

MANAGEMENT MAJOR, BBA - ARTS AND ENTERTAINMENT MANAGEMENT CONCENTRATION

Campus: NYC

The Arts and Entertainment Management concentration prepares students for careers in theatre companies, museums, dance companies, art galleries, talent representation and management companies, and television production firms, as well as related support services. Students learn how to analyze and respond as managers to such environmental factors as changing laws, economic challenges, technological changes, union activities, cultural issues, and domestic and international trends in arts and entertainment. Further, Lubin leverages its New York City connections to bring award-winning, directors, producers, and entertainment managers into the classroom.

Major Completion Summary

Requirement	Credits
University Core Requirements	47
Major Requirements	53
Open Electives	20
Total Credits	120

University Core Requirements (47 Credits)

See complete University Core (<https://catalog.pace.edu/undergraduate/university-core-curriculum/>) requirements.

Includes several of the major-required courses listed below:

Code	Title	Credits
Foundation Requirements (28 Credits)		
MAT 104	Finite Mathematics	3
CIS 101	Introduction to Computing (or TS 105)	3
ENG 110	Composition	3
ENG 120	Critical Writing	4
ENG 201	Writing in the Disciplines	3
COM 200	Public Speaking	3
Lab Science		3
Second Language Requirement		6
General Core (19 Credits) ¹		
ECO 105	Principles of Economics: Macroeconomics (or any PSY course)	3
ECO 106	Principles of Economics: Microeconomics	3
MAT 117	Elementary Statistics	4
Three Arts and Humanities (A&H) Courses		9

¹ ECO 106, MAT 117, and ECO 105/PSY are applied to the General Core requirement as Natural Sciences and Social Sciences (NSS) courses.

Major Requirements (53 Credits)

Code	Title	Credits
Business Core ¹		
BUS 101	Contemporary Business Practice	3
ACC 203	Financial Accounting	4
ACC 204	Managerial Accounting	4
FIN 260	Financial Management	3
LAW 150	Business Law I	3
MAR 201	Principles of Marketing	3
MGT 150	Managerial and Organizational Concepts	3
MGT 226	Business Analytics	3

MGT 490	Business Strategy	3
Major Requirements		
MGT 222	Organizational Behavior	3
MGT 150	Managerial and Organizational Concepts ²	
MGT 226	Business Analytics ²	
MGT 490	Business Strategy ²	
Arts and Entertainment Management Concentration		
<i>Required Concentration Courses</i>		
MGT 235	Arts and Entertainment Management	3
MGT 370	Managing Creativity	3
MGT 470	Entertainment Management Seminar	3
<i>Required International Management Course</i>		
Select one of the following:		3
MGT 240	International Management	
MGT 341	Comparative Management Systems	
MGT 342	The Human Dimension in International Management	
MGT 347	International Management Field Study	
<i>Elective Concentration Courses</i>		
Select nine credits of 300-Level Electives are required. Select two courses from Group A and only one course from Group B, or select three courses from Group A:		9
Group A Electives		
MGT 312	Event Management	
MGT 365	Managerial Negotiations	
MGT 370	Managing Creativity	
MGT 371	Managing Entertainment Projects	
MGT 372	Managing Stakeholder Relationships in the Arts	
MGT 373	Technology Innovation and the Arts	
MGT 374	New Venture Creation for the Arts and Entertainment Industry	
MGT 375	Management in the Business of Music	
MGT 394A	Management Internship	
MGT 397E	Topic: Special Topics in Management: Managing Concert Touring and Promotion	
Group B Electives		
MAR 221	Advertising Strategy & Creative	
MAR 363	Special Events Marketing for Arts, Entertainment and Sports	
MAR 366	Sports Sponsorship	
LAW 317	Sports and Entertainment Law	
Total Credits		53

¹ See Business Core Requirements (<https://catalog.pace.edu/undergraduate/schools/lubin-school-business/university-core-curriculum-requirements-lubin-majors/>) for more details.

² Applied toward the Business Core.

Open Electives (20 Credits)

Code	Title	Credits
Open Electives		
Select an additional 18 credits ¹		18
UNV 101	First-Year Seminar: Introduction to University Community	1
BUS 255	Professional Planning and Practice for Internships and Careers	1
Total Credits		20

¹ Includes UNV 101 First-Year Seminar: Introduction to University Community (1 credit) for all first-year students

Course	Title	Credits
First Year		
Fall		
UNV 101	First-Year Seminar: Introduction to University Community	1
BUS 101	Contemporary Business Practice	3
ENG 110	Composition	3
MAT 104	Finite Mathematics	3
Arts and Humanities (A&H)		3
Foundation Science Course with Lab		3
Credits		16
Spring		
CIS 101	Introduction to Computing	3
ECO 106	Principles of Economics: Microeconomics	3
MAT 117	Elementary Statistics	4
ENG 120	Critical Writing ¹	4
Learning Community (LC) Required*		
Credits		14
Second Year		
Fall		
ACC 203	Financial Accounting	4
COM 200	Public Speaking	3
MGT 235	Arts and Entertainment Management	3
MGT 150	Managerial and Organizational Concepts	3
Second Language Course		3
Credits		16
Spring		
ACC 204	Managerial Accounting	4
BUS 255	Professional Planning and Practice for Internships and Careers	1
MAR 201	Principles of Marketing	3
Arts and Humanities (A&H) and/or Writing Enhanced (WE)		3
Second Language Course or Liberal Arts & Science Elective		3
Credits		14
Third Year		
Fall		
ENG 201	Writing in the Disciplines	3
FIN 260	Financial Management	3
MGT 222	Organizational Behavior	3
Foundation Science Course with Lab		3
Arts and Humanities (A&H) and/or Writing Enhanced (WE)		3
Credits		15
Spring		
ECO 105	Principles of Economics: Macroeconomics (or one PSY course)	3
LAW 150	Business Law I	3
MGT 240 or MGT 341	International Management (Or MGT 342 or MGT 347) or Comparative Management Systems	3
MGT 226	Business Analytics	3
MGT 370	Managing Creativity	3
Credits		15
Fourth Year		
Fall		
AEM Concentration Group A Elective		3
MGT 490	Business Strategy	3

Open Elective		3
Open Elective		3
Open Elective		3
Credits		15
Spring		
MGT 470	Entertainment Management Seminar	3
AEM Concentration Group A or B Elective		3
Open Elective		3
Open Elective		3
Open Elective		3
Credits		15
Total Credits		120

¹ Students transferring ENG 120 with 3 credits will need to take an additional one (1) Liberal Arts and Science Elective Credit.