

Arts Management and Entrepreneurship

The Arts Management and Entrepreneurship minor is an 18-credit program comprising a mix of required and elective courses. The curriculum is designed to provide foundational knowledge in entrepreneurship and arts management while offering flexibility for students to tailor the minor to their interests. This minor is intentionally interdisciplinary, drawing from the fields of business, public administration, communication, and the arts to ensure students develop both practical skills and a broad understanding of the creative industries. By integrating theoretical learning with applied experiences, such as community engagement and project-based coursework, the program prepares students to innovate and lead in the evolving landscape of arts and cultural management.

Learning Outcomes:

Upon completing the minor, students will be able to:

1. Develop Entrepreneurial Competence: Understand core principles of entrepreneurship and apply them to arts and cultural contexts.
2. Navigate Arts and Cultural Organizations: Gain skills in managing and leading arts organizations, including financial management, community engagement, and marketing.
3. Create and Promote Arts-Based Initiatives: Design and execute strategies to promote arts initiatives through innovative approaches.
4. Foster Community Impact: Employ arts as a tool for civic engagement and community enrichment.
5. Integrate Interdisciplinary Knowledge: Combine insights from business, public administration, and arts management to address challenges in the creative industries.

Minor

Code	Title	Credits
Required:		9
ARTS MGT 255	Professional Perspectives in the Arts	
ENTRP 272	Introduction to Entrepreneurship	
ARTS MGT 257	Arts in the Community	
Electives (choose 3 courses):		9
ARTS MGT 354	Managing Arts and Cultural Organizations	
ARTS MGT 355	Funding and Financial Issues in the Arts	
COMM 317	How to Create Great Social Media Content	
ENTRP 492	Social Entrepreneurship	
PUB ADM 315	Public and Non-Profit Management	
PUB ADM 425	Marketing, Fund Development, and Grant Writing for Nonprofits	
Total Credits		18

Faculty

Heidi M Sherman; Professor; Ph.D., University of Minnesota

Kerry Kuenzi; Associate Professor; Ph.D., University of Colorado*

Ann Mattis; Associate Professor; Ph.D., Loyola University

Alan Kopischke; Assistant Professor; M.F.A., American Conservatory Theater

Nischal Thapa; Assistant Professor; Ph.D., University of Missouri - Kansas City*