

# 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	53
Major Requirements	53
Open Electives	25
<b>Total Credits</b>	<b>128</b>

## University Core Requirements (53 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
<b>Foundation Requirements</b>		
MAT 104	Finite Mathematics	3
CIS 101	Introduction to Computing	3
or TS 105	Computers for Human Empowerment	
<b>Lubin Foundation Requirement in Quantitative Reasoning <sup>1</sup></b>		
ECO 105	Principles of Economics: Macroeconomics	3
ECO 106	Principles of Economics: Microeconomics	3
MAT 117	Elementary Statistics <sup>2</sup>	4
One Elective Course in Mathematics or Economics <sup>3</sup>		3

<sup>1</sup> These four courses are applied to the University Core Areas of Knowledge (AOK) requirement as an In-depth Sequence in Quantitative Reasoning. Therefore, Lubin majors are required to complete only one course from each of the four Areas of Knowledge. See Lubin Foundation Requirement (<https://catalog.pace.edu/undergraduate/schools/lubin-school-business/university-core-curriculum-requirements-lubin-majors/#business-foundation>) in Quantitative Reasoning for more details.

<sup>2</sup> MAT 117 Elementary Statistics satisfies one course in AOK- HSN (AOK5)

<sup>3</sup> Any ECO or MAT course, except MAT 100, 102, 103, 104, 117, 130, 134, 234 or ECO 105 or 106.

## Major Requirements (53 Credits)

Code	Title	Credits
<b>Business Core <sup>1</sup></b>		
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 150	Managerial and Organizational Concepts <sup>2</sup>	(3)
MGT 222	Organizational Behavior	3
MGT 226	Business Analytics <sup>2</sup>	(3)
MGT 490	Business Strategy <sup>2</sup>	(3)

**Arts and Entertainment Management Concentration***Required Concentration Courses*

MGT 235	Arts and Entertainment Management	3
MGT 370	Managing Creativity	3
MGT 470	Entertainment Management Seminar	3

*Required International Management Course*

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	

*Elective Concentration Courses*

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

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

<sup>2</sup> Applied toward the Business Core.

**Open Electives (25 Credits)**

Code	Title	Credits
<b>Open Electives</b>		
Select 25 credits <sup>1</sup>		25
<b>Total Credits</b>		<b>25</b>

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

Course	Title	Credits
<b>First Year</b>		
<b>Fall</b>		
UNV 101	First-Year Seminar: Introduction to University Community	1
BUS 101	Contemporary Business Practice	3
ECO 105	Principles of Economics: Macroeconomics	3
ENG 110 or ENG 120	Composition or Critical Writing	3 or 4
MAT 104	Finite Mathematics	3
Area of Knowledge (AOK)		3
<b>Credits</b>		<b>16-17</b>
<b>Spring</b>		
CIS 101	Introduction to Computing	3
ECO 106	Principles of Economics: Microeconomics	3
MAT 117	Elementary Statistics	4
ENG 120	Critical Writing (or Area of Knowledge (AOK)) <sup>1</sup>	4
MGT 150	Managerial and Organizational Concepts	3
Learning Community (LC) Required*		
<b>Credits</b>		<b>17</b>
<b>Second Year</b>		
<b>Fall</b>		
ACC 203	Financial Accounting	4
COM 200	Public Speaking	3
MGT 235	Arts and Entertainment Management	3
MAT or ECO Elective		3
Second Language Course		3
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
ACC 204	Managerial Accounting	4
LAW 150	Business Law I	3
MAR 201	Principles of Marketing	3
Area of Knowledge (AOK)		3
Second Language Course or Liberal Arts & Science Elective		3
<b>Credits</b>		<b>16</b>
<b>Third Year</b>		
<b>Fall</b>		
ENG 201	Writing in the Disciplines	3
MGT 222	Organizational Behavior	3
Foundation Science Course with Lab		3
Area of Knowledge (AOK) and/or Writing Enhanced (WE)		3
FIN 260	Financial Management	3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
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
Area of Knowledge (AOK)		3
Open Elective and/or Writing Enhanced (WE)		3
Open Elective		3
<b>Credits</b>		<b>18</b>

**Fourth Year**

**Fall**

AEM Concentration Group A Elective	3
MGT 490 Business Strategy	3
Open Elective and/or Civic Engagement (CE/AOK I)	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 128-129**

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