

# ARTS & ENTERTAINMENT MANAGEMENT, MS

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Campus: NYC

Code	Title	Credits
<b>Required Courses (15 credits)</b>		
MBA 814	Leading and Managing Teams	3
MGT 620	Arts and Entertainment Management	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 621	Programming and Producing Practicum	3
<b>Elective Courses (12 credits)</b>		
Choose four (4) courses from the following:		
LAWG 640	Entertainment Law	
MGT 632	Venture Initiation and Entrepreneurship	
MGT 624	Agent Representation in Arts and Entertainment	
MGT 650	Negotiations and Bargaining	
MGT 680	Human Resources Management	
MGT 692Q	Research Project	
MBA 806	Driving Marketing Performance	
MAR 646	Social Media and Mobile Marketing Strategies	
INB 670	Seminar: Advanced Topics in International Business	
<b>Capstone Course (3 credits)</b>		
MGT 629	Entertainment Business Capstone: Revenue, Technology, and Strategy	3
<b>Total Credits</b>		<b>30</b>