

MUSIC BUSINESS (MA)

Department Website (<http://steinhardt.nyu.edu/music/>)

NYSED: 93160 HEGIS: 1099.00 CIP: 50.0999

Program Description

The MA program in Music Business addresses the music industry as a unique business operating within corporate and entrepreneurial structures. The skills students develop in the program prepare them to work in a variety of positions and settings in a fast-paced industry that needs thoroughly trained personnel who can apply business and administration theory to problems that have a strong aesthetic and artistic dimension.

The MA program harnesses the strengths of NYU Steinhardt's Department of Music and Performing Arts Professions and the NYU Stern School of Business by requiring classes in both schools. In addition to providing structured courses, the curriculum promotes student autonomy through an interactive classroom atmosphere, internships, international opportunities, and research requirements. Students are encouraged to participate in extracurricular activities such as the MUBG Student Ambassador Board, the NYU Concert Program Board, and radio station WNYU.

Career Opportunities

The program prepares highly skilled, disciplined, and thoroughly trained management professionals for the commercial (for profit) music business sector. Graduates serve as managers, new product developers, promoters, record administrators, digital strategists, music publishers, marketers, distributors, entrepreneurs, data analysts, producers, and in many other capacities.

Admissions

Admission to graduate programs in the Steinhardt School of Culture, Education, and Human Development requires the following minimum components:

- Résumé/CV
- Statement of Purpose
- Letters of Recommendation
- Transcripts
- Proficiency in English

See NYU Steinhardt's Graduate Admissions website (<https://steinhardt.nyu.edu/admissions/how-apply/graduate-students/>) for additional information on school-wide admission. Some programs may require additional components for admissions.

See How to Apply (<https://steinhardt.nyu.edu/degree/ma-music-business/how-apply/>) for admission requirements and instructions specific to this program.

Program Requirements

The program requires the completion of 42 credits, and offers a concentration in Music Technology (see below for concentration requirements).

Note: Statistics will be required as a prerequisite for the proposed program. This requirements may be satisfied by prior work at the

undergraduate or graduate level. Students who have not met this prerequisite will complete this requirement during their first semester and graduate with 45 credits.

Course	Title	Credits
Major Requirements		
<i>Core Music Business Courses</i>		
MPAMB-GE 2001	Music Business Graduate Prof Developmnt Sequence (register for this each semester)	0
MPAMB-GE 2101	Principles and Practice in The Music Industry	3
MPAMB-GE 2102	Law and Music Industry	3
MPAMB-GE 2103	Environment of The Music Industry	3
MPAMB-GE 2203	Emerging Models and Markets for Music ¹	3
MPAMB-GE 2301	Music Business Graduate Internship (Variable 1-3 units per semester; 3 units total)	3
MPAMB-GE 2401	Colloquy Music Business	3
MPAMB-GE 2211	Data Analysis in the Music Industry: Strategy & Application	3
MPAMB-GE 2225	Music Publishing: Background Practice	3
<i>Business Courses (at the Stern Business School)</i>		
COR1-GB 1302	Leadership in Organizations (Steinhardt Students Section)	3
COR1-GB 1306	Financial Accounting and Reporting (Steinhardt Students Section)	3
Entertainment, Media, Technology Elective(s) (1.5 credits each, 3 credits total)		3
Electives		
<i>Music Business Electives</i>		
Select at least three of the following:		9
MPAMB-GE 2201	Artists and Repertoire Seminar Music Business	
MPAMB-GE 2202	Promotion/Publicity in The Music Industry	
MPAMB-GE 2105	Concert Management	
MPAMB-GE 2206	Strategic Marketing in The Music Industry	
MPAMB-GE 2208	Music Innovation and Social Change	
MPAMB-GE 2207	Global Music Management ²	
Total Credits		42

1

This course is offered in Brazil in January of odd-numbered years.

2

This course is offered in London in January of even-numbered years.

