

Bachelor of Science in Business Administration

# Concentration in Arts & Entertainment Management

Careers:

arts administrator, record company manager, copyright and publishing administrator, music producer, concert promoter, tour manager, booking agent, artist manager, music products manager, recording technology specialist, venue manager, art/music non-profit administrator, entertainment lawyer, industry sales and marketing manager

UNIVERSITY OF THE  
**PACIFIC**  
Eberhardt School of Business



PERSONAL

RELEVANT

PROFESSIONAL

## Arts & Entertainment Concentration

**Three Business concentration courses, one of which must be from:**

BUSI 163 International Financial Management

BUSI 165 International Marketing

BUSI 178 International Commercial Law

BUSI 169 International Management

**Three Music Management courses:**

MMGT 11 Music & Entertainment in U.S. Society

MMGT 111 Music Industry Analysis

MMGT 153 Entertainment Law

**One Music History course from the following:**

MHIS 005 Music Appreciation

MHIS 006 Music of the World's Peoples

MHIS 007 Topics in American Pop Music

MHIS 008 History of Jazz

## Core Business Course Requirements

BUSI 10 Dean's Seminar (required for entering freshmen)

BUSI 31 Principles of Financial Accounting

BUSI 33 Principles of Managerial Accounting

BUSI 53 The Legal & Ethical Environment of Business

BUSI 100 Management Information Systems

BUSI 104 Operations Management

BUSI 105 Financial Management

BUSI 107 Marketing Management

BUSI 109 Management & Organizational Behavior

BUSI 110 Career Development Seminar (required for juniors)

BUSI 181 Strategic Management & Policy

## Pre-Professional Skill Requirements

BUSI 23 Business Communications (or ENGL 25 English Studies)

COMM 27 Public Speaking (fulfills GE IIA requirement)

MATH 45 Finite Mathematics & Calculus (fulfills GE IIIB requirement)

MATH 37 Probability & Statistics

COMP 25 Computers & Information Processing

ECON 53 Microeconomics (fulfills GE IA requirement)

ECON 55 Macroeconomics (fulfills GE IB requirement)

## Diversity Requirement

The University of the Pacific requires that all students who earn a bachelor's degree must successfully complete at least one 3 or 4-unit officially designated diversity course. These courses may also be used to meet general education and/or major/minor requirements.

## General Education Requirements

PACS I	What is a Good Society? (entering freshmen only)
PACS II	Topical Seminar on a Good Society (entering freshmen only)
PACS III	What is an Ethical Life?
IC	Global Studies (transfers only)
IIB	Worldviews & Ethics
IIC	Visual & Performing Arts
IIIA	Natural Sciences (with lab)
IIIC	Science, Technology & Society OR second IIIA Natural Sciences course; (transfers only)

## Sample 4-Year Plan

### FRESHMAN FALL

BUSI 10	Dean's Seminar
ECON 53	Microeconomics
MATH 45	Finite Mathematics & Calculus
PACS I	What is a Good Society? GE/Elective

### SOPHOMORE FALL

BUSI 23	Business Communications (or ENGL 25)
MATH 37	Probability & Statistics
BUSI 31	Principles of Financial Accounting
MMGT 11	Music & Entertainment in U.S. Society

### JUNIOR FALL

BUSI 105	Financial Management
BUSI 110	Career Development Management
MHIS 006	Music of the World Peoples* GE/Elective GE/Elective

### SENIOR FALL

MMGT 153	Entertainment Law
BUSI 148	Promotions Management
PACS 3	What is an Ethical Life? GE/Elective

### FRESHMAN SPRING

BUSI 53	Business Law
ECON 55	Macroeconomics
COMP 25	Computers & Information Processing
PACS2	Topical Seminar on a Good Society Activity Course

### SOPHOMORE SPRING

BUSI 33	Principles of Managerial Accounting
BUSI 100	Management Information Systems
BUSI 107	Marketing Management
COMM 27	Public Speaking

### JUNIOR SPRING

BUSI 104	Operations Management
BUSI 109	Management & Organizational Behavior
MMGT 111	Music Industry Analysis* GE/Elective Activity Course

### SENIOR SPRING

BUSI 169	International Management
BUSI 149	Strategic Marketing
BUSI 181	Strategic Management & Policy GE/Elective

*\*Counts toward diversity requirement*

*Business degree programs require 128 semester units for graduation. Course requirements and availability are subject to change. Please see applicable University catalog for comprehensive details for all general academic regulations and requirements for the BSBA degree program.*



## Career Management

The Eberhardt School of Business places a significant value on the career success of its graduates and provides support and resources exclusive to business students. Through a required career seminar and personal guidance from our expert career consultant, students develop the skills and tools necessary to successfully navigate the search for internships and jobs. The Eberhardt Career Management Center has long-established relationships with employers in a diverse range of industries and business disciplines who provide internship and career opportunities to our students and graduates. Additionally, our support of Eberhardt graduates extends to our alumni to help them achieve greater success in their professional careers.

- Nearly 60% of business students participate in at least one internship during college
- About 80% of graduates are employed or attending graduate school within 3 months of graduation
- Average starting salary of business graduates is \$47,500; salary range is \$25,000 - \$80,000
- Recent employers include Adobe, Aerotek, Apple, Armanino LLP, Cisco Systems, Clorox, Deloitte, Disney World, E&J Gallo Winery, Ernst & Young LLP, First Investors, Foster Farms, Frito-Lay (PepsiCo), IBM, Intel, JB Hunt Intermodal, KPMG LLP, Morgan Stanley Wealth Management, Pacific Gas & Electric, Target, Williams-Sonoma



For more information:  
[Pacific.edu/Business](https://pacific.edu/Business)

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