

BACHELOR'S DEGREE IN COMMUNICATION AND ENTERTAINMENT BUSINESS ADMINISTRATION

YOUR DEGREE

The Bachelor's Degree in Communication and Entertainment Business Administration covers one of the eight most important fields in modern business: those in which today's companies are founded and by which they formulate their growth and consolidation plans. The following are some details about the degree.

YOUR POSSIBILITIES

You will be able to innovate business models focused on supplying entertainment content and services for a wide variety of publics and audiences, which will make you a highly valuable asset to any organization. With you, the business will be able to better compete on the market, to grow and consolidate.

EBC QUALITY ASSURANCE

To strengthen you professionally, the subjects you'll study in the Bachelor's Degree in Communication and Entertainment Business Administration are divided up into areas of preparation--Business Platform, Entrepreneurship, Technology, English and School-Work Transition, each of them intended to make sure that the knowledge you acquire becomes, in practice, a way to distinguish yourself in any organization.

PROFESSIONALIZATION

You will develop the knowledge, skills and attitudes specific to managing communications and entertainment businesses, to participate successfully in the organization.

Legal and financial climate

You will learn to handle legal provisions and methodologies for financial assessment and management, to minimize risks in each project.

Communications Media

You will learn about applying management strategies in the media, to ensure the success of every project, in any field and through any medium.

Entertainment Products

You will be able to apply entertainment product management strategies that ensure the success of projects in any field and through any medium.

Executive production

You will manage the processes, talent and content necessary to producing content and mass events for the communication and entertainment industry.

Commercial environment

You will develop marketing, promotion distribution and content sale strategies to meet the needs and desires of the target market.

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CURRICULUM

ICULUM

LEGAL AND FINANCIAL ENVIRONMENT

COMMUNICATIONS MEDIA

ENTERTAINMENT PRODUCTS

EXECUTIVE PRODUCTION

COMMERCIAL ENVIRONMENT

Semester

8

Communication and entertainment internship

7

Entrepreneurship lab

Finance and investment projects

Corporate communications

Industry trends

Executive production

Distribution and marketing

Business simulator

Communication and entertainment seminar

6

Entrepreneurship ecosystem

Financial administration

Television and film businesses

Sports industry

Mass events and shows

Public relations

Technology management

Financial profitability lab

5

Intra-entrepreneurship

Legal implications

Music and radio industry

Digital and videogame industry

Artistic talent management

Digital content

Project management

Marketing lab

4

Communication and persuasion

Service provision contracts

Publishing industry

Culture and art businesses

Audiovisual content and formats

Audience and consumers

Business English IV

Production assistance lab

3

Social and sustainable entrepreneurship

Business finance

Basic costs and budgeting

Labor law

Global business

Business statistics

Business English III

Entertainment operations lab

2

Business models

Financial math

Accounting basics

Principles of law

Business economics

Information management

Business English II

1

People-oriented design

Business math

Financial reporting

Comprehensive marketing

Management basics

Analytical thought

Business English I

Subject 1

Subject 2

Subject 3

Subject 4

Subject 5

Subject 6

Subject 7

Entrepreneurship preparation
Professionalization
Business preparation

Technology preparation
English preparation
School-work transition