

COURSE STRUCTURE

Entertainment Business Management

INTAKES

- February, June, September

DIPLOMA

- Diploma of Entertainment Business Management
- 2 trimesters

BACHELOR

- Bachelor of Entertainment Business Management
- 6 trimesters

○ — DIPLOMA — ○

○ — BACHELOR — ○

TRIMESTER

01

EBM201
Entertainment History

EBM202
Producing Creative Projects 1
(Visual & Brand Fundamentals)

EBM203
The Scope of Entertainment Business

EBM204
Introduction to Events

TRIMESTER

02

EBM205
Entertainment Marketing

EBM206
Talent Discovery & Development
(A&R)

EBM207
Copyright and Publishing

EBM208
Intermediate Event Management

TRIMESTER

03

EBM301
Entertainment Business Finance

EBM308
Producing Creative Projects 2
(Audio & Consumer Content)

EBM408
Trend Forecasting

EBM303
Talent Management

TRIMESTER

04

EBM306
Tour Management

EBM403
Creative Development Hub

EBM305
Business Planning and Funding

EBM302
Producing Creative Projects 3
(Transmedia & Professional Content)

TRIMESTER

05

EBM401
Major Project 1

EBM402
Strategic Public Relations

EBM307
Advanced Event Management

Elective 2:
Choose one

TRIMESTER

06

EBM405
Major Project 2

EBM406
Deal Making

EBM407
Festival Management

EBM410
Digital Commerce

Elective Options

EBM404
Talent Management 2 EBM303

EBM309
EDM & DJ Management

EBM409
International Tour Planning EBM306

Special Options by Application:

COL400
International Study Tour

COL401
Internship

COL402 [T6 ELECTIVE ONLY]
E-Portfolio

Students who meet all criteria may exit here with a Diploma of Entertainment Business Management

Students who meet all criteria may graduate here with a Bachelor of Entertainment Business Management

PREREQUISITES

- Prerequisites for a unit are shown in small font, example:

UNIT CODE
Unit of study title

PREREQUISITE CODE