

# PERFORMING ARTS ADMINISTRATION (MA)

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

NYSED: 08106 HEGIS: 1099.00 CIP: 50.9999

## Program Description

The master's degree program in performing arts administration was founded in 1971 and is one of the oldest arts management programs in the country. The program educates prospective and practicing administrators for positions with outstanding arts organizations in this country and abroad. It does this with a combination of courses, specifically designed for arts administrators, in the areas of the environment of arts administration; development for the arts; marketing the performing arts; law and the arts; statistics; and business courses in economics, accounting, behavioral science, and marketing, which may be offered through NYU's Leonard N. Stern School of Business or Wagner Graduate School of Public Service. In addition, the program emphasizes the acquisition of executive skills in the areas of organizational assessment, career planning, and executive presentation through periodic workshops offered only to students enrolled in the master's degree program. Internships with leading arts managers are a required part of the program of study and enhance coursework. In recent years, interns, who usually receive a small weekly stipend, have trained with managers of organizations as varied as Carnegie Hall, American Ballet Theatre, Brooklyn Academy of Music, Manhattan Theatre Club, and National Endowment for the Arts. In addition, guest lecturers and adjunct faculty from the field regularly speak at special forums.

## Special Opportunity

Summer Study Abroad in Arts Administration takes degree and visiting students to the Netherlands, Germany, and France to study alternative ways of managing arts organizations through intensive examination of current practices in Europe. The 6-unit graduate course examines the effects of economics, politics, and management on arts policy and practice.

Traveling to Utrecht, Amsterdam, Berlin, and Paris, students meet with curators, performing arts managers, and national policymakers and tour a variety of theatres, museums, and cultural institutions. The course is designed for both graduate students and alumni of both visual and performing arts administration programs as well as arts administrators with professional experience in the field.

## 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-performing-arts-administration/how-apply/>) for admission requirements and instructions specific to this program.

## Program Requirements

The program requires the completion of 48 credits, comprised of the following:

Course	Title	Credits
<b>Major Requirements</b>		
MPAPA-GE 2217	Professional Development in Performing Arts Administration	0
MPAPA-GE 2130	Environment of Performing Arts Administration.	3
MPAPA-GE 2131	Prin/Prac Performing Arts Administration	3
COR1-GB 2310	Marketing	3
COR1-GB 1302	Leadership in Organizations	3
MPAPA-GE 2217	Professional Development in Performing Arts Administration	0
MPAPA-GE 2008	Law & Performing Arts	3
MPAPA-GE 2132	Devel for The Perf Arts	3
COR1-GB 1306	Financial Accounting and Reporting	3
MPAPA-GE 2105	Marketing The Performing Arts	3
MPAPA-GE 2120	Plnng & Fin F/ The P/a	3
MPAPA-GE 2001	Internship Performing Arts Admin I	1.5
MPAPA-GE 2222	Sem Cult Pol:Issues in Current Perf Arts Admin	3
MPAPA-GE 2133	Governance of Perf Arts	3
MPAPA-GE 2002	Internship Performing Arts Admin II	1.5
<b>Electives</b>		
Other Elective Credits		12
<b>Total Credits</b>		<b>48</b>

## Sample Plan of Study

Course	Title	Credits
<b>1st Semester/Term</b>		
MPAPA-GE 2217	Professional Development in Performing Arts Administration	0
MPAPA-GE 2130	Environment of Performing Arts Administration.	3
MPAPA-GE 2131	Prin/Prac Performing Arts Administration	3
COR1-GB 2310	Marketing	3
COR1-GB 1302	Leadership in Organizations	3
		<b>Credits</b>
		<b>12</b>
<b>2nd Semester/Term</b>		
MPAPA-GE 2217	Professional Development in Performing Arts Administration	0
MPAPA-GE 2008	Law & Performing Arts	3
MPAPA-GE 2132	Devel for The Perf Arts	3
COR1-GB 1306	Financial Accounting and Reporting	3
Elective		3
		<b>Credits</b>
		<b>12</b>
<b>3rd Semester/Term</b>		
MPAPA-GE 2105	Marketing The Performing Arts	3
MPAPA-GE 2120	Plnng & Fin F/ The P/a	3
MPAPA-GE 2001	Internship Performing Arts Admin I	1.5
Elective		4.5
		<b>Credits</b>
		<b>12</b>

4th Semester/Term		
MPAPA-GE 2222	Sem Cult Pol:Issues in Current Perf Arts Admin	3
MPAPA-GE 2133	Governance of Perf Arts	3
MPAPA-GE 2002	Internship Performing Arts Admin II	1.5
Elective		4.5
<b>Credits</b>		<b>12</b>
<b>Total Credits</b>		<b>48</b>

## Learning Outcomes

Upon successful completion of the program, graduates will:

1. Demonstrate an understanding of the vocabulary, institutions, theories, research, and challenges that constitute the performing arts world.
2. Demonstrate an understanding of the economic, political, and social environment in which artists and performing arts organizations operate.
3. Acquire an understanding of the global arts environment.
4. Understand the role that diversity, equity, and inclusion play in increasing access to and the democratization of performing arts organizations.
5. Acquire management skills to make informed, sustainable, and evidence-based decisions.

## 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/>).