

Institute Overview and Curriculum

The Entertainment and Media Management Institute at the UCLA Anderson School of Management has developed over 1000 industry managers for more than 25 years. UCLA Anderson students are able to take advantage of the vast resources available in Los Angeles, the entertainment capital of the world. This proximity helps students craft their own opportunities through student events, speakers, internships and other activities. More than 150 Anderson alumni have executive roles in such firms as Time Warner, Viacom, Walt Disney, Sony Pictures, News Corp., MGM, and NBC Universal, as well as leadership roles in a wide variety of smaller industry companies.

The Institute combines the three pillars of UCLA -- research, teaching, and community outreach -- to examine the impact of changing technology, consolidation and globalization on entertainment and media and by understanding these challenges, our alumni will make better decisions to improve strategic positions for themselves and their enterprises.

Institute Curriculum

The Institute combines a solid, top-quality, generalist MBA enhanced with focused entertainment/media classes and student-driven, customized real-world experiences. This pairing provides the best preparation for students to become change-agents in their chosen entertainment and media business arena.

Students pursue a diverse slate of UCLA Anderson MBA courses for long-term skill building, then layer on select specialized classes. They pursue non-class experiences — events, speakers, internships and field study/consulting— to build industry knowledge and relationships.

Same Requirements as Degree Programs

The Entertainment and Media Management Institute is part of the UCLA Anderson MBA (two-year) or FEMBA (three-year) programs. **Admission is the same as the admission to those programs, with no separate requirements or enrollment.** There is no required number of courses needed to participate in the Institute. Students can customize their experience to meet their individual goals.

Students select from four different types of experiences to customize the program:

- I. **UCLA Anderson Course Suite**
- II. **Courses with UCLA Producers Program and other UCLA Schools**
- III. **Focused Sector-Interactive Opportunities**
- IV. **Personal Opportunities: Networking and Events**

I. Course Suite:

First Year MBA Core Curriculum

Students build a strong, general management base in the 10-class Core Curriculum and Leadership Foundations. The Core is an essential portion of the MBA learning, providing general management tools to enable future entertainment and media executives to understand and enhance their businesses.

Institute-recommended Electives

During the first year, the Institute offers its recommended introductory class, **Media 2010: Transforming Business Models**, which provides an intensive overview of the many sectors of entertainment and media content and distribution. We also recommend our **Entertainment Strategy** course, which considers the manner in which the fundamental economic characteristics underlying most entertainment industries, such as intrinsic uncertainty and substantial upfront fixed costs, engender unusual managerial challenges.

Each student's subsequent path is different because for every student, "entertainment" means something different. For some, it means film finance. For others, it means music distribution. For others, it may mean home video marketing or international distribution. Perhaps it includes sports TV rights, publishing, live entertainment or videogames. Entertainment is a broad group of industries, and so the Institute's recommended courses and activities have that same flexibility.

Most Institute students combine UCLA Anderson MBA electives in their areas of business interest with one or two industry-focused courses each quarter. Those specialized courses include UCLA Anderson electives in entertainment areas, courses in the Producers Program, independent study projects (Mgmt. 596), or other courses at UCLA. Anderson electives count as part of the required nine Anderson electives, while the Producers Program, Independent Studies, and other UCLA courses count toward the allowed three electives (12 units) in UCLA programs outside of UCLA Anderson.

Anderson Electives

Each year, the Institute offers a different combination of entertainment-focused courses, depending upon the interesting opportunities made possible by Anderson faculty and

industry professionals. In most quarters, one or two UCLA Anderson entertainment-oriented courses are available. Recent quarters have included the following classes:

- **Entertainment Law: The Film Industry** (Mgmt 298D)
- **Advertising and Integrated Marketing** (Mgmt 266B)
- **Digital Media (Personal Computing for Managers)** (Mgmt 413A)
- **Entertainment Marketing** (Mgmt 268)
- **Negotiations Behavior** (co-requisite for Entertainment Strategy) (Mgmt 286)

In addition, UCLA Anderson alumni and other entertainment executives have recommended about 25 Anderson courses to build skills for long-term success and development. The suggested Course Track is published on Anderson's intranet each year. Current quarter options can also be seen at

<http://www.anderson.ucla.edu/zone/clubs/ema/Academic.htm>.

