

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. 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. 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.

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 as Inquiry	4
ACE-UE 110	Advanced College Essay: Educ & The Professions	4
<i>Foundations of Contemporary Culture</i>		
Texts and Ideas		4
Cultures and Contexts		4
<i>Foundations of Scientific Inquiry</i>		
MATH-UA 9	Algebra, Trigonometry, and Functions	4
<i>Other Liberal Arts Requirements</i>		
ECON-UA 1	Introduction to Macroeconomics	4
ECON-UA 2	Introduction to Microeconomics	4
MPATC-UE 1068	Music History II: Baroque & Classical	2
MPATC-UE 1077	Music History III	2
<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

Required Music Courses

MPATC-UE 1301	Theory & Practice I: Global Approaches to Music	2
MPATC-UE 1302	Aural Skills I: Global Approaches to Music	1
Theory and Practice II and Aural Skills II (Select one of the two options below)		3

MPATC-UE 1311 & MPATC-UE 1321	Theory & Practice II: Tonal Harmony & Voice Leading and Aural Skills II: Tonal Harmony & Voice Leading
or MPATC-UE 1312 & MPATC-UE 1322	Theory & Practice II: Popular Music and Aural Skills II: Popular Music

Advanced Theory and Practice (choose two of the following) 4

MPATC-UE 1331	Advanced Theory & Practice: Chromatic Harmony & Form
MPATC-UE 1332	Advanced Theory & Practice: Post Tonal and Contemporary Music
MPATC-UE 1333	Advanced Theory & Practice: Non-Western Music
MPATC-UE 1334	Advanced Theory & Practice: Counterpoint in the Digital Age
MPAJZ-UE 1039	Jazz Theory & Ear Training I
MPAJZ-UE 1040	Jazz Theory & Ear Training II

MPAPE-UE 72	Keyboard Skills I	1
MPAPE-UE 73	Keyboard Skills II	1
MPAJZ-UE 160X	Two 1-credit jazz music history courses by advisement	2

Music Business Specialization

MPAMB-UE 100	Business Structure of The Music Industry	2
MPAMB-UE 200	Concert Management	2
MPAMB-UE 205	Music Publishing	2
MPAMB-UE 101	Data Analysis in the Music Industry: Introduction & Applications	2
MPAMB-UE 300	Int'L Music Business Marketplace	2
MPAMB-UE 1310	Village Records: Pract Recorded Music Industry	2
MPAMB-UE 1400	Entrepreneurship for The Music Industry	3

Core Business Studies

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 23	Technology's Impact On Entertainment & Media
MKTG-UB 24	Arts Marketing
MKTG-UB 25	The Business of Broadway
MKTG-UB 40	Entertainment & Media Industries
MKTG-UB 43	Deal Making in the Entertainment Industry
MKTG-UB 46	Globalization of The Entertainment Industry

MKTG-UB 56	Digital Business Strategy	
MULT-UB 48	Entertainment Law	
TECH-UB 38	Social Media & Digital Marketing	
TECH-UB 60	Networks, Crowds and Markets	
<i>Application Studies</i>		
MPAMB-UE 1320	Internship in Music Business (Sophomores/ Juniors/Seniors) ¹	5
<i>Restricted Music Business Electives</i>		
Music Electives or Advanced-Level Music Business Elective Courses by advisement ²		14
<i>Unrestricted Electives</i>		
Select 20 Unrestricted Elective credits		20
Total Credits		128

¹ Students take this 1-3 credit course multiple times for a minimum of 5 credits. Students may complete an additional 3 credits of internship for a maximum of 8 internship credits. These 3 additional credits would be applied towards electives.

² 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 210 Music in Media Business
- MPAMB-UE 1312 Writing in the Music Industry
- MPAMB-UE 1307 Stress-free Living & Working in the Music Industry

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 as Inquiry	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		
Liberal Arts Electives		4
Music History		2
Music History		2
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

Department Policies

Academic Advisement

Academic advisement is a shared responsibility. As a student, you will be responsible for making decisions about your academic, professional, and personal path. You will work in partnership with your assigned advisor(s) to develop an academic plan and a course of study in alignment with your career goals. In particular, you will:

- Understand the philosophy that guides the discipline/major
- Learn about degree requirements, including prerequisites, electives, and course sequencing
- Develop and maintain an academic plan that meets the requirements for the successful completion of the degree and maintenance of good academic standing
- Plan a program of study that integrates other academic options and opportunities (e.g. study abroad, honors courses, co-curricular and professional activities, minors, etc.)
- Be aware of and adhere to the policies, procedures, and deadlines that guide undergraduate study (e.g. drop/add, registration, pass/fail option, etc.)
- Initiate meetings and actively prepare for advising meetings by bringing a planned schedule and concerns and/or questions for discussion
- Be familiar with school/university student services and resources and actively seek assistance when needed
- Pursue professional development opportunities by engaging with faculty, alumni/alumnae, professional organizations, and career resources on campus

Engaging with the above responsibilities requires checking your NYU email on a regular (i.e. daily) basis and responding to emails from your advisor in a timely manner. Students who have questions about their academic plan or how courses are falling in their Degree Progress Report should contact their advisors as soon as these questions arise to seek clarification and updates, if needed.

Add/Drop

Registration changes, including credit changes, must be completed before the end of the add/drop period. These dates may be found on the academic calendar. After the add/drop period is over, students may not change the number of credits for which they are registered in a variable credit course. After the end of add/drop, students may not drop a course but must withdraw. Withdrawing from a course is indicated by a "W" on a student's transcript.

Attendance

Attendance is mandatory for Departmental courses. All students are expected to attend class regularly and to actively participate in class activities. Students who must miss class are required to notify the instructor in advance via email, and are responsible for all material covered during the missed class meeting.

Our Department does not permit students to "zoom" into in-person courses if they are ill. If a student is unwell and unable to attend class, they will be marked as absent and are responsible for missed course material.

Religious observance, illness, and family emergencies are grounds for excused absences. If a student cannot attend class for any of the above reasons, they must email the instructor in advance, and all assignments must still be submitted within 24 hours of the due date. If the nature of the absence prevents a student from sending advance notice, they must communicate via email with the instructor as soon as possible for the absence to be excused.

If a student misses more than one week of class or has repeated absences during the term, the instructor will use NYU Connect to notify the student's advisor about attendance concerns so that the advisor can

provide appropriate support to the student. Repeated absences may have an impact on the student's participation grade.

Auditing

The Department of Music and Performing Arts Professions does not permit students to audit courses. Students must be registered for the course in order to be able to attend the course.

Change of Major

1. Interested students may apply for Fall or Spring change of major.
2. Students may not apply for a change of major before their second semester of study.
3. At latest, students may begin study at a new NYU school/program as a first-semester junior.
4. For Music Programs: Students must have completed, or placed out of, Music Fundamentals. If students have completed Theory and Practice 1 and Aural Skills 1, they must have received a passing grade. (Educational Theatre students do not require Music Core courses.)
5. Students wishing to transfer into Music Technology must take MPATE-UE 1801 and MPATE-UE 1037/1047 before applying.
6. Students wishing to transfer to Music Business must take MPAMB-UE 100 before applying.
7. Students must complete an online application, submit a statement of purpose (a rationale for their request no more than 350 words), and provide one letter of recommendation from a professor or advisor.
8. Applications must be received by March 1 for Fall changes of major and November 1 for Spring changes of major. Programs that require auditions are: Instrumental Performance, Music Education, Vocal Performance. Programs that require portfolio review are Music Technology and Music Composition. Decisions will be made by April 15 for Fall changes of major, and December 15 for Spring change of major.
9. Internal Steinhardt students who are not MPAP majors, before following the above process, must contact the program advisor for the program to which they plan to apply:
 - a. Music Business: Brennan Stack
 - b. Music Technology: Heather Hardy
 - c. Instrumental Performance: Chris Bush
 - d. Music Composition - Screen Scoring: Sergi Casanellas
 - e. Music Composition - Songwriting: Phil Galdston
 - f. Music Composition - Concert Composition: Robert Honstein
 - g. Vocal Performance: Monique Henry
 - h. Piano Studies: Manuel Laufer Fair
 - i. Educational Theatre: Nan Smithner and Joe Salvatore

