

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 or WREX- UF 9101	Writing as Inquiry Writing as Exploration	4
ACE-UE 110 or WRCI- UF 9102	Advanced Writing and Research Writing as Critical Inquiry	4
<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		
CSCI-UA 101	Intro to Computer Science	4
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		
Music Business Major Courses		
<i>Required Production/Recording Courses in Music Technology</i>		
MPATE-UE 1801	Fundamentals of Music Technology	2
Guided electives in Music Technology, such as MPATE-UE 1001, MPATE-UE 1003, and others		
<i>Music Business Specialization</i>		
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
<i>Core Business Studies</i>		
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:		
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>Applied Studies</i>		
MPAMB-UE 1320	Internship in Music Business ((Sophomores/Juniors/Seniors)) ¹	4
<i>Restricted Specialization Electives</i>		
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:		
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	Music Technology Elective	3
MPAMB-UE 1307	Stress-free Living & Working in the Music Industry	Selected Stern Elective	2
MPAMB-UE 1312	Writing in the Music Industry	Unrestricted Electives	4
		Credits	17
Additional Requirements		7th Semester/Term	
SAHS-UE 1	New Student Seminar	Music History Elective	2
Unrestricted Electives		Liberal Arts Electives	4
Total Credits	128	MPAMB-UE 101	Data Analysis in the Music Industry: Introduction & Applications
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.		ACCT-UB 1	Prin of Financial Acctg
		Unrestricted Electives	4
		Credits	16
		8th Semester/Term	
		Liberal Arts Electives	4
		MPAMB-UE 1400	Entrepreneurship for The Music Industry
		Restricted Electives	2
		Unrestricted Electives	4
		Credits	13
		Total Credits	128
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	

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
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/>).