II. Courses with UCLA Producers Program and in Other UCLA Schools

The Institute shares some courses with the MFA Producers Program at **UCLA School of Theater, Film, and Television**. The Producers Program has about 15 students each year. These courses count toward a student's three allowed non-Anderson electives. Due to small class size, there are a limited number of seats allocated to Anderson in the Producers Program classes. Each year, Anderson students can participate in one or two large-format classes and three courses with more limited seating.

Some students may choose to take courses in Law, Music, Education, Computer Science, languages, or other areas to fill out their desired skill groups.

III. Focused Sector-Interactive Opportunities: AMR/Field Study, Internships, and Independent Research

Applied Management Research (AMR) Program/Field Study: At UCLA Anderson, our entertainment students have completed more than 300 **entertainment and media field study projects**. Teams of students complete an eight-unit, six-month Applied Management Research project as the capstone of their MBA. These projects, a central part of the second-year curriculum, are chosen by student teams to match their career interests. Students also may work with top faculty members on **Special Projects** focused on a sector or issue in the industry. Three of these special projects have been published for use by our industry community. In addition, a select number of students may create their own well-planned business in the AMR structure.

Internships and Research Projects: Students may take Mgmt. 596, **independent study, as** two of the three non-Anderson electives. Independent studies are academic research projects done in conjunction with an Anderson faculty member. Students also may take an additional **academic internship** (Mgmt 454) to assist in their transition to new industry areas, in addition to those nine Anderson electives and three non-Anderson electives noted above. Most entertainment and media students take their permitted academic internship during the spring quarter of their first year, spending 10 to 15 hours per week doing graduate-level work at a company in their initial area of interest. Through academic internships, students gain exposure to the sector, build their network and often make vital connections for summer and permanent positions.

IV. Personal Opportunities: Networking and Events

The Institute encourages and supports students interested in the entertainment and media businesses to craft their own niches and pursue their own unique opportunities upon graduation. UCLA Anderson benefits strongly from our relationships in the field, our enthusiastic **Entertainment Management Association student group**, and our proximity to many of the key players in the field. All these factors help our students to learn about the industry, make contacts, find internships while at UCLA Anderson and shape a career in the entertainment industry.

EMA: The Student Organization

The **Entertainment Management Association** ("EMA"), the student club for those interested in the business aspects of the entertainment industry, sponsors nearly weekly activities. It also provides opportunities to interact with industry executives through such events as Entertainment Career Night and Days on the Job. More information on EMA can be found at <http://www.anderson.ucla.edu/zone/clubs/ema>.

Additional Information

For further questions about UCLA Anderson, required test scores, financial aid, or to request an admissions packet, please do one of the following:

- Visit the UCLA Anderson MBA Program web site to request an admissions packet or other information: <http://www.mba.anderson.ucla.edu/>
- Email to mba.admissions@anderson.ucla.edu, or
- Call the UCLA Anderson MBA Program Office at (310) 825-6944.

For more information on the Entertainment and Media Management Institute, please view the Institute's web site at <http://www.anderson.ucla.edu/emmi.xml>. The Institute keeps current information available at its URL. For answers specific questions **after** examining the web site, applicants can contact the Institute at the address below:

Entertainment and Media Management Institute

UCLA Anderson School of Management

110 Westwood Plaza, Suite F109, Los Angeles, CA 90095-1481

Phone: (310) 206-4052 Fax: (310) 206-7393

E-mail: entertainment.media@anderson.ucla.edu

Website: <http://www.anderson.ucla.edu/emmi.xml>