



Business, Management & Legal

**NEW**

# Entertainment Project Management Specialization

Gain an understanding of project management concepts and tools in the entertainment space, covering a wide range of industries from Film and TV, to Theme Parks, and Gaming/Interactive.

## PROGRAM TAKEAWAYS

- Learn key entertainment project management roles, responsibilities and functions
- Explore the tools needed to successfully understand how projects are pitched as an idea and executed to completion
- Provide practical application of the material to solve real-life project management challenges

## INSTRUCTORS

Instructors are highly experienced professionals working in TV, film, Theme Parks and Gaming/Interactive.

## Core Courses

Welcome to Hollywood!  
Understanding Entertainment Industries' Project Driven Culture  
MGMT X 825.1  
Fall Quarter 2017

Sold! Project Management Principles and Tools in the Entertainment Industry  
MGMT X 825.2  
Winter Quarter 2018

It's a Wrap! Deliver Your Project Successfully  
MGMT X 825.3  
Spring Quarter 2018

## EARNING SPECIALIZATION

Complete all three Entertainment Project Management courses to earn this specialization. This program is eligible for continuing education units (CEUs).

Further Information  
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# PROGRAM OVERVIEW

The three course specialization provides opportunities to understand project management concepts and tools in the entertainment space, covering a wide range of industries from Film and TV, to Theme Parks, and Gaming/Interactive. Learn key roles and definitions in the introductory course and explore the tools needed to successfully understand how projects are pitched as an idea and executed to completion. The final course in the specialization provides practical application of the material with multiple case studies, learning from real-life examples and managing issues that arise everyday. This specialization is suitable for the curious student, professionals interested in exploring a different field, and project management professionals.

## COURSE DESCRIPTIONS

### **Welcome to Hollywood! Understanding Entertainment Industries' Project Driven Culture** MGMT X 825.1 Fall Quarter 2017

This course provides an in-depth overview of entertainment project management roles, responsibilities, and functions. Explore the wide-ranging entertainment industries, including Film, Theater, Theme Parks, Themed Entertainment, Television, Gaming/Interactive, and Live Events. Learn about the people behind the entertainment and the techniques they employ to manage the ideas, budgets, and schedules. People who are new to this area will learn the basic concepts about how to manage entertainment projects while working professionals will further refine their understanding of relevant concepts they use in their daily work used in this type of project management. Topics include the roles of project management, estimating, scope/statement of work, an overview of the life cycle, the creative development process, and more. The completion of this course will provide a great introduction to project management in entertainment and prepare students for the second and third courses.

### **Sold! Project Management Principles and Tools in the Entertainment Industry** MGMT X 825.2 Winter Quarter 2018

This course will explore tools and processes as the major function of organization for entertainment project management. Take a deeper look into concepts that include life cycles, creative development, scope, budget, schedule, managing conflict, and communication. Learn about the tools that help manage the budgets and schedules, and further your understanding about how to communicate progress and resolve conflicts. This intensive second step in the Entertainment Project Management suite of courses will provide a meaningful foundation of these tools to connect project requirements with the teams that are needed to complete them.

### **It's a Wrap! Deliver Your Project Successfully** MGMT X 825.3 Spring Quarter 2018

This final course in the Entertainment Project Management specialization applies the concepts of the previous courses to complete case studies which deepen your understanding of the principles of project management for Entertainment. Using real examples, teams will utilize the tools and roles that were discussed in previous courses to solve real-life project management challenges. Solidify the concepts through experience in setting up projects based on scope requirements and collaborate with program students as you learn how to successfully manage projects to conclusion under instructor guidance.