Music Business with a Concentration in Music Technology

Course	Title	Credits
Major Requirements		
<i>Core Music Business Courses</i>		
MPAMB-GE 2001	Music Business Graduate Prof Developmnt Sequence	0

MPAMB-GE 2101	Principles and Practice in The Music Industry	3
MPAMB-GE 2102	Law and Music Industry	3
MPAMB-GE 2103	Environment of The Music Industry	3
MPAMB-GE 2203	Emerging Models and Markets for Music ¹	3
MPAMB-GE 2301	Music Business Graduate Internship (Variable 1-3 units per semester; 3 units total)	3
MPAMB-GE 2401	Colloquy Music Business	3
MPAMB-GE 2211	Data Analysis in the Music Industry: Strategy & Application	3
MPAMB-GE 2225	Music Publishing: Background Practice	3
<i>Required Courses for Concentration in Music Technology</i>		
MPATE-GE 2600	Graduate Seminar in Music Technology	3
Select one of the following:		3
MPATE-GE 2590	Graduate Fundamentals of Music Technology	
Music Technology Elective		
<i>Business Courses (at the Stern Business School)</i>		
COR1-GB 1302	Leadership in Organizations (Steinhardt Students Section)	3
COR1-GB 1306	Financial Accounting and Reporting (Steinhardt Students Section)	3
EMT (Entertainment, Media, Technology) Elective(s) (1.5 credits each, 3 credits total)		3
Electives		
<i>Music Technology Electives</i>		
Select one of the following:		3
MPATE-GE 2013	Audio Mastering	
MPATE-GE 2135	Mixing in the Digital Audio Workstation	
MPATE-GE 2609	Electronic Music Performance	
MPATE-GE 2611	Concert Recording I	
MPATE-GE 2620	Audio for Video I	
MPATE-GE 2627	Aesthetics of Recording	
MPATE-GE 2629	Adv Audio Production	
Advanced Topics in Music Technology		
Total Credits		42

1

This course is offered in Brazil every other January; 2023, 2025, etc.

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
MPAMB-GE 2001	Music Business Graduate Prof Developmnt Sequence	0
MPAMB-GE 2101	Principles and Practice in The Music Industry	3
MPAMB-GE 2102	Law and Music Industry	3
MPAMB-GE 2225 or MPAMB-GE 2211	Music Publishing: Background Practice or Data Analysis in the Music Industry: Strategy & Application	3

COR1-GB 1302 or COR1-GB 1306	Leadership in Organizations or Financial Accounting and Reporting	3
Credits		12
2nd Semester/Term		
MPAMB-GE 2001	Music Business Graduate Prof Developmnt Sequence	0
MPAMB-GE 2103	Environment of The Music Industry	3
MPAMB-GE 2225 or MPAMB-GE 2211	Music Publishing: Background Practice or Data Analysis in the Music Industry: Strategy & Application	3
MPAMB-GE 2301	Music Business Graduate Internship	1
COR1-GB 1302 or COR1-GB 1306	Leadership in Organizations or Financial Accounting and Reporting	3
Music Business Elective		3
Credits		13
3rd Semester/Term		
MPAMB-GE 2001	Music Business Graduate Prof Developmnt Sequence	0
MPAMB-GE 2301	Music Business Graduate Internship	1
Music Business Elective or Emerging Models course		3
Music Business Elective		3
EMT (Entertainment, Media, Technology) Elective(s)		3
MPAMB-GE 2203	Emerging Models and Markets for Music	3
Credits		13
4th Semester/Term		
MPAMB-GE 2001	Music Business Graduate Prof Developmnt Sequence	0
MPAMB-GE 2401	Colloquy Music Business	3
MPAMB-GE 2301	Music Business Graduate Internship	1
Credits		4
Total Credits		42

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Apply business and administration theory to problems that have a strong aesthetic and artistic dimension.
2. Define, critique, and evaluate the structure and operation of the music business.
3. Devise organizational objectives and make strategy decisions to reach goals.
4. Design final Colloquy projects that propose changes and innovations to take the industry forward.

Policies

NYU Policies

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

Steinhardt Academic Policies

Additional academic policies can be found the Steinhardt academic policies page (<https://bulletins.nyu.edu/graduate/culture-education-human-development/academic-policies/>).