B.S. Business of Cinematic Arts

Sample Course Plan

USC Marshall School of Business
Office of Undergraduate Advising and Student Affairs

Freshman		Sophomore		Junior		Senior	
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
MATH 118/GE F Fund. Principles of Calculus (4)	**ECON 351x** Microeconomics for Business (4)	**BUAD 280** Financial Accounting (3)	**BUAD 281** Managerial Accounting (3)	**BUAD 311 or 313** Operations Management (4)	**BUAD 425 or 427** Intro to Data Analytics or Advanced Intro to Business Analytics with AI (2)	**Marshall Upper Division Elective** (4)	**Marshall or SCA Upper Division Elective** (4)
BUAD 304 Organizational Behavior & Leadership (4)	**BUAD 310 or 312** Applied Business Statistics or Statistics & Data Science (4)	**BUAD 302** Communication Strategy in Business (4)	**ECON 352x** Macroeconomics for Business (4)	**BUAD 497** Strategic Management (4)	**Marshall Upper Division Elective** (4)	**WRIT 340** Advanced Writing for Business (4)	**GE Global G** (4)
WRIT 150 Writing & Critical Reasoning (4)	**GESM** General Education Seminar (4)	**BUAD 306 or 308** Business Finance or Advanced Finance (4)	**BUAD 307** Marketing Fundamentals (4)	**GE Core B-E** (4)	**GE Core B-E** (4)	**GE Core B-E** (4)	**GE Global H** (4)
CTCS 190 (GE A) Intro to Cinema (4)	**CTPR 385** Motion Picture Production Techniques (4)	**GE Core B-E** (4)	**CNTV 441** Entertainment Practicum (2)	**CNTV 463** Integrating Creative & Business Obj. (2)	**GE Core B-E** (4)	**CNTV 458** Prod. & Marketing Feature Length Films (2)	**CNTV 481** Entertainment Industry Launchpad (4)
			Optional Free Elective (2-4)	**Free Elective** (2-4)	**CNTV 428** Ent. Law and Dealmaking (2)	**Free Elective** (2-4)	
	Optional Elective BUAD 104 (2)	**CTPR 410** The Entertainment Industry (2)			**CTIN 458** Business & Mgmt of Games (2)		

- BS in Business in Cinematic Arts requires a minimum of 128 units
- Combine GE Core with GE Global to reduce number of GE requirements