

BA, ARTS & ENTERTAINMENT INDUSTRIES MANAGEMENT **120 credits**

This dynamic program trains the next generation of industry leaders to inspire others by investing first in vision - evoking the "deep why" people engage in arts & entertainment and how that translates through all functional areas of institution. A vision- centric, holistic, integrated systems approach translates well into unique real-world experiences ranging from New York Networking to Practicum assignments, Internships and, ultimately, career-building. Courses unique to Rider's AEIM program build a solid foundation of knowledge balanced in both practical and theoretical application. The ability to choose - either the for-profit Commercial Entertainment or nonprofit Traditional/Institutional path - is another hallmark of Rider's newly-expanded program, helping our majors **AEIM high and dream BIG!**

SFPA GENERAL EDUCATION REQUIREMENTS 33 credits

Refer to list of options in catalog

AEIM CORE REQUIREMENTS 33 credits

All AEIM Majors take these courses

AAD 121	Introduction to Arts Administration (3)
AAD 202	Arts Marketing & Communications (3)
AAD 203	Arts Fundraising (3)
AAD 225	Arts Practicum (1x3)
AAD 100	Arts Administration Lab (0x3)
AAD 350	Arts Venue & Patron Services Management (3)
AAD 309	Arts Events & Festivals Management (3)
AAD 308	Legal Aspects of the Arts (3)
AAD 401	New York Arts Networking (3)
ACC 210	Introduction to Accounting (3)
MGT 201	Fundamentals of Management & Organizational Behavior (3)
AAD 322	Policy Perspectives on Arts & Entertainment (3)

AEIM PATH REQUIREMENTS 15 credits

(AEIM Majors choose one of the following path options)

COMMERCIAL/FOR-PROFIT PATH

AAD 320	Entertainment Licensing & Distribution (3)
AAD 316	Entertainment Data Analytics (3)
AAD 314	Entertainment Commerce & Merchandising (3)
AAD 312	Art & Business of Deal-Making (3)
AAD 310	Acquiring & Managing Talent (3)

NONCOMMERCIAL/INSTITUTIONAL PATH

AAD 307	Touring & Production Management (3)
AAD 204	Arts Outreach & Education. (3)
TBD XXX	AEIM Elective (choose from list) (3)
TBD XXX	AEIM Elective (choose from list) (3)
AAD 491	AEIM Internship (one of 2).(3)

EMPHASIS REQUIREMENTS 12 credits

(choose one of the following emphases which aligns with selected path)

COMMERCIAL EMPHASIS OPTIONS

RECORDING INDUSTRY (Record Labels, Publishers, Agencies, etc.)

AAD 306	Art & Business of Recording Industry (3)
AAD 307	Touring & Production Management (3)
AAD 318	Music Publishing (3)
AAD 491	Internship (one of 1) (3)

COMMERCIAL THEATRE (Broadway, Las Vegas, Parks, Cruise Lines)

AAD TBD	Art & Business of Broadway & Commercial Theatre (3)
AAD TBD	History of Broadway & Commercial Theatre (3)
AAD 307	Touring & Production Management (3)
AAD 491	Internship (one of 1) (3)

FILM & TELEVISION INDUSTRIES

AAD TBD	Art & Business of Film & Television (3)
COM 330	Documenting Cultures: The LA Experience (3)
AAD 491	Internship (one of 1) (3)

SPORTS ENTERTAINMENT

AAD TBD	Art & Business of Live Entertainment in Sports (3)
SPT 250	Introduction to the Business of Sport (3)
SPT 280 or COM347	Sports Elective (3)
AAD 491	Internship (one of 1) (3)

TRADITIONAL/INSTITUTIONAL EMPHASIS OPTIONS

INSTITUTIONAL MUSIC (Symphonies, Operas, etc.)

MUS TBD	A Music History (3)
MUS TBD	Music making or performing course (3)
MUS TBD	Music making or performing course (3)
AAD 491	AEIM Internship (two of 2) (3)

INSTITUTIONAL THEATRE (regional theatres, touring, etc.)

THE TBD	A Theatre History (3)
THE TBD	Theatre making or performing course (3)
THE TBD	Theatre making or performing course (3)
AAD 491	Internship (two of 2) (3)

DANCE (Ballet & contemporary dance companies, etc.)

DAN 350	History of Ballet, Modern & Jazz (3)
DAN TBD	Modern/Pilates plus two other studio (3)
AAD 491	Internship (two of 2) (3)

VISUAL ART (Galleries, Museums, etc.)

ART TBD	An Art History (3)
ART or COM TBD	Making art or graphic design course (3)
ART 227	Gallery Management (3)
AAD 491	Internship (two of 2) (3)

FREE ELECTIVES 27 credits

(choose any courses you wish – additional AEIM courses, arts courses and/or other major/minor courses you choose)