Double Major

1. Students requesting a Double Major in Steinhardt must complete the Non-Primary (Double) Major Declaration form. Detailed instructions are listed on the form.
2. Students who wish to declare a Double Major in an MPAP program must meet with the advisor of that program and also the advisor for their primary major to discuss possible course schedule options. The student must then meet with a program representative of the MPAP program of their non-primary major.
 - a. You must declare a non-primary major during or prior to the spring term of your junior year before you complete 96 points towards your degree.

- b. You must declare a non-primary major in a field of study different from your primary major.
- c. If you are pursuing a non-primary major you may need to earn units in excess of your degree requirements.
- d. Please note that adding a non-primary major does not mean that you will receive two degrees. You will receive only one diploma printed with the school name and the academic department name of the primary major, not the name of the major itself.
- e. Both primary majors, non-primary majors and minors appear on the transcript.

Incomplete Grades

Students can request an incomplete grade only:

- If a student is matriculated under exceptional circumstances
- At the discretion of the instructor
- If the student has already completed 50% or more of the coursework required
- It is at least the 9th week of the term

Note that visiting and/or non-degree students may not apply for an incomplete.

The instructor will determine the timeframe the student will have to complete the work, but it cannot be later than the last day of classes in the following term. If the student does not complete the outstanding work by the agreed date, the incomplete grade (I) automatically turns to an F.

Incomplete grades may result in failure to meet satisfactory academic progress by the Office of Financial Aid. Students need to submit a signed Incomplete Grade Agreement to their advisor when an Incomplete Grade is assigned.

Independent Study

An Independent Study is designed by the student and sponsoring faculty to investigate an area or field of specialization not normally offered in scheduled course offerings. It is an opportunity to work one-on-one with a faculty member to complete directed reading, a creative project and/or supervised research. Students must consult with their advisors before undertaking an Independent Study to understand program-specific requirements and policies.

- Only full-time faculty may sponsor an Independent Study.
- Only matriculated students are eligible to complete an Independent Study. Independent Study carries 1 to 6 units. The number of units will be determined by the work to be completed and should be comparable in rigor to that of a classroom course.
- Minimum hours required per unit: 45 hours of work per credits per term
- Maximum credits allowed: As part of specialization: as determined by each department/program
 - Total allowed
 - For undergraduate students, a maximum of 6 units over the course of the undergraduate career
 - For graduate students, the number of units will be specified by the program
 - Cannot be used to satisfy liberal arts requirements
- Registering for Independent Study: Students first meet with the academic advisors to determine if the student should undertake an Independent Study; they then meet with the sponsoring faculty to complete the NYU Steinhardt Independent Study form, obtaining the

signatures of the sponsoring faculty member, the sponsoring faculty member's department chair and the student's advisor. Students should self-enroll in the course via Albert.

- Independent Study Title and Description: The title of an Independent Study will appear on the student transcript prefaced by the word "Independent Study". The description of the Independent Study should include its theme which may be stated as a question or issue to be explored or creative technique to be examined; its type and scope, e.g. paper or special project. Students should use the Independent Study Form to have the correct title listed on their academic transcript. These forms should be submitted via email to: steinhardt.advisement.registration@nyu.edu.

International Students

International students should review information on the OGS webpage to understand their legal requirements. International students should make sure to register for full-time enrollment every fall and spring semester, and also not begin any work before receiving authorization. International Students are expected to work closely with their academic advisor to ensure that they are meeting their degree requirements. Any questions regarding immigration and visa support can be directed to the Office of Global Services.

