

Business & Management of Entertainment



The Business and Management of Entertainment Certificate is designed for aspiring mainstream Hollywood executives, as well as those interested in the world of independent filmmaking. Students gain an understanding of industry business practices by taking foundation courses that include pre-production, production, and post-production, as well as specific courses in business and legal affairs, finance and accounting, and marketing and distribution.

Application & Candidacy Fee: \$200*

Estimated Program Tuition: \$6,200

Estimated Cost of Textbook/Materials: \$550

Duration: 3 quarters (Full-Time pace) to 3 years

Unit Requirement: 36

Minimum GPA Requirement for Certificate Completion: 3.0

*This program is open admission. The Application & Candidacy fee establishes your candidacy in a certificate for a period of time covering normal progress toward completion and allows you access to a variety of program benefits.

The program is open for enrollment in any quarter for both domestic and F-1 Visa students.

To apply for and establish your candidacy in the Business and Management of Entertainment Certificate [click here!](#)

Course scheduling and fees subject to change without notice.

Please note that required courses will only count once toward the overall unit requirement for the certificate program.

Click on a selection from the right navigation menu for

complete program requirements and quarter by quarter enrollment recommendations.

Program at a Glance

3 Foundation Courses (12 units)

| Course No. Title | Units | Fall | Winter | Spring | Summer |
|---|-------|----------|----------|----------|----------|
| MGMT X 403.31 The Business of Entertainment + | 4 | ☀ | ☀ / ☁ | ☀ | ☀ |
| FILM TV X 404 Pre-Production and Production for Film and Television + | 4 | ☀ / ☁ | ☀ / ☁ | ☀ / ☁ | ☀ / ☁ |
| FILM TV X 404A Post-Production for Film and Television | 4 | ☀ | ☀ / ☁ | ☀ | ☀ / ☁ |




























3 Required Entertainment Business Courses (12 units)









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|---|---|---|----------|---|----------|
| MGMT X 403.01 Legal Primer for the Entertainment Business | 4 | ☁ | ☀ / ☁ | ☁ | ☀ / ☁ |
| MGMT X 403.34 Entertainment Financing: From First \$ to Distribution of Profits | 4 | ☀ | ☁ | ☀ | |
| MGMT X 476.99 Marketing Entertainment: Strategies for the Global Marketplace | 4 | ☀ | | ☀ | |

Select 3 Electives (12 units)






Students must complete 3 electives (12 units) from courses numbered X 400-499 in [Business and Management of Entertainment](#), [Producing](#) or [Entertainment Development](#). Below is a list of suggested electives. New electives are added

regularly.

| | | | | | |
|---|---|---|---|---|---|
| MGMT X 402.32 Starting Your Own Entertainment Production Company | 4 |  | |  | |
| MGMT X 403.03 The Business of the Film Industry | 4 | |  | |  |
| MGMT X 403.33 Independent Film Financing | 4 |  | |  | |
| MGMT X 403.61 Marketing and Distributing Independent Films across All Platforms | 4 |  /  |  |  /  |  |
| MGMT X 404.2 Production Accounting for Film and Television | 4 | |  | |  |
| MGMT X 448.84 Copyright Law in the Entertainment Industry | 4 |  |  | |  |
| MGMT X 452.1 Welcome to Hollywood! Understanding Entertainment Industries' Project Driven Culture | 4 |  | | | |
| FILM TV X 408 Building an Online Audience | 4 |  |  |  |  |
| FILM TV X 431 A World of International Filmmaking | 4 | |  | | |
| FILM TV X 439 Inside the World of Film Acquisitions: How to Sell Your Project to Hollywood | 4 | | |  | |
| FILM TV X 476.223 What Buyers Want | 4 |  | | | |
| FILM TV X 476.321 Introduction to Television | 4 | |  | | |
| FILM TV X 478.086 Building Your Career in Traditional, New, and Future/Emerging Media | 4 | |  | | |

| | | | | | |
|--|---|---|---|---|---|
| FILM TV X 479.088 Movie Magic Budgeting | 2 |  |  |  |  |
| FILM TV X 499.2 Film and Television Internship | 4 |  |  |  |  |

+ Should be completed within first 2 quarters of study.

Charts Legend:  Fall  Winter  Spring  Summer 

Section Offered Online

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