

BBA in Management - Arts and Entertainment Management

Your Lubin BBA: A Rewarding Career in a Critical Role



There's no business like show business, and with a Lubin BBA in Arts and Entertainment Management, you will gain the skills you need to succeed in the business of arts and entertainment. You can:

- launch an **exciting and fulfilling career** with opportunities in performing arts and visual arts organizations
- **manage** in theatre companies, museums, dance companies, contemporary and classical music organizations, art galleries, talent representation and management companies, and television production firms
- see Broadway shows, visit headquarters of entertainment companies, and **meet leaders in arts organizations**

Lubin's Arts and Entertainment Management concentration:

- is one of only two AACSB-accredited programs in New York State
- leverages our **location** in New York City and **industry contacts** to bring in stellar guest lecturers including
 - Katie Couric, ABC News special correspondent and syndicated talk show host
 - Ron Howard, Film Director and Imagine Entertainment Founder
 - Doug Herzog, President, Viacom Entertainment Group
 - Rachel Moore, Executive Director, American Ballet Theater
 - Arlene Shuler, President and CEO, New York City Center
 - Robert Wankel, Co-CEO and President, The Shubert Organization

And Pace is home to Bravo TV's long-running ***Inside the Actors Studio***, a 15-time Emmy nominated series that is broadcast in 125 countries around the world reaching 89 million homes. Recent guests interviewed by host James Lipton include Jennifer Aniston, Jim Carrey, George Clooney, Colin Firth, James Franco, Brad Pitt, and members of the casts of *Glee*, *Mad Men*, and *Modern Family*.

Share the Advantages of the Lubin Experience



Join Us at Lubin

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- Visit the [Management Department Web site](#)

15,000

There are over 15,000 media and entertainment companies headquartered in New York City. (*Source: New York City Economic Development Corporation*). In 2011, the nonprofit arts and culture industry in the U.S. included 2.1 million artists, 95,000 nonprofit organizations and an additional 800,000 arts businesses and generated \$153 billion in economic activity according to the [Americans for the Arts](#). It is predicted that the arts will grow in 2013 and beyond.

Gain Useful Skills and Practical Experience

Lubin's Arts and Entertainment program prepares you to analyze and respond as a manager to factors shaping the industry, from changing technology to economic challenges and union activities. Learn about cultural and legal issues as well as domestic and international trends. Through Lubin, you gain:

- **A strong [business core](#)** as you focus on Arts and Entertainment Management.
- **The [skill set](#)** you need as a manager in this industry.
- **Formal and systematic [management methods](#).**

Click to [view curriculum for the BBA in Arts and Entertainment Management](#). Click to [view curriculum for the minor in Arts and Entertainment Management](#).

Launch Your Career with Lubin Connections

Lubin puts you at the center of the world's business life, through a network of alumni and corporate partners that reaches into major financial institutions, media companies, and growing businesses in every industry. Through our [LinkedIn mentoring program](#) you will connect with prominent Lubin alumni in your field. We get you out of the classroom and into internships and career-opening events. We also get you out and involved in this lively metropolitan area. The Arts and Entertainment Management (AEM) program is offered on the [New York City](#) campus. Pleasantville students wishing to major in Arts and Entertainment Management can take their core classes in [Pleasantville](#), and travel to the New York City campus for the AEM concentration classes.

Take full advantage of your [dedicated team of advisers](#) while you're here. They can guide you through the program and into your career, opening doors and making connections for you.

Pace University has the largest internship program in the Metropolitan New York area.

Gain valuable experience in one or more [internships](#)—with internationally respected companies. Students in the BBA in Management program have interned at:

[Request More Info](#)[Apply Now](#)

An Exciting and Lucrative Career

Pace ranks in the top

12%

of U.S. schools that give the best return on your college investment (*Source: PayScale*)

As a manager in Arts and Entertainment, you join a sector of [15,000 media and entertainment companies](#) headquartered in New York City, including five of the Top 10. (*Source: New York City Economic Development Corporation*)

- **Earn much more later on.** Pace University has been ranked by Forbes.com as one of the top 20 "[colleges that will make you rich](#)."
- **Make your career move** with one of the over 300 employers who recruit Pace graduates every year
- **Varied industries and [professional paths](#)** based in New York City alone
- According to the U.S. government (based on the most recent figures available - 2011 data), **creative industries** led by Hollywood account for about \$504 billion, or at least 3.2 percent of U.S. goods and services. (*Source: The Associated Press, 2013*)

New York City: Exceptional Access to Opportunities

In the center of New York City's business life, Lubin introduces you to successful business leaders and thriving multinational corporations. Connect directly with the world-class individuals who serve as an [Executive- or Entrepreneur-in-Residence](#) at Pace. We nurture relationships with many of the world's leading executives to broaden and deepen your learning experience—far beyond what you can expect at any other business school:

Meet [top executives](#) when they visit your classes and lecture on campus.

Off campus, we get you *through* the door and *behind the scenes* for unique opportunities, thanks to our rich and well-developed network of alumni and corporate partners:

- Headquarters of **entertainment companies**
- **A Fortune 100** study trip to company headquarters

- ABC Television Network
- Actor's Playhouse
- Asian American Arts Alliance
- A & E Television Networks
- BBC Worldwide Americas
- Big Apple Circus
- DDO Artists Agency
- Fox News Channel
- Gorgeous Entertainment, Inc.
- HBO
- Festival
- Key Brand Entertainment
- Madison Square Garden
- Metropolitan Opera
- MTV Networks
- National Hockey League
- NBC Television Network
- NBC Universal
- New York Film Academy
- Pace University—Schimmel Center
- RCRD LBL/Downtown Music
- Roundabout Theatre Company
- Sirius XM Radio
- SONY Music Entertainment
- Studio Museum in Harlem
- The Joyce Theatre
- The New York Musical Theatre
- The Pearl Theatre Company
- The Weinstein Company
- Universal Music Group
- Warner Music Group
- WFAS Radio

- **The Fed:** Research at the Federal Reserve - almost 100 Lubin alumni are employed here
- **NYSE:** The rush of the trading floor

831 students [from 81 countries](#). Build your global network and take it with you when you graduate!

Admission Requirements

The application process can feel stressful—lots of forms to fill out, deadlines, tours, interviews—but know that we are right here with you every step of the way. Visit the "[How to Apply](#)" page for easy guidelines for submitting your application. In addition to the [application](#), official high school transcripts, and college transcripts (for transfer students), a personal statement/essay, and two letters of recommendation in sealed envelopes are required for admission. SAT I, ACT, and/or TOEFL scores should be sent directly to the [Admissions](#) office.

For admission information, please contact:

New York City campus

Undergraduate Admission

Phone: 212-346-1323

E-mail: ugnyc@pace.edu

Pleasantville campus

Undergraduate Admission

Phone: 914-773-3746

E-mail: ugply@pace.edu

Click for information about [campus tours and information sessions](#), or call 212-346-1323 to schedule a tour. To request a brochure, catalog, application packet, or other printed materials, please fill out our [online form](#). You may also call 1-800-874-PACE or send your request via e-mail to infoctr@pace.edu.

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