

ARTS AND ENTERTAINMENT MANAGEMENT, MBA

Campus: NYC

Our MBA in Arts and Entertainment Management prepare students for managerial leadership positions in a variety of arts and entertainment fields, including media and television and the performing arts of dance, music and theater, and such venues as theater companies, museums, dance companies, contemporary and classical music organizations, art galleries, talent representation and management companies, and television production. Our coverage of the disciplines of accounting, finance, and marketing along with our industry-specific content assures a match of competencies for managing and sustaining businesses in the field of arts and entertainment management.

Across the nation, there are few arts and entertainment programs from business schools, fewer that offer an MBA, and even fewer that offer a program from an AACSB-accredited program, the premier business accrediting body. In New York State, we are one of two such programs. In New York City, we are the only one.

Code	Title	Credits
Core Curriculum (27 credits)		
MBA 802	Business Economics for Decision-Making	3
MBA 804	Financial Accounting for Managers	3
MBA 806	Driving Marketing Performance	3
MBA 808	Creating Value Through Finance	3
MBA 810	Business Analytics and Statistics	3
MBA 812	Managing Operations and Projects	3
MBA 814	Leading and Managing Teams	3
MBA 816	Disruptive Technologies and Innovation	3
MBA 818	Global Business, Ethics, and Social Responsibility	3
Concentration Electives (9 credits)		
Choose three (3) courses from the following:		
MGT 620	Arts and Entertainment Management	3
MGT 621	Programming and Producing Practicum	3
MGT 622	Fundamentals of Fundraising, Revenue Development, and Budgeting in the Arts	3
MGT 623	Project and Event Management in Arts and Entertainment	3
MGT 624	Agent Representation in Arts and Entertainment	3
Capstone (3 credits)		
MBA 820	Strategic Decisions	3
Total Credits		39