

# BA ENTREPRENEURSHIP [ENTERTAINMENT MEDIA] BY SEMESTER

## ✓ YEAR ONE

### SEMESTER ONE

|   |           |
|---|-----------|
| Computer Proficiency Lab.....                           | 0         |
| The Studio School First Year Experience.....            | 1         |
| English Composition.....                                | 3         |
| Collaboration Lab I: Integrated Production Workshop.... | 2         |
| Stories, Mediums + Genres.....                          | 2         |
| Story Lab.....  | 1         |
| Business + Entertainment Law.....                       | 3         |
| Digital Marketing + Social Media.....                   | 3         |
| Collaboration Lab II: Branding Digital Platforms.....   | 1         |
| <b>Total</b>  | <b>16</b> |

### SEMESTER TWO

|                                      |           |
|--------------------------------------|-----------|
| Innovation and the Entrepreneur..... | 3         |
| American Cinema.....                 | 3         |
| Intro to Producing Film.....         | 3         |
| Producing Digital Media.....         | 3         |
| Producer's Perspective.....          | 3         |
| <b>Total</b>                         | <b>15</b> |

## ✓ YEAR TWO

### SEMESTER THREE

|                                     |           |
|-------------------------------------|-----------|
| Anthropology.....                   | 3         |
| Intellectual Property in Media..... | 3         |
| Digital Entrepreneurship.....       | 3         |
| Principles of Accounting.....       | 3         |
| Film Aesthetics.....                | 3         |
| <b>Total</b>                        | <b>15</b> |

|   |           |
|---|-----------|
| Oral Communications.....                    | 3         |
| Information Systems + Technology.....       | 3         |
| Entertainment Contracts + Negotiations..... | 3         |
| Global Entrepreneurship + Markets.....      | 3         |
| Marketing + Research Methods.....           | 3         |
| <b>Total</b>                                | <b>15</b> |

### SEMESTER FOUR

## ✓ YEAR THREE

### SEMESTER FIVE

|  |           |
|--|-----------|
| Introduction to Statistical Analysis.....                | 3         |
| Producing Low Budget Films.....                          | 3         |
| Organizational Behavior + Leadership.....                | 3         |
| Idea To Execution: The Business Plan.....                | 3         |
| Angels, Venture Capital + Crowdfunding.....              | 3         |
| Collaboration Lab III: Program Driven Collaborations.... | 1         |
| <b>Total</b>   | <b>16</b> |

### SEMESTER SIX

|   |           |
|---|-----------|
| Physics.....                            | 3         |
| Micro + Macro Economics.....            | 3         |
| Sustainability and the Environment..... | 3         |
| Entertainment Agency + Management.....  | 3         |
| Literary Acquisition + Development..... | 3         |
| Incubator Lab.....                      | 1         |
| <b>Total</b>                            | <b>16</b> |

## ✓ YEAR FOUR

### SEMESTER SEVEN

|   |           |
|---|-----------|
| Social Entrepreneurship + Ethics.....             | 3         |
| Psychology.....                                   | 3         |
| Entertainment Marketing + Distribution.....       | 3         |
| Analytics + Tracking.....                         | 3         |
| Incubator Lab.....                                | 1         |
| Internship.....                                   | 1         |
| Collaboration Lab IV: Web Series Development..... | 1         |
| <b>Total</b>                                      | <b>15</b> |

### SEMESTER EIGHT

|  |           |
|--|-----------|
| Philosophy.....                                    | 3         |
| Pitch Strategies for Film, TV + Digital Media..... | 3         |
| Entertainment Finance.....                         | 3         |
| Entrepreneurs on Entrepreneurship.....             | 3         |
| Incubator Lab.....                                 | 1         |
| Internship.....                                    | 1         |
| Collaboration Lab V: Industry Portfolio.....       | 1         |
| <b>Total</b>                                       | <b>15</b> |

**PLEASE NOTE THIS SCHEDULE IS SUBJECT TO CHANGE. DESCRIPTIONS FOR ALL COURSES ARE AVAILABLE IN THE BACK SECTION OF THIS CATALOG.**

STUDENTS ARE ENCOURAGED TO TAKE ONE ELECTIVE PER SEMESTER AS SCHEDULE PERMITS

**123 TOTAL PROGRAM HOURS**