

BA in Communication and Entertainment Business Management

Course Code	First Semester	Credits	Hours
ADN23101	Principles of administration	5.62	60
FIN23102	Finance information workshop	5.62	60
MAT23103	Mathematics for business	5.62	60
DER23104	General notions in law	5.62	60
MER23105	Marketing	5.62	60
MER23106	Design thinking	5.62	60
LEX23107	English I	12.62	135

Course Code	Second Semester	Credits	Hours
ADN23201	Entrepreneurial dynamic	5.62	60
SIS23202	Technology for business	5.62	60
MAT23203	Financial mathematics workshop	5.62	60
FIN23204	Corporate finance	5.62	60
ECO23205	Business economics	5.62	60
ADN23206	Business and culture	5.62	60
LEX23207	English II	12.62	135

Course Code	Third Semester	Credits	Hours
MER23301	Market structure analysis	5.62	60
ADN23302	Human and executive skills	5.62	60
ADN23303	Global business	5.62	60
MER23315	Market research	5.62	60
COE23315	Media and entertainment	5.62	60
COE23316	Legal principles of entertainment business	5.62	60
COE23317	Entertainment operation lab	5.62	60
LEX23304	English III	12.62	135

Course Code	Fourth Semester	Credits	Hours
ADN23401	Business model and commercialization	5.62	60
MER23402	Communication and professional image	5.62	60
COE23417	Business for culture and the arts	5.62	60
COE23419	Commercial positioning and strategy	5.62	60
COE23420	Communication plan lab	5.62	60
CON23427	Budgeting and cost control	5.62	60
COE23418	Business for radio and publishing	5.62	60
LEX23403	English IV	12.62	135

Course Code	Fifth Semester	Credits	Hours
ADN23501	Business feasibility	5.06	54
MER23512	Public relations	5.06	54
MER23513	Experiential marketing	6.75	72
COE23514	Music and sports business	5.06	54
COE23515	Digital and video game industry	5.06	54
MER23516	Marketing lab	15.00	60

Course Code	Sixth Semester	Credits	Hours
ADN23601	Leadership and negotiation skills	5.06	54
COE23616	Talent management	5.06	54
COE23617	Large events and shows	6.75	72
COE23618	Executive audio visual production	5.06	54
COE23619	Television and film industry	5.06	54
COE23620	Production assistance lab	15.00	60

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Course Code	Seventh Semester	Credits	Hours
ADN23701	Strategic planning and thinking	5.06	54
ADN23801	Values in business	5.06	54
ADN23716	Professional management seminar	6.75	72
COE23717	Entertainment media distribution	5.06	54
COE23718	Investment and financing models	5.06	54
COE23719	Financial results lab	6.75	72

Course Code	Eight Semester	Credits	Hours
COE23815	Professional practices	23.37	54