

Bachelor in Entertainment Business



A bachelor's degree program is an undergraduate program that usually takes four years to complete. Enrolling in a bachelor's degree program requires that students choose a major area of study, such as finance, history, communications or biology.

Entertainment Business bachelor of science degree program combines essential business and management knowledge with personal development in a project-based environment, modeling the same kinds of professional scenarios you'll encounter in your chosen industry. Students in this program explore a variety of business models and cover topics such as marketing, global media management, business technology and design, event management, and professional selling.