

# MA in Arts Administration

Located in the heart of New York City, this is a leadership program for activists, educators and managers in the arts. It is designed to be both partner and supporter of the city's museums, theaters, galleries and concert halls, and to prepare students for leadership in a range of public, private, and non-profit arts institutions.

This 36 credit (1.5 to 2 years) MA program is jointly sponsored by the principal components of Baruch: the Weissman School of Arts and Sciences; the Zicklin School of Business; and the Marx School of Public and International Affairs. Our faculty members come from many fields, among them fine and performing arts, communication studies, public policy, accounting, management, and organization theory. Students' work will include:

- A core curriculum focused on leadership and management in public, non-profit and commercial arts organizations. Students will develop competence in finance, resource development, marketing, entertainment law, arts education and outreach, public policy, and advocacy, and they will meet with a wide range of artists, arts professionals, and civic leaders.
- Electives that encourage students to deepen their knowledge in particular fields: among them, theatre; orchestra and museum management; artist representation; and arts education. Students in the AA program may, with the permission of the Director, include in their coursework as many as two alternative elective Baruch graduate courses of relevance to their program.
- Internships that offer significant responsibilities and engaged mentors.
- A consultancy in the final semester with an arts organization, leading to a thesis or case study published online for use by future students and by practitioners in the field.

<b>Courses in Specialization</b> (36 credits)		
<b>Required Courses</b> (21 credits)		
<a href="#">FPA 9100</a>	Arts, Culture, and the Civic Environment	3 credits
<a href="#">FPA 9130</a>	Managing in Arts Environments	3 credits
<a href="#">FPA 9140</a>	Marketing the Arts <i>Alternative: <a href="#">MKT 9703</a> Marketing Management</i>	3 credits
<a href="#">FPA 9170</a>	Professional Internship in Arts Administration	variable (1-3 credits)
<a href="#">FPA 9180</a>	Professional Consultancy/Thesis in Arts Administration	3 credits
<a href="#">PAF 9120</a>	Public and Nonprofit Management I <i>Alternative: <a href="#">MGT 9300</a> Management: A Behavioral Approach</i>	3 credits
<a href="#">PAF 9140</a>	Budgeting and Financial Analysis I <i>Alternative: <a href="#">ACC 9110</a> Financial Accounting</i>	3 credits
<a href="#">PAF 9152</a>	Fund Raising and Grants Administration in Not-for-Profit and Voluntary Organizations <i>Alternative: <a href="#">MGT 9968</a> Entrepreneurial Communications: Selling and Negotiating</i>	3 credits
<b>Elective Courses</b> (15 credits) Choose five courses from the following:		
<a href="#">FPA 9120</a>	Development and Management of Arts Education Programs	3 credits
<a href="#">FPA 9150</a>	Advanced Practicum in Resource Development for the Arts	3 credits
<a href="#">FPA 9155</a>	Touring and Presentation of Arts Organizations	3 credits
<a href="#">FPA 9160</a>	Audiences and Member Services	3 credits
<a href="#">FPA 9190</a>	Cultural Policy and the Arts	3 credits

<a href="#">FPA 9197</a>	Special Topics in Museum and Gallery Management: Museum Administration	3 credits
<a href="#">FPA 9198</a>	Special Topics in Arts Administration	3 credits
<a href="#">FPA 9199</a>	Special Topics in Theatre Management: Current Issues in Performing Arts Leadership	3 credits

Below is a listing of other relevant courses that *may* be available for students in the Arts Administration Program. Any of these courses may serve as electives within the programs.

<b><i>Zicklin School of Business</i></b>		
<a href="#">FIN 9770</a>	Financial Decision Making	3 credits
<a href="#">LAW 9107</a>	Law of Unfair Competition and Intellectual Property	3 credits
<a href="#">LAW 9109</a>	Law and the Entertainment Business	3 credits
<a href="#">MGT 9960</a>	Entrepreneurial Strategy and Cases	3 credits
<a href="#">MGT 9963</a>	Researching and Developing Entrepreneurial Ventures	3 credits
<a href="#">MGT 9964</a>	Managing the Entrepreneurial Enterprise	3 credits
<a href="#">MGT 9965</a>	Boards, Governance, and Leadership within Entrepreneurial and Family Firms	3 credits
<a href="#">MKT 9701</a>	Advertising and Marketing Communications	3 credits

<b><i>Marxe School of Public and International Affairs</i></b>		
<a href="#">PAF 9150</a>	Introduction to the Nonprofit Sector	3 credits
<a href="#">PAF 9151</a>	Administration of the Nonprofit Sector and Voluntary Agencies	3 credits
<a href="#">PAF 9153</a>	Budgeting and Finance for Nonprofits	3 credits
<a href="#">PAF 9157</a>	Introduction to Philanthropy	3 credits
<a href="#">PAF 9183</a>	International Nonprofit Organizations	3 credits