map is a general guide suggesting courses to complete each term on the academic pathway to your degree. It is based on the most current scheduling information from your academic program. Your program's degree map is reviewed annually and updated as schedules change (although you retain the same course requirements as long as you are continuously enrolled in your degree program).

Always work closely with your academic advisor to understand curriculum requirements and scheduling, as each student's academic plan can look slightly different.

Year 1			
Fall	Credit Hours	Spring	Credit Hours
ARTL 101		3 ENG 102	3
ENG 101		3 MUSC 121A	2

THAR 100		3 MUSC 121B	1
ART 101		3 MATH 110	3
THAR 191		1 Science Elective	3
PAID 301		3 PAID 302	3
		16	15

Year 2			
Fall	Credit Hours	Spring	Credit Hours
BCOM 301		3 Science Elective w/ Lab	4
MUHL 210		3 MUHL 253	3
ECON 101		3 ECON 102	3
THAR 193		3 MKTG 302	3
Performing Arts Elective		4 Performing Arts Elective	3
		16	16

Year 3			
Fall	Credit Hours	Spring	Credit Hours
ECON 234		3 FIN 301	3
ACCT 210		3 ACCT 211	3
FIN 203		3 FIN 311	3
MGMT 300		3 MGMT 308	3
Performing Arts Elective		3 Performing Arts Elective	3
		15	15

Year 4			
Fall	Credit Hours	Spring	Credit Hours
FIN 312		3 MGMT 380	3
Finance Elective		3 FIN 321	3
MGMT 358		3 MAS 310	3
Performing Arts Elective		3 Performing Arts Elective	3
Performing Arts Elective		3	
		15	12

Total Credit Hours 120

Your degree map is a general guide suggesting courses to complete each term on the academic pathway to your degree. It is based on the most current scheduling information from your academic program. Your program's degree map is reviewed annually and updated as schedules change (although you retain the same course requirements as long as you are continuously enrolled in your degree program).

Always work closely with your academic advisor to understand curriculum requirements and scheduling, as each student's academic plan can look slightly different.

Year 1			
Fall	Credit Hours	Spring	Credit Hours
ARTL 101		3 ENG 102	3
ENG 101		3 MUSC 121A	2
THAR 100		3 MUSC 121B	1
ART 101		3 MATH 110	3
THAR 191		1 Science Elective	3

PAID 301	3 PAID 302	3
	16	15

Year 2

Fall	Credit Hours	Spring	Credit Hours
BCOM 301		3 Science Elective w/ Lab	4
MUHL 210		3 MUHL 253	3
ECON 101		3 ECON 102	3
THAR 193		3 MKTG 302	3
Performing Arts Elective		4 Performing Arts Elective	3
	16		16

Year 3

Fall	Credit Hours	Spring	Credit Hours
ECON 234		3 OLED 375	3
ACCT 210		3 ACCT 211	3
HRM 311		3 FIN 311	3
MGMT 300		3 MKTG 340	3
Performing Arts Elective		3 Performing Arts Elective	3
	15		15

Year 4

Fall	Credit Hours	Spring	Credit Hours
Foundations of Entrepreneurial		3 MGMT 380	3
MKTG 364 or OLED 385		3 Entrepreneurship Strategy	3
MGMT 358		3 MAS 310	3
Performing Arts Elective		3 Performing Arts Elective	3
Performing Arts Elective		3	
	15		12

Total Credit Hours 120