

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: \$6,300

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	<input type="checkbox"/>	<input type="checkbox"/> / <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FILM TV X 404 Pre-Production and Production for Film and Television +	4	<input type="checkbox"/> / <input type="checkbox"/>	<input type="checkbox"/> / <input type="checkbox"/>	<input type="checkbox"/> / <input type="checkbox"/>	<input type="checkbox"/> / <input type="checkbox"/>
FILM TV X 404A Post-Production for Film and Television	4	<input type="checkbox"/>	<input type="checkbox"/> / <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> / <input type="checkbox"/>

3 Required Entertainment Business Courses (12 units)

MGMT X 403.01 Legal Primer for the Entertainment Business	4	<input type="checkbox"/>	<input type="checkbox"/> / <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> / <input type="checkbox"/>
MGMT X 403.34 Entertainment Financing: From First \$ to Distribution of Profits	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MGMT X 476.99 Marketing Entertainment: Strategies for the Global Marketplace	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MGMT X 403.03 The Business of the Film Industry	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MGMT X 403.33 Independent Film Financing	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MGMT X 403.61 Marketing and Distributing Independent Films across All Platforms	4	<input type="checkbox"/> / <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> / <input type="checkbox"/>	<input type="checkbox"/>
MGMT X 404.2 Production Accounting for Film and Television	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MGMT X 448.84 Copyright Law in the Entertainment Industry	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MGMT X 452.1 Welcome to Hollywood! Understanding Entertainment Industries' Project Driven Culture	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FILM TV X 408 Building an Online Audience	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FILM TV X 431 A World of International Filmmaking	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FILM TV X 439 Inside the World of Film Acquisitions: How to Sell Your Project to Hollywood	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FILM TV X 476.223 What Buyers Want	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FILM TV X 478.086 Building Your Career in Traditional, New, and Future/Emerging Media	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FILM TV X 479.088 Movie Magic Budgeting	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FILM TV X 499.2 Film and Television Internship	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

+ Should be completed within first 2 quarters of study.

Charts Legend: Fall Winter Spring Summer
Section Offered Online

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