

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.

Program Learning Goals

Upon completion of an MA in Arts Administration, students will be able to:

1. Identify and analyze the political, social, technological and economic contexts and structures in the field of arts administration.
2. Understand, evaluate, and address the unique opportunities, challenges and threats facing artists and cultural organizations currently, with particular focus in areas of innovative leadership, diversity, inclusion, and cultural competency.
3. Communicate clearly in written and spoken word, applying business, management, and leadership skills in regards to the field of arts administration.
4. Assess government policy and its application for arts organizations within the context of current and innovative trends in the field, and appraise the modes of advocacy best applicable to different types of arts organizations and professionals.
5. Support the artist's practice and cultural organizations through relationship building, resource development, marketing and audience development, strategic planning, community engagement, and research methodology.

Program Curriculum

Courses in Specialization (36 credits)		
Required Courses (21 credits)		
FPA 9100	Arts, Culture, and the Civic Environment	3 credits
FPA 9130	Managing in Arts Environments	3 credits
FPA 9140	Marketing the Arts <i>Alternative: MKT 9703 Marketing Management</i>	3 credits
FPA 9170	Professional Internship in Arts Administration	variable (1-3 credits)
FPA 9180	Professional Consultancy/Thesis in Arts Administration	3 credits
PAF 9120	Public and Nonprofit Management I <i>Alternative: MGT 9300 Management: A Behavioral Approach</i>	3 credits
PAF 9140	Budgeting and Financial Analysis I <i>Alternative: ACC 9110 Financial Accounting</i>	3 credits

PAF 9152	Fund Raising and Grants Administration in Not-for-Profit and Voluntary Organizations <i>Alternative: MGT 9968 Entrepreneurial Communications: Selling and Negotiating</i>	3 credits
Elective Courses (15 credits) Choose five courses from the following:		
FPA 9120	Development and Management of Arts Education Programs	3 credits
FPA 9150	Advanced Practicum in Resource Development for the Arts	3 credits
FPA 9155	Touring and Presentation of Arts Organizations	3 credits
FPA 9160	Audiences and Member Services	3 credits
FPA 9190	Cultural Policy and the Arts	3 credits
FPA 9197	Special Topics in Museum and Gallery Management: Museum Administration	3 credits
FPA 9198	Special Topics in Arts Administration	3 credits
FPA 9199	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.

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

Marxe School of Public and International Affairs		
PAF 9150	Introduction to the Nonprofit Sector	3 credits
PAF 9151	Administration of the Nonprofit Sector and Voluntary Agencies	3 credits
PAF 9153	Budgeting and Finance for Nonprofits	3 credits
PAF 9157	Introduction to Philanthropy	3 credits
PAF 9183	International Nonprofit Organizations	3 credits