

## BS in Business (Business of Entertainment) – Class 2011 Matrix

Freshman Students					
	Faith-Humanities	Business	Core Skills	Core Tools	Common
<b>Fall 08</b>	Getting to Know Jesus - Scripture I	Intro to Products and Markets	Communication Skills I	Intro to Directing	Decisions Based on Data
<b>Wtr 09</b>	Introduction to Philosophy	Leadership & Management - Overview	Communication Skills II	Project Management	Web Site Design and Build - I
<b>Spr 09</b>	Masterpieces of Literature, Art & Music I	Customer Driven Product & Service Ideation	Negotiation Skills	The Producer: Planning for Production	Web Site Design and Build - II
Sophomore Students					
	Faith-Humanities	Business	Core Skills	Core Tools	Common
<b>Sum 09</b>	Getting to Know Jesus - Scripture II	Entrepreneurial Finance for Firms – A Primer	Fundamentals of Story Development	Fundamentals of Production	Web Site Design and Build - III
<b>Fall 09</b>	Fundamentals of Catholicism	Marketing Products & Services	Writing a Business Plan	Directing I	e-Commerce: Principles & Practice
<b>Wtr 10</b>	Masterpieces of Literature, Art & Music II	Legal Considerations for Small Bus.	Business Ideation	EM Enterprise Case Studies	Global Cultures, History & Politics I
Junior Students					
	Faith-Humanities	Business	Core Skills	Core Tools	Common
<b>Spr 10</b>	Theology of the Catholic Church	Market Assessment	Creative Advertising Strategies	Intellectual Property Law	Overview of Deal Making
<b>Sum 10</b>	Moral Theology & Ethics	Team, Idea & Planning	Cause and Partnership Marketing	Lifecycle of a Product Company	Managerial Economics
<b>Fall 10</b>	Masterpieces of Literature, Art & Music III	Planning & Funding	Managerial Finance	Managerial Accounting	Global Cultures, History & Politics II
Senior Students					
	Faith-Humanities	Business	Core Skills	Core Tools	Bus & Culture
<b>Wtr 11</b>	Catholic Social Teaching	Operations and Management	Global Business & Markets	Sales Strategies	Supply Chain Mgmt
<b>Spr 11</b>	Marriage and Family	Marketing	Asset Management & Strategies	Internet and Mobile Strategies	Operations Management
<b>Sum 11</b>	Wonders of the Natural Sciences	Launch and Growth	Producing Simulation	Advanced Leadership and Mgmt.	Global Cultures, History & Politics III