

MUSIC BUSINESS (BS)

NYSED: 43496 HEGIS: 1099.00 CIP: 50.9999

Program Description

The BS program in Music Business prepares students for careers working for music publishers, performance venues, music broadcasting organizations, digital distributors, mobile content providers, concert management agencies, record labels, music television, music magazines, and more. The curriculum provides a rigorous liberal arts education, with an emphasis on quantitative reasoning and social sciences, and courses in both business, including marketing, financial accounting, management and organizational analysis, entertainment industry analysis, media planning, and entertainment law and finance; and music industry-specific courses, including classes in music publishing, concert management, entrepreneurship, and the international music business marketplace. The curriculum ensures development of fundamental skills in and knowledge of music production and recording. A required internship provides valuable hands-on experience and a network of professional contacts that may lead to permanent employment.

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>Foreign Language</i>		4
<i>Expository Writing</i>		
EXPOS-UA 1	Writing as Inquiry	4
or WREX-UF 9101	Writing as Exploration	
ACE-UE 110	Advanced Writing and Research	4
or WRCI-UF 9102	Writing as Critical Inquiry	
<i>Foundations of Contemporary Culture</i>		
Texts and Ideas		4
Cultures and Contexts		4
Expressive Culture		4
ECON-UA 1	Introduction to Macroeconomics	4
ECON-UA 2	Introduction to Microeconomics	4
<i>Foundations of Scientific Inquiry</i>		
MATH-UA 9	Algebra, Trigonometry, and Functions	4
STAT-UB 103	Stats F/Bus Cntl Regress & Forecasting Models	4
Pick any one course from below		4
CSCI-UA 101	Intro to Computer Science	
Physical Science		
Life Science		
<i>Other Liberal Arts Requirements</i>		

Select 4 credits in Music History, by advisement. Students beginning their studies in London take MPAMB-UE 1316 and two additional credits in Music History, by advisement.

Liberal Arts Electives 12

Music Business Major Courses

Required Production/Recording Courses in Music Technology

MPATE-UE 1801 Fundamentals of Music Technology 2

Guided electives in Music Technology, such as MPATE-UE 1001, MPATE-UE 1003, and others 6

Music Business Specialization

MPAMB-UE 100 Business Structure of The Music Industry 3

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

MGMT-UB 1 Management and Organizations 4

MKTG-UB 1 Intro to Marketing 4

Choose two of the following, for 4 total units: 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

Applied Studies

MPAMB-UE 1320 Internship in Music Business ((Sophomores/Juniors/Seniors))¹ 4

Restricted Specialization Electives

Take 8 credits from the following courses to focus on such areas as music data and analytics, music production, entertainment law, music publishing, or other: 8

MPAMB-UE 105 Strategic Music and Branding

MPAMB-UE 106 Global Music Trend Analysis

MPAMB-UE 300 Int'L Music Business Marketplace

MPAMB-UE 1223 Production/ A & R in Music Industry

MPAMB-UE 1224 The Global Music Industry: Popular Music, Culture and Society

MPAMB-UE 1305 The Economics and Law of Music Copyright Regulation

MPAMB-UE 1306	Interactive, Internet and Mobile Music	
MPAMB-UE 1307	Stress-free Living & Working in the Music Industry	
MPAMB-UE 1312	Writing in the Music Industry	
<i>Additional Requirements</i>		
SAHS-UE 1	New Student Seminar	0
<i>Unrestricted Electives</i>		16
Total Credits		128

¹ Students take this 1-3 credit course multiple times for a minimum of 4 credits. Students may complete an additional 3 credits of internship for a maximum of 7 internship credits. These 3 additional credits would be applied towards electives.

Sample Plan of Study

NYC Start

Course	Title	Credits
1st Semester/Term		
EXPOS-UA 1	Writing as Inquiry	4
MATH-UA 9	Algebra, Trigonometry, and Functions	4
Liberal Arts Electives		4
Restricted Electives		2
MPAMB-UE 100	Business Structure of The Music Industry	3
SAHS-UE 1	New Student Seminar	0
Credits		17
2nd Semester/Term		
Foreign Language		4
ACE-UE 110	Advanced Writing and Research	4
STAT-UB 103	Stats F/Bus Cntl Regress & Forecasting Models	4
MPAMB-UE 300	Int'L Music Business Marketplace	2
MPATE-UE 1801	Fundamentals of Music Technology	2
Credits		16
3rd Semester/Term		
Texts and Ideas		4
ECON-UA 1	Introduction to Macroeconomics	4
Music History Elective		2
MPAMB-UE 1310	Village Records:Pract Recorded Music Industry	2
MGMT-UB 1	Management and Organizations	4
Restricted Electives		2
Credits		18
4th Semester/Term		
Cultures and Contexts		4
ECON-UA 2	Introduction to Microeconomics	4
MPAMB-UE 200	Concert Management	2
Music Technology Elective		3
MKTG-UB 1	Intro to Marketing	4
Credits		17
5th Semester/Term		
MPAMB-UE 205	Music Publishing	2
Selected Stern Elective		2
Restricted Electives		2
Unrestricted Electives		4
MPAMB-UE 1320	Internship in Music Business	4
Credits		14
6th Semester/Term		
Expressive Culture		4
Science		4

