

INTERDISCIPLINARY MINOR IN ARTS ADMINISTRATION

Submitted by the Department of Business and the Department of Fine and Performing Arts

Student Learning Outcomes: Upon completion of the minor, students will be able to:

1. Identify and explain the cultural role of the fine and performing arts in society
2. Articulate ways in which legal and business acumen and strategy adds value to an arts/cultural institution through risk-management, business planning, and problem solving
3. Demonstrate the ability to apply business principles to arts management

REQUIREMENTS and COURSES

The minor curriculum requires the completion of 24 credits. There are five parts of the minor: Business courses, Arts courses, an internship, and a capstone course. The capstone course is the only new course.

Business: Twelve credits

BA 101	Business and Society, 4 credits
BA 215	Principles of Marketing, 4 credits
BA 380	Entrepreneurship, 4 credits (May substitute BA265: Management and Organizational Behavior for BA 380)

FAPA: Eight credits from the following

ART/COM 145 CE	Digital Photography
ART 157 WCH	Introduction to the History of Art II, 4 credits
ART 204 CE	Fundamentals of Color Theory and Design, 4 credits
ART 230	American Art, 4 credits
ART 260	Modernism, 4 credits
DA 101 CE	Modern, 2 credits
DA 102 CE	Ballet, 2 credits
DA 103 CE	Jazz, 2 credits
MU 105 WCH	Introduction to Western Music Literature, 4 credits
MU 125 WCH	American Popular Music from Ragtime to Rock, 4 credits
MU 211	Music History: 1600 – 1850, 4 credits
MU 212	Music History: 1850 – present, 4 credits
App music/Ensemble CE	(Four one-credit courses maximum)
TH 165 CE	Basic Acting, 4 credits
TH 255 CE	Fundamentals of Theatrical Design, 4 credits
TH 310	Theatre History, 4 credits
TH 340	Modern and Contemporary Drama, 3 credits

Internship: Two credits

ART 470 – 474	(May petition faculty for a portfolio as a substitute) Internship in Fine Arts, 0 – 4 credits
BA 470 – 474	Internship in Business, 0 – 4 credits
MU 470 – 474	Internship in Music, 0 – 4 credits

TH 470 – 474

Internship in Theatre, 0 – 4 credits

One MOOC Component:

(The MOOC must be approved by the advisor.) Examples include:

- 1) Intro to Music Business (Berklee)
- 2) Creativity and Entrepreneurship (Berklee)
- 3) Finance for Everyone: Tools for Smart Decision making (Michigan)
- 4) Intellectual Property Law (Penn)

Capstone: Two credits – See attached proposal

FPA 4xx/BA 4xx

Arts Administration Strategies