JASON RISSMAN, 28, is enrolled in New York University’s Stern School of Business. His concentration is on the media industry and he has a start-up magazine, “Shift,” which is focused on eco-friendly lifestyles. Rissman and his business partner won Stern’s Business Plan Competition last year, earning $100,000 in seed money for their magazine.

SO YOU wanna get an MBA

JASON RISSMAN, an NYU business student, says his courses have helped him launch a magazine.

- What’s the program you’re enrolled in?
  The program is called “Entertainment, Media and Technology.” It really provides an unparalleled approach to understanding the media industry from a business perspective.

- What kind of access to the industry do you have?
  One class is taught by Steve Florto. He’s a former CEO of Conde Nast. As part of his class on leadership, he brings in big names from all over the industry ranging from Michael Wolf, a top consultant at McKinsey, to Martha Stewart. Last year he brought in Donald Trump.

- What is the best class you’ve taken?
  “Craft and Commerce of Cinema,” taught at the Cannes Film Festival, hosted by Variety magazine. It’s in a big-top tent on the beach in Cannes, and in between class sessions we have access to go see films. In the afternoon, we’re trying to exploit the social side of the festival, which is trying to get into celebrity parties or private screenings.

- Why did you decide to get an MBA?
  My specific interest is trying to find new business models for companies that engage people more in social issues that matter and that find new, fun ways to do so.

- What’s “Shift”?
  We created “Shift” because of the interest in sustainable living. Ultimately, media businesses are going to be driven by demand, and right now there are a lot of people out there who want to live more sustainable, responsible lifestyles yet they lack the information to do so. And what “Shift” does is it provides the information in an engaging, entertaining and fun way — including pop culture, celebrities and reasonable, easy, fun lifestyle choices they can take.

- What advice would you give to someone who wants to launch a magazine?
  I would only recommend starting a magazine if they really are on to something, if the topic is compelling. Starting a magazine is really difficult and the only reason we stuck with it was people’s reaction to the concept. But if you do have entrepreneurial aspirations, business school is the best place.

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