Music Technology Elective		3
Selected Stern Elective		2
Unrestricted Electives		4
Credits		17
7th Semester/Term		
Music History Elective		2
Liberal Arts Electives		4
MPAMB-UE 101	Data Analysis in the Music Industry: Introduction & Applications	2
ACCT-UB 1	Prin of Financial Acctg	4
Unrestricted Electives		4
Credits		16
8th Semester/Term		
Liberal Arts Electives		4
MPAMB-UE 1400	Entrepreneurship for The Music Industry	3
Restricted Electives		2
Unrestricted Electives		4
Credits		13
Total Credits		128

London Start

Course	Title	Credits
1st Semester/Term		
WREX-UF 9101	Writing as Exploration	4
MATH-UA 9	Algebra, Trigonometry, and Functions	4
Liberal Arts Electives		4
MPAMB-UE 100	Business Structure of The Music Industry	3
MPAMB-UE 1316		2
SAHS-UE 1	New Student Seminar	0
Credits		17
2nd Semester/Term		
WRCI-UF 9102	Writing as Critical Inquiry	4
Expressive Culture		4
STAT-UB 103	Stats F/Bus Cntl Regress & Forecasting Models	4
Liberal Arts Electives		4
MPAMB-UE 205	Music Publishing	2
Credits		18
3rd Semester/Term		
Texts and Ideas		4
ECON-UA 1	Introduction to Macroeconomics	4
MPAMB-UE 1310	Village Records:Pract Recorded Music Industry	2
MPATE-UE 1801	Fundamentals of Music Technology	2
MGMT-UB 1	Management and Organizations	4
Credits		16
4th Semester/Term		
Cultures and Contexts		4
ECON-UA 2	Introduction to Microeconomics	4
MPAMB-UE 200	Concert Management	2
Music Technology Elective		3
MKTG-UB 1	Intro to Marketing	4
Credits		17
5th Semester/Term		
Selected Stern Elective		2
Restricted Electives		2
Unrestricted Electives		4
Unrestricted Electives		4
MPAMB-UE 1320	Internship in Music Business	4
Credits		16
6th Semester/Term		
Foreign Language		4
Science		4

MPAMB-UE 101	Data Analysis in the Music Industry: Introduction & Applications	2
Music Technology Elective		3
Unrestricted Electives		4
Credits		17
7th Semester/Term		
Music History Elective		2
Liberal Arts Electives		4
MPAMB-UE 300	Int'l Music Business Marketplace	2
ACCT-UB 1	Prin of Financial Acctg	4
Restricted Electives		2
Credits		14
8th Semester/Term		
Restricted Electives		4
MPAMB-UE 1400	Entrepreneurship for The Music Industry	3
Selected Stern Elective		2
Unrestricted Electives		4
Credits		13
Total Credits		128

Learning Outcomes

1. Demonstrate professional levels of competence in core functions of business, including oral and written communication.
2. Demonstrate a professional understanding of the core areas within the music industry: recorded music, music law, music publishing, artist management, audio recording and production, live concert production and promotion, advanced digital music services.
3. Research, analyze, discuss, and explain current trends in the music industry.

Policies

Program Policies

Effective Fall 2025, students must obtain a C+ or better in MPAMB-UE classes to count toward their degree progress. These courses can be attempted a maximum of two times. Attempts include C or lower final grades as well as course withdrawals; term withdrawals/leaves of absence do not factor into the number of attempts.

Students who obtain a C or lower in MPAMB-UE classes will be reviewed by the Committee on Student Progress for academic warning or probation. Students who are not able to complete and pass MPAMB-UE classes with a C+ or better after two attempts will be reviewed by the Committee on Student Progress for academic probation or dismissal.

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/>).

NYU Policies

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