

EVENT MANAGEMENT (MS)

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

NYSED: 39918 **HEGIS:** 0510.10 **CIP:** 52.0907

Program Description

The Jonathan M. Tisch Center of Hospitality (<https://www.sps.nyu.edu/homepage/academics/divisions-and-departments/jonathan-m-tisch-center-of-hospitality.html>) offers the Master of Science in Event Management (MSEM), one of the first degrees of its kind in the country. Its cutting-edge curriculum, focused on the skills event managers need in this fast-growing, globally expanding industry, prepares students for event planning and management careers across private, public, and nonprofit organizations. This comprehensive program of study affords students the benefits and resources of earning an event management degree at NYU (<https://www.nyu.edu/>), while establishing themselves in New York City—home to venues such as Madison Square Garden and the Jacob Javits Center, and host to iconic events such as the U.S. Open and the Macy's Thanksgiving Day Parade.

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