

# Bachelor of Arts and Entertainment Management (Accelerated)

CP = CREDIT POINTS  
 SP = STUDY PERIOD  
 / = NO UNIT OF STUDY

| Bachelor Degree      |   |  |   |   |  |  |
|----------------------|---|--|---|---|--|--|
| Associate Degree     |   |  |   |   |  |  |
| Diploma              |   |  |   |   |  |  |
|                      | SP1   | SP2  | SP3   | SP4   | SP5  | SP6  |
| MAJOR SPECIALISATION | <b>BAMS1</b><br>Art meets Commerce: an overview of the Arts Entertainment Industry<br>6CP | <b>BAMS2</b><br>Marketing, Meaning, and finding your tribe(s)<br>6CP     | <b>BAMS3</b><br>Innovation, Disruption & Conformity<br>6CP              | <b>BAMS5</b><br>Live Performance and Production Management<br>6CP           | <b>BAMS7</b><br>The Data Economy: Leveraging Data and Analytics<br>6CP       | <b>BAMS8</b><br>Capstone Project: Industry Placement<br>12CP |
| INDUSTRY STUDIES     | <b>BACP1</b><br>Collaboration Project: Music Publishing<br>6CP                            | <b>BACP2</b><br>Collaboration Project: Artist & Talent Management<br>6CP | <b>BAMS4</b><br>Economics and Financial Management<br>6CP               | <b>BACP3</b><br>Collaboration Project: Partnerships<br>6CP                  | <b>BACP4</b><br>Collaboration Project: Event Management<br>6CP               |  |
| SCHOLARSHIP          | <b>BCIN1</b><br>Introduction to Higher Education Studies<br>6CP                           | <b>BASC1</b><br>Media Communications and Publicity<br>6CP                | <b>BASC2</b><br>Startups: Entrepreneurship and Business Strategy<br>6CP | <b>BASC3</b><br>Business Planning and Strategy: A Global Perspective<br>6CP | <b>BAMS6</b><br>The Politics of Art: Cultural Policy and Arts Funding<br>6CP | <b>BMMU12</b><br>Musicology 12: Research Project<br>6CP      |
| ASSOCIATED STUDIES   | <b>BAAS1</b><br>Arts and Entertainment Law<br>6CP   | <b>BAAS2</b><br>Leadership, Management, and Corporate Governance<br>6CP  | Elective 1<br>6CP   | Elective 2<br>6CP   | Elective 3<br>6CP  | Elective 4<br>6CP  |