Mental Health and Wellness

For students experiencing undue personal and/or academic stress during the semester that may be interfering with their ability to perform academically, the NYU Wellness Exchange (212 443 9999) offers a range of services to assist and support. The Wellness Exchange offers drop-in services on campus on a regular basis. Information may be found at <https://www.nyu.edu/students/health-and-wellness/wellness-exchange.html>.

Minor in Music in Global Communities

For the 2023-2024 academic year, any students who declared the previous MPAP music minor may permit the following exceptions in counting their courses towards the new minor curriculum: we will accept any previous Music Theory coursework towards the new minor's theory requirements, and any other Steinhardt music classes for the music electives. These exceptions will not be permitted following the end of the Spring 2024 semester.

NYU Email

All student, faculty, and administrative communications must be done using NYU email addresses, not personal email addresses. Anyone who experiences issues with their NYU email may find more information here.

Pass/Fail Grading Option

MPAP follows NYU Steinhardt's policy on the pass/fail grading option. Undergraduate MPAP students are permitted to request pass/fail grades for courses satisfying their CORE liberal arts requirements (with the exception of Expository Writing courses) so long as they meet the other requirements noted in Steinhardt's policy. MPAP programs have differing policies regarding other classes part of a student's Program of Study that may be eligible for the pass/fail grading option (such as electives) - students who have questions about pass/fail course eligibility must speak with their academic advisor for more information on program-specific policies.

Private Lessons

Students may find more information about private lessons via the Major Lesson Information Sheet and the Non-Major Lesson Information Sheet.

MPAP Majors may only take one secondary lesson per semester, and it must be for 2 credits if they are already taking a 3-credit lesson. Students may not take primary and secondary lessons through the Theory and Composition program in the same semester.

Non-Majors may register for only one private lesson course per semester. (This does not include Group Lessons). Non-majors who do not abide by this policy will be dropped from all private lessons.

Student Accessibility

New York University is committed to providing equal educational opportunity and participation for all students, and academic accommodations are available for qualified students who disclose their disability to the Moses Center. Students requesting academic accommodations are advised to reach out to the Moses Center for Student Accessibility as early as possible in the semester for assistance (telephone: 212-998-4980 / website: www.nyu.edu/csa / email: mosescsa@nyu.edu)

Study Away

MPAP majors who are interested in studying abroad may find more information here. Important dates for study abroad may be found here. NYU Global policies and procedures can be found here. Students seeking study away opportunities should also consult with their academic advisor for program-specific policies.

Studying away is a program requirement for undergraduate Music Technology students. Music Technology students who are requesting to waive this requirement due to personal, academic, or financial hardship must first meet with the academic advisor for Music Technology to discuss their rationale and to review resources that may be in place to address these concerns. Following this discussion, students must submit a written petition that clearly states the reasons for their request via email to Paul Geluso, program director for Music Technology, who will review and approve or deny the request.

Technology in the Classroom

Each instructor may decide the extent to which students in their classes may be permitted to use their mobile phones or laptops. Instructors must communicate this policy to students clearly, preferably in their syllabus, letting students know what they can and cannot use, and why.

Students who require accommodations to use technology in the classroom – for example, students with dyslexia, ADHD, or visual impairments who use computers to take notes and access cloud-based assistive technologies – may contact the Moses Center.

Students requesting academic accommodations are advised to reach out to the Moses Center for Student Accessibility as early as possible in the semester for assistance (telephone: 212-998-4980 / website: www.nyu.edu/csa / email: mosescsa@nyu.edu).

Tutoring

Students enrolled in MPAP Theory and Aural Courses receive access to free tutoring for these courses. Students can also access tutoring services through the University Learning Center and the Steinhardt Writing Center for undergraduate and graduate students. Students are also encouraged to consult with their advisor regarding possible program-specific tutoring resources.

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/>).