



## **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 industries.

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.

### **Choose 6 additional credits from the following courses:**

- C10.0049, Entertainment Accounting (2 credits)
- C55.0020, Film Finance & Distribution (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)
- C55.0051, Craft and Commerce of Cinema: Tribeca Film Festival (2 credits)
- C20.0038, Electronic Commerce (3 credits)
- C30.0211, Sports Economics (3 credits)
- C50.0016, Strategic Analysis for Success in the Digital Age (2 credits)
- C50.0030, Negotiation & Consensus Building (2 credits)

- C70.0048, Entertainment Law (2 credits)
- Other: \_\_\_\_\_

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

**TISCH FILM & TELEVISION<sup>1</sup>**

*(ADVISORS BRENDA BURTON OR WENDY KAPLAN)*

- H56.0004, Language of Film (4 credits)<sup>2</sup>
- H56.1023, Producing the Short Screenplay (3 credits)
- H56.1028, Producing for Television (3 credits)<sup>2</sup>
- 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, JR/SR standing)
- H56.1295, Producing for Film and Television (3 credits, summer only)

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

**STEINHARDT MUSIC BUSINESS**

*(UNDERGRADUATE PROGRAM DIRECTOR CATHERINE FITTERMAN RADBILL)*

- E80.0100, Business Structure of the Music Industry – Sect 2 only (2 credits, fall, spring)
- E80.0300, International Music Business Marketplace (2 credits, fall)<sup>3</sup>
- E80.1305, Landmark Cases in Music Copyright Law – Sect 1 only (2 credits, fall)<sup>4</sup>
- E80.1320, Music Business Internship (2 credits, fall, spring, summer)<sup>5</sup>

**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)
- E59.1571, The Rise of Internet Media (4 credits)

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<sup>1</sup> 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 and also does not have a section 002 for non-majors, must follow the procedures listed on this web site: [http://filmtv.tisch.nyu.edu/object/UFTV\\_NonMajor.html](http://filmtv.tisch.nyu.edu/object/UFTV_NonMajor.html)

<sup>2</sup> Limited availability to non-majors in fall and spring; summer course readily available to all

<sup>3</sup> Pre-requisites: E80.0100 with a grade of C or higher. Completed minimum of 64 credits.

<sup>4</sup> Pre-requisites: Junior Standing and successful completion (grade of C or higher) of E85.0035 Music Theory, E85.0036 Music Theory II, E85.0006 Aural Comprehension I, and E85.0007 Aural Comprehension II.

<sup>5</sup> Pre-requisites: Junior Standing and successful completion (grade of C or higher) of E80.0100 Business Structure of the Music Industry.