

**Graduate School of Media and Communications**  
**Executive Masters in Media Leadership and Innovation**

S #	Subject Area	Catalog #	Course Title	Credit Hours	Grading Basis
1	GSMC	7001-B015	Leading Media Enterprises in the Digital Era	4.00	GRD
2	GSMC	7002-B015	Leading Resource Planning I: People & Technology	4.00	GRD
3	GSMC	7003-B015	Leadership for Innovation & Growth	4.00	GRD
4	GSMC	7004-B015	Risk Management, Law & Ethics for Media Industries	4.00	GRD
5	GSMC	7005-B015	Strategic Branding & Marketing in the Digital Era	4.00	GRD
6	GSMC	7006-B015	Entrepreneurial Enterprise & Corporate Renewal	4.00	GRD
7	GSMC	7007-B015	Leading Resource Planning II: Finance & Facilities	4.00	GRD
8	GSMC	7008-B015	Research for Media & Communications Business	4.00	GRD
9	GSMC	7099-B015	Capstone Leadership Project	8.00	PF