



John Brown University — Digital Cinema BS + MBA [4+1]

A 4-year undergraduate degree in Digital Cinema combined with an MBA Graduate degree in 5 years!

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The movie business is made up of self-employed, contract workers who wield their craft one feature film at a time. Our undergrad program in Digital Cinema will help you achieve the skills and the experience to produce professional work and our graduate degree in Business will help you learn how to professionally market those skills and create a viable business model.

The purpose of the John Brown University's Digital Cinema + MBA program is to help students learn the collaborative skills of modern filmmaking combined with business and management skills and leadership strengths that will enable them to excel in their areas of calling, enable and empower their colleagues, and be light and salt in the world. With JBU's culture of training the head, heart, and hand infused into its programs, JBU Digital Cinema + MBA graduates are uniquely prepared to offer leadership with character, competence, and conscience.

After a thorough undergrad program of foundational cinema courses followed by in-depth work writing and developing your own screenplay, and producing a short narrative film ready for film festivals and distribution, you begin your business education with foundational undergrad business courses plus 12 hours of graduate business courses while you are still in your undergrad program. That's 12 hours of MBA coursework for free and completed by the time you earn your BS! You can then complete your MBA with one year of full-time work and all of that coursework is offered both on-campus and online. So, you can finish your Bachelor's degree in Digital Cinema, start your career, and complete your grad degree online. Wow, what an opportunity!

Through interaction with faculty and practitioners, students of the MBA program learn to analyze diverse business situations, analyze complex problems, and provide strategic leadership to organizations. Students will strengthen their management skills in accounting, marketing, economics, and finance, and they will develop leadership skills in the areas of team building, innovation, and organizational change.

An ambitious student who follows his or her plan can go from "beginning freshman" to "MBA graduate" in five years. The addition of the MBA can be a strong addition of value to the Digital Cinema major at JBU.

The diagram on the back shows the Digital Cinema + MBA [4+1]

DUAL CREDIT

Through the Dual Credit option at JBU, upper division undergraduate students with a sufficiently high GPA may apply to take up to 12 credit hours of graduate business and leadership courses. Those courses apply to the student's total undergraduate credit hours and are treated as part of normal load and tuition. When the student is awarded his or her undergraduate degree, those courses then count as graduate level credit hours. Through JBU's Dual Credit option, students may complete up to one-third of their 36-hour MBA prior to receiving their undergraduate degree, thus lowering the cost of an MBA by a third. Upon graduation, the student may complete the remaining 24 hours in a year, and all of those courses (with the exception of intensives and international practicum courses) may be completed in person or online.

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