

Business of Entertainment, Media and Technology Joint Stern-Steinhardt-Tisch Minor

New York City is home to major sectors of the entertainment and media industries, including major media conglomerates, network television, independent film, book and magazine publishing, advertising, and two of the largest cable companies. This cross-school minor includes courses from Stern School of Business, Tisch School of the Arts, and Steinhardt School of Culture, Education, and Human Development. It provides a foundation in the business aspects of media and entertainment and how technology impacts these industries. Students take electives from areas that deepen their knowledge base and understanding of these sectors.

The minor in the Business of Entertainment, Media and Technology will be earned by completing a minimum of 16 credits of the following courses below. Stern students cannot count a required course from the business core or for their major towards the minor.

A. Required 8 credits at Stern from the following courses:

- C55.0040, Entertainment & Media Industries (2 credits) (REQUIRED)
Students are highly encouraged to take this course first because it serves as a foundation class for the study of this minor.

Note: Steinhardt MCC Students may take E59.1020, The Business of Media (4 credits) instead of C55.0040, but must still complete 8 credits at Stern as part of the minor.

Chose 6 additional credits from the following courses:

- C10.0049, Entertainment Accounting (2 credits)
- C55.0020, Film & Television Distribution & Finance (2 credits)
- C55.0021, Entertainment Finance (2 credits)
- C55.0022, Movie Marketing (2 credits)
- C55.0023, Impact of Technology on Entertainment & Media (2 credits)
- C55.0025, Business of Broadway (2 credits)
- C55.0044, Television Management (2 credits)
- C55.0046, Globalization of the Entertainment Industry (2 credits)
- C55.0047, Sports Marketing (2 credits)
- C55.0049, The Business of Producing (2 credits)
- C20.0038, Electronic Commerce (3 credits)
- C50.0016, Strategic Analysis for Success in the Digital Age (2 credits)
- C50.0030, Negotiation & Consensus Building (3 credits)
- C70.0048, Entertainment Law (2 credits)
- Other: _____

B. Choose a minimum of 8 credits from the following courses below:

TISCH FILM & TELEVISION¹

(ADVISORS BRENDA BURTON OR WENDY KAPLAN)

- H56.0004, Language of Film (4 credits)
- H56.1023, Producing the Short Screenplay (3 credits)
- H56.1028, Producing for Television (summer only/3 credits)
- H56.1086, TV Nation: Inside and Out of the Box (3 credits)
- H56.1093, Film Marketing and Distribution (3 credits)
- H56.1195, Legal Aspects of the Entertainment Industry (3 credits)

PLEASE NOTE: ALL NON-MAJORS ARE RESTRICTED TO SECTION 002 OF TISCH COURSES LISTED ABOVE WITH THE EXCEPTION OF SUMMER PROGRAMMING.²

STEINHARDT MUSIC BUSINESS

(UNDERGRADUATE PROGRAM DIRECTOR CATHERINE FITTERMAN RADBILL)

- E85.0221, Business Structure of the Music Industry (2 credits), Section 2 only, fall, spring, summer
- E85.1042, Music Business Internship (2 credits), Section 2 only, fall, spring, summer
 - Pre-requisites: E85.0221 with a grade of C or higher
 - Completed minimum of 64 credits
- E85.1239, International Music Business Marketplace (2 credits), Section 2 only, spring
 - Pre-requisites: E85.0221 with grade of C or higher
 - Completed minimum of 64 credits
- E85.1221, Landmark Cases in Music Copyright Law (2 credits), Section 1 only, fall
 - Pre-requisites: E85.0035 Music Theory, E85,0036 Music Theory II, E85.0006 Aural Comprehension I; E85.0007 Aural Comprehension II
 - Completed minimum of 64 credits

STEINHARDT MEDIA, CULTURE & COMMUNICATION

(ASSOCIATE DIRECTOR SANDRA CRISCIONE BLAKE)

- E59.1006, Television: History and Form (4 credits)
- E59.1007, Film: History and Form (4 credits)
- E59.1008 Video Games: Culture and Industry (4 credits)
- E59.1016, Media Audiences (4 credits)
- E59.1034, Media, Technology and Society (4 credits)
- E59.1300, Media and Globalization (4 credits)
- E59.1304, Global Media and International Law (4 credits)
- E59.1405, Copyright, Commerce and Culture (4 credits)
- E59.1785, Marketing for Mass Media (4 credits)

¹ Students who wish to take a Tisch Film & Television Department course (that has been approved by the EMT Department) that is not on this list should follow the procedures listed on this web site: http://filmtv.tisch.nyu.edu/object/UFTV_NonMajor.html

² For all courses not explicitly listed on this sheet, students must have permission from a faculty-member in the EMT department in order to count the course towards the BEMT minor completion.