The Leonard N. Stern School of Business has established a leading-edge initiative that focuses on the entertainment, media, and technology (EMT) industries. The initiative allows students to examine business in these critical industries, including film, television, cable, music, publishing, as well as various forms of new media. The goal of the initiative is to train students for challenging and rewarding careers in this group of dynamic and growing businesses.

**Program of Study**

Students taking EMT courses gain a framework for understanding the strategy and operating principles that drive the individual components or sectors of the entertainment industry. While the primary emphasis of the initiative is on the business activities that support content creation and the media used to deliver content, students also study the technology employed to create and deliver content.

Stern’s EMT initiative is unique within a business school. With a focus on both the business and content aspects of the entertainment industries, the initiative offers students a range of different courses that cover key aspects of the EMT industries. In addition to a structured curriculum, the initiative relies on industry speakers to augment the classroom experience.

Top executives from entertainment companies are frequent visitors to classes. They provide firsthand insights into content development, deal making, and the impact of technology and globalization on the diverse sectors of the EMT industries.

At various times the EMT courses analyze the leading companies in the industry, including Disney/ABC, Sony, News Corporation, Time-Warner, Universal, Bertelsmann, Viacom, and NBC.

Students select from among the various EMT courses to develop an in-depth understanding of the industries and the skills necessary to be successful. Students can also take courses in other schools at NYU. Selected courses at the world-renowned Tisch School of the Arts are available to Stern students. In addition, there is an active student organization, STEBA (Stern Tisch Entertainment Business Association), which plans numerous activities. More information about STEBA can be obtained from their Web site at www.stern.nyu.edu/~steba.

The EMT courses offered at Stern are listed in the next column and described in the Marketing section, except for C20.0038, Electronic Commerce, which is described in the Information Systems section.

C10.0048 Entertainment Law
C20.0038 Electronic Commerce
C55.0003 Advertising Management
C55.0020 Film and Television Distribution and Finance
C55.0021 Entertainment Finance
C55.0040 Entertainment Marketing
C55.0044 Television Management: Network, Cable, and Satellite
C55.0046 Globalization of the Entertainment Industry
C55.0047 Sports Marketing
C55.0049 The Business of Producing