

Bachelor of Arts and Entertainment Management



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

Bachelor Degree									
Associate Degree									
Diploma									
	SP1	SP2	SP3	SP4	SP5	SP6	SP7	SP8	SP9
MAJOR SPECIALISATION	BAMS1 Art meets Commerce: an overview of the Arts Entertainment Industry	/	BAMS2 Marketing, Meaning, and finding your tribe(s)	BAMS3 Innovation, Disruption & Conformity	BAMS4 Economics and Financial Management	BAMS5 Live Performance and Production Management	BAMS6 The Politics of Art: Cultural Policy and Arts Funding	BAMS7 The Data Economy: Leveraging Data and Analytics	BAMS8 Capstone Project: Industry Placement
INDUSTRY STUDIES	/	BACP1 Collaboration Project: Music Publishing	BACP2 Collaboration Project: Artist & Talent Management	/	BACP3 Collaboration Project: Partnerships	/	BACP4 Collaboration Project: Event Management	/	/
SCHOLARSHIP	BCIN1 Introduction to Higher Education Studies	BASC1 Media Communications and Publicity	/	BASC2 Startups: Entrepreneurship and Business Strategy	/	BASC3 Business Planning and Strategy: A Global Perspective	/	BMMU12 Musicology 12: Research Project	/
ASSOCIATED STUDIES OR MINOR	BAAS1 Arts and Entertainment Law	BAAS2 Leadership, Management, and Corporate Governance		Elective 1		Elective 2	Elective 3	Elective 4	