

MUSIC BUSINESS (BM)

Department Website (<https://steinhardt.nyu.edu/programs/music-business/>)

NYSED: 20198 **HEGIS:** 1099.00 **CIP:** 50.9999

Program Description

The Bachelor of Music program in Music Business prepares students to be leaders in the dynamic, global music marketplace of pop and commercial music through an academically rigorous and cross-disciplinary curriculum. In addition to providing structured courses, the curriculum promotes individual choices and development through an interactive classroom atmosphere, internships, and participation in the program's record company, Village Records.

Students are encouraged to participate in extracurricular activities such as the Program Board and radio station WNYU. Students are required to learn about the international music business, and have several study-abroad options. The Music Business curriculum is designed to encourage and facilitate collaboration across disciplines, especially songwriting and music technology. As part of this program, students develop skills that serve them well 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. Students explore the structure of the music industry—its systems, practices, rules, and regulations; examine the reasons behind changes in that structure; and undertake critical analysis and reinvention of the industry structure.

Admissions

New York University's Office of Undergraduate Admissions supports the application process for all undergraduate programs at NYU. For additional information about undergraduate admissions, including application requirements, see How to Apply (<https://www.nyu.edu/admissions/undergraduate-admissions/how-to-apply.html>).

Program Requirements

Course	Title	Credits
Liberal Arts Requirements		
<i>Expository Writing</i>		
EXPOS-UA 1	Writing The Essay:	4
ACE-UE 110	Advanced College Essay: Educ & The Professions	4
<i>Foundations of Contemporary Culture</i>		
Texts and Ideas ¹		4
Cultures and Contexts ¹		4
<i>Foundations of Scientific Inquiry</i>		
MATH-UA 9	Algebra, Trigonometry, and Functions ²	4
<i>Other Liberal Arts Requirements</i>		
ECON-UA 1	Introduction to Macroeconomics	4
ECON-UA 2	Introduction to Microeconomics	4
Select one of the following:		4
MPATC-UE 1505	The Performing Arts in Global Cultures	
MPATC-UE 1068 & MPATC-UE 1077	Music History II: Baroque & Classical and Music History III	

<i>Unrestricted Liberal Arts Elective</i>		
Select eight credits of Unrestricted Liberal Arts Electives		8
<i>Additional Requirements</i>		
SAHS-UE 1	New Student Seminar	0
Writing Proficiency Examination		
Specialization Requirements		
<i>Required Music Courses</i>		
MPATC-UE 6		1
MPATC-UE 7		1
MPATC-UE 35	Music Theory I	2
MPATC-UE 36		2
MPATC-UE 37	Music Theory III	2
MPAJZ-UE 1039	Jazz Theory & Ear Training I	2
	or MPATC-UE 38	
MPAPE-UE 72	Keyboard Skills I	1
MPAPE-UE 73	Keyboard Skills II	1
MPAMB-UE 1500	Collegium and Program Sem in Music Business	0
Music in Contemporary World Cultures		2
<i>Music Business Specialization</i>		
MPAMB-UE 100	Business Structure of The Music Industry	2
MPAMB-UE 200	Concert Management	2
MPAMB-UE 205	Music Publishing	2
MPAMB-UE 210	Music in Media Business	2
MPAMB-UE 300	Int'L Music Business Marketplace	2
MPAMP-UE 1310		2
MPAMB-UE 1400	Entrepreneurship for The Music Industry	3
<i>Core Business Studies</i>		
ACCT-UB 1	Prin of Financial Acctg	4
STAT-UB 1	Stats F/Business Control	4
MGMT-UB 1	Management and Organizations	4
MKTG-UB 1	Intro to Marketing	4
Select two of the following:		4
MKTG-UB 4	Managing Creative Content Development	
MKTG-UB 21		
MKTG-UB 23	Technology's Impact On Entertainment & Media	
MKTG-UB 40	Entertainment & Media Industries	
MKTG-UB 46	Globalization of The Entertainment Industry	
MKTG-UB 56	Digital Business Strategy	
MULT-UB 48	Entertainment Law	
<i>Application Studies</i>		
MPAMB-UE 1320	Internship in Music Business (Sophomores/Juniors/Seniors (this course is taken more than once for a total of 5-8 credits)	5-8
<i>Restricted Music Business Electives</i>		
Music Electives or Advanced-Level Music Business Elective Courses by advisement ³		14
<i>Unrestricted Electives</i>		
Select 20 Unrestricted Elective credits		20
Total Credits		128

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Steinhardt Liberal Arts Core (<http://steinhardt.nyu.edu/advisement/LAC/>)

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Unless exempt. If exempt, add an additional 4-credit liberal arts course.

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Examples of Advanced Music Business Electives include:

- MPAMB-UE 105 Strategic Music and Branding
- MPAMB-UE 1306 Interactive, Internet and Mobile Music
- MPAMB-UE 1305 The Economics and Law of Music Copyright Regulation
- MPAMB-UE 1223 Production/ A & R in Music Industry
- MPAMB-UE 106 Global Music Trend Analysis
- MPAMB-UE 101 Data Analysis in the Music Industry: Introduction & Applications

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
MPATC-UE 1301	Theory & Practice I: Global Approaches to Music	2
MPATC-UE 1302	Aural Skills I: Global Approaches to Music	1
MPAPE-UE 72	Keyboard Skills I	1
EXPOS-UA 1	Writing The Essay:	4
MATH-UA 9	Algebra, Trigonometry, and Functions	4
MPAMB-UE 100	Business Structure of The Music Industry	2
Restricted Electives		2
SAHS-UE 1	New Student Seminar	0
Credits		16
2nd Semester/Term		
MPATC-UE 1311 or MPATC-UE 1312	Theory & Practice II: Tonal Harmony & Voice Leading or Theory & Practice II: Popular Music	2
MPATC-UE 1321 or MPATC-UE 1322	Aural Skills II: Tonal Harmony & Voice Leading or Aural Skills II: Popular Music	1
MPAPE-UE 73	Keyboard Skills II	1
ACE-UE 110	Advanced College Essay: Educ & The Professions	4
ECON-UA 1	Introduction to Macroeconomics	4
MPAMB-UE 200	Concert Management	2
Restricted Electives		2
Credits		16
3rd Semester/Term		
Advanced Theory Elective		2
ECON-UA 2	Introduction to Microeconomics	4
MPAMB-UE 1310	Village Records: Pract Recorded Music Industry	2
MGMT-UB 1	Management and Organizations	4
Restricted Electives		2
MPAMB-UE 1320	Internship in Music Business	2
Credits		16
4th Semester/Term		
Advanced Theory Elective		2
Cultures and Contexts		4
MKTG-UB 1	Intro to Marketing	4
Unrestricted Electives		4
Credits		14
5th Semester/Term		
Texts and Ideas		4
Liberal Arts Electives		4
MPAMB-UE 101	Data Analysis in the Music Industry: Introduction & Applications	2
ACCT-UB 1	Prin of Financial Acctg	4
Restricted Electives		2
Credits		16

6th Semester/Term

MPAJZ-UE 16XX	Music in Contemporary World Cultures	2
MPAMB-UE 300	Int'L Music Business Marketplace	2
STAT-UB 1	Stats F/Business Control	4
Restricted Electives		2
Restricted Electives		2
Unrestricted Electives		4
Credits		16

7th Semester/Term

MPATC-UE 1505	The Performing Arts in Global Cultures	4
Liberal Arts Electives		4
MPAMB-UE 205	Music Publishing	2
Selected Stern Elective		2
Unrestricted Electives		4
Credits		16

8th Semester/Term

MPAMB-UE 1400	Entrepreneurship for The Music Industry	3
Selected Stern Elective		2
Restricted Electives		2
Unrestricted Electives		4
Unrestricted Electives		4
MPAMB-UE 1320	Internship in Music Business	3
Credits		18
Total Credits		128

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Develop analytical skills and apply them to music industry processes.
2. Develop innovative solutions to current challenges faced by the music industry.
3. Demonstrate ability to integrate coursework with field based experience.

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/undergraduate/culture-education-human-development/academic-policies/>).