

EVENT MANAGEMENT (MS)

Department Website (<https://www.sps.nyu.edu/homepage/academics/masters-degrees/ms-in-event-management.html>)

NYSED: 39918 **HEGIS:** 0510.00 **CIP:** 52.0907

Program Description

The Master of Science in Event Management is a 36-credit program that includes a core curriculum, which provides the critical business skills required of event professionals, in the areas of finance and accounting, marketing, event production, risk management, and data analytics. The program also includes an internship requirement, affording students the opportunity to gain valuable work experience in the event sector prior to graduation. (This component can be waived if the student has a minimum of two years of relevant, full-time work experience or the equivalent in part-time work.)

The program offers elective classes in three tracks—business development, sport event management, and event operations. Students can select courses from across these tracks, allowing them to tailor the program to their own interests and professional goals. A capstone class provides students with the option to choose between a consulting practicum and an individual thesis.

Taught by faculty members who are leading industry professionals, the program is structured to meet the needs of working professionals and full-time students. Typically, students complete the degree within one-and-a-half years of full-time study or in two to three years of part-time study. Learning occurs in the classroom and in the field. Networking opportunities, lecture series, research projects, and internships provide students with valuable pathways to achieve their professional objectives—whether they are just launching their event career or have been working in the industry for years.

Those individuals with relevant work experience may be eligible to waive a core course with departmental approval. Waivers allow students to take alternative courses in their field of interest; they do not reduce the number of credits required to earn the degree.

Admissions

All applicants to the School of Professional Studies (SPS) are required to submit the general application requirements (<https://www.sps.nyu.edu/homepage/admissions/admissions-criteria-and-deadlines/general-graduate-admissions-criteria.html>), which include:

- Application Fee
- College/University Transcripts
- Résumé
- Statement of Purpose
- Degree Requirements
- Recommendations
- Kira Talent Assessment
- Degree-Specific Requirements
- English Language Assessment
- Pearson Versant English Placement Test
- International Transcript Evaluation
- International Student Visa Requirements

See degree specific application requirements (<https://www.sps.nyu.edu/homepage/admissions/admissions-criteria-and-deadlines/graduate-programs.html>) for instructions specific to this program.

Program Requirements

The program requires the completion of 36 credits, comprised of the following:

Course	Title	Credits
Core Curriculum		
MSEM1-GC 1005	Financial Analysis for Events	3
MSEM1-GC 1010	Event Production and Design	3
MSEM1-GC 1015	Managing Contracts and Risks	1.5
MSEM1-GC 1020	Event Marketing Strategies	3
MSEM1-GC 1025	Research and Data Analytics	3
MSEM1-GC 1030	Quantitative Methods for Business	1.5
MSEM1-GC 1035	Entrepreneurship and Business Plan Development	1.5
Internship		
MSEM1-GC 1100	Internship ¹	1.5
Electives		
Other Elective Credits ²		15
<i>Tracks</i>		
Business Development (see track requirements below)		
Sport Event Management (see track requirements below)		
Event Operations (see track requirements below)		
Capstone		
Select one of the following:		3
MSEM1-GC 3000	Consulting Practicum	
MSEM1-GC 3005	Individual Thesis ³	
Total Credits		36

¹

Students with at least 2 years of relevant full-time work experience, or the equivalent in part-time work, may qualify for a waiver. Waiving the internship requirements allows students to take an additional 1.5 credits in electives.

²

Students may select classes across three different tracks. Students may also take up to 6 credits in the MS in Tourism Management, MS in Hospitality Industry Studies, or related programs in consultation with their adviser.

³

Students are required to complete one of the capstone courses. For the Individual Thesis option, departmental approval is needed after submitting a proposal.

Tracks

Business Development

Course	Title	Credits
MSEM1-GC 2000	Project Management for Events	3
MSEM1-GC 2005	HRM and Volunteer Management	3

MSEM1-GC 2010	Digital Marketing and Social Media	3
MSEM1-GC 2015	Managing Your Event Business	3

Sport Event Management

Course	Title	Credits
TCSB1-GC 2140	Planning & Development of Major Sporting Events	3
TCSB1-GC 2040	Sport Sponsorship and Sales	3
TCSB1-GC 2010	Sport Public Relations and New Media Strategies	3
MSEM1-GC 2020	Facilities and Venue Management	3
MSEM1-GC 2025	The Business of Sports	3

Event Operations

Course	Title	Credits
MSEM1-GC 2030	Convention and Exhibition Management	3
MSEM1-GC 2035	Festivals and Social Events	3
MSEM1-GC 2040	Event Technologies	1.5
MSEM1-GC 2045	Permitting for Events	1.5
MSEM1-GC 2055	Ethics, CSR and Sustainability in Events	1.5
MSEM1-GC 2050	Current Issues in Events	1.5-3
MSEM1-GC 2060	Independent Study in Events	1.5

Sample Plan of Study

Full Time Plan of Study

Course	Title	Credits
1st Semester/Term		
MSEM1-GC 1005	Financial Analysis for Events	3
MSEM1-GC 1010	Event Production and Design	3
MSEM1-GC 1025	Research and Data Analytics	3
MSEM1-GC 1030	Quantitative Methods for Business	1.5
MSEM1-GC 1035	Entrepreneurship and Business Plan Development	1.5
Credits		12
2nd Semester/Term		
MSEM1-GC 1020	Event Marketing Strategies	3
MSEM1-GC 2000	Project Management for Events	3
MSEM1-GC 2020	Facilities and Venue Management	3
MSEM1-GC 1100	Internship	1.5
MSEM1-GC 1015	Managing Contracts and Risks	1.5
Credits		12
3rd Semester/Term		
MSEM1-GC 2035	Festivals and Social Events	3
MSEM1-GC 2025	The Business of Sports	3
MSEM1-GC 2030	Convention and Exhibition Management	3
MSEM1-GC 3000	Consulting Practicum	3
Credits		12
Total Credits		36

Part-Time Plan of Study

Course	Title	Credits
1st Semester/Term		
MSEM1-GC 1005	Financial Analysis for Events	3
MSEM1-GC 1010	Event Production and Design	3
Credits		6
2nd Semester/Term		
MSEM1-GC 1025	Research and Data Analytics	3
MSEM1-GC 1030	Quantitative Methods for Business	1.5
MSEM1-GC 1035	Entrepreneurship and Business Plan Development	1.5
Credits		6

3rd Semester/Term		
MSEM1-GC 1020	Event Marketing Strategies	3
MSEM1-GC 2000	Project Management for Events	3
Credits		6
4th Semester/Term		
MSEM1-GC 2020	Facilities and Venue Management	3
MSEM1-GC 1100	Internship	1.5
MSEM1-GC 1015	Managing Contracts and Risks	1.5
Credits		6
5th Semester/Term		
MSEM1-GC 2035	Festivals and Social Events	3
MSEM1-GC 2025	The Business of Sports	3
Credits		6
6th Semester/Term		
MSEM1-GC 2030	Convention and Exhibition Management	3
MSEM1-GC 3000	Consulting Practicum	3
Credits		6
Total Credits		36

Learning Outcomes

Upon successful completion of the program, graduates will be able to:

1. Analyze the industry; and be able to articulate a nuanced evaluation of its buyers, suppliers, intermediaries, legislative environment and processes.
2. Apply the principles of strategic planning, management and decision-making to common industry processes and challenges.
3. Effectively collect and analyze data, which they will be able to use for critical, evidence based decision making when faced with industry challenges.
4. Evaluate industry principles and trends from a global perspective; by applying concepts to examples and scenarios in different geographical regions, and recognizing global best practice.
5. Apply the business skills expected of contemporary, global event professionals; including finance, sales and marketing, HRM, risk management and business development skills.
6. Articulate their thoughts effectively in a written format, by writing clearly structured and professionally prepared reports, memos, and essays.
7. Present their ideas effectively, by preparing presentations with a professional design and clear structure, and by delivering presentations confidently.
8. Evaluate industry principles and trends from a global perspective; by applying concepts to examples and scenarios in different geographical regions, and recognizing global best practice.
9. Analyze specific and specialized areas of the event industry, by applying concepts from their core curriculum to business development, event operations and/or sport events contexts.

Policies

NYU Policies

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

School of Professional Studies Policies

Additional academic policies can be found on the School of Professional Studies academic policy pag (<https://bulletins.nyu.edu/graduate/>)

professional-studies/academic-policies/)e (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>).