

ARTS MANAGEMENT & ENTREPRENEURSHIP MINOR

Interdisciplinary Minor

The arts industry is a diverse and multi-faceted landscape, encompassing fields from music production to entertainment law, poetry publishing to freelance choreography, and stage management to exhibition design. The interdisciplinary Arts Management & Entrepreneurship program prepares students for careers in the arts by exposing them to this industry's breadth of professional opportunities, and by arming them with the knowledge, skills, and experiences necessary to succeed as organizational leaders and creative entrepreneurs.

The Arts Management & Entrepreneurship program values interdisciplinary integration, self-directed education, and experiential learning.

As future artists, producers, presenters, curators, editors, marketers, fundraisers, managers, and entrepreneurs, graduates of this program are empowered to employ themselves both practically and creatively, with a humanistic perspective on what it means to contribute to society as a professional in the arts industry.

Arts Management & Entrepreneurship Minor Requirements

The Arts Management & Entrepreneurship minor could be paired with a major or minor in the arts, but the minor is open to any student who demonstrates a working familiarity with at least one arts discipline.

- **Arts Industries & Organizations** - This requirement introduces students to the goals, operations, and responsibilities of arts organizations, both within and beyond their respective industries.
- **Financial Resources** - This requirement instructs students in how to understand and manage assets, revenue, and expenses to build sustainability, increase impact, and make decisions.
- **Marketing & Development** - This requirement teaches students how to engage in research, relationship-building, and outreach to potential audiences, donors, and other stakeholders.
- **Experiential Learning / Fieldwork** - This component enables students to apply and expand their understanding of arts management and entrepreneurship by completing an off-campus internship in a professional arts organization. *Internships must be approved in advance by the AME Program Director.*

Code	Title	Credits	Notes
Literacy in the Arts - Select 2 Courses From Below ¹		8	
Any ART Course			
CMS 200	World Cinema I		
CMS 201	Contemporary Popular Film & TV		
CMS 202	World Cinema II		
CMS 401	Film Theory		
Any DAN Course ²			
Any ENG Course			
Any MUS Course ³			
Any THE Course			
Any Course above 302 in FRS, GRS, HPS, or ILC ⁴			
Arts Industries & Organizations - Select One Course From Below		4	
ANT 360	Museum Studies		
ART/BUS/DAN/MUS/THE 375	Arts Administration		
BUS 234	Intro to Nonprofit Management		
CMS 300	Creative and Information Economies		
ENG 354	Literary Editing & Publishing		
Financial Resources		8	
BUS 112	Intro to Financial Accounting		
ECN 112	Principles of Microeconomics		
Marketing & Development		4	
BUS 111	Principles of Marketing		
Select 1 Elective Course From Below		4	
ANT 320	Race and Ethnicity		
ANT 420	Media and Power		

ANT 474	Hist Preservation & Cultural Resc Mgt	_____
BUS 109 or MAT 109	Managerial Statistics Statistical Inference & Data Analysis I	_____
BUS 212	Managerial Accounting	_____
BUS 302	Organizational Behavior	_____
BUS 320	Entrepreneurship	_____
BUS 316	Data Analytics	_____
BUS 303	Legal Environment of Business	_____
BUS 325	Marketing Research Methods	_____
BUS 334	Leadership	_____
BUS 360	Corporate Social Responsibility	_____
CMS 150	Public Speaking	_____
ECN 215	Data Analysis I	_____
EDU 318	Cultural and Linguistic Diversity in Ed	_____
EDU 341	Designing&Measuring Learning Experience	_____
ENG 201	The Art of Rhetoric	_____
ENG 224	Introduction to Journalism	_____
POL 102	American Government and Politics	_____
PSY 323	Industrial/Organizational Psychology	_____
SOC 221	Social Inequalities	_____
THE 371	Stage Management	_____
Experiential Learning/Fieldwork ⁵		2-4
AME 190	Arts Management & Entrep Internship	_____
AME 290	Arts Mgmt & Entrep Internship	_____
AME 390	Arts Mgmt & Entrepreneurship Internship	_____
AME 490	Arts Mgmt & Entrepreneurship Internship	_____
Total Credits		30-32

¹ Courses designated as intern-/externships, field studies, on/off-campus research, departmental junior/senior seminars, and/or SCE may not be counted in this category, except with permission of the Program Director.

² except DAN 381 Dance Portfolio

³ except MUS 131 Music Theory I, MUS 132 Music Theory II, MUS 231 Music Theory III, MUS 400 Music Practicum

⁴ except HPS 307 Spanish for the Professions

⁵ This component enables students to apply and expand their understanding of arts management and entrepreneurship by completing an off-campus internship in a professional arts organization. Internships must be approved in advance by the AME Program Director.

Notes

- Special Topics, transfer courses, and other relevant coursework not listed above may count toward the minor with permission of the Program Director.
- The same course may not be counted in more than one of the categories listed above.
- No more than 12 credits (3 courses) from any single department may be applied to the minor.
- The AME program places no restrictions on double-counting of courses between AME and other majors/minors/concentrations—except for the required internship, which is registered within AME and may not count toward another program except with special permission of both the AME Program Director and the applicable department chair.

Benjamin Tilghman, Director

Major

- Art Major, Art History Concentration (<https://catalog.washcoll.edu/catalog/departments-programs/art-art-history/art-history-concentration/>)
- Art Major, Dual Concentration (<https://catalog.washcoll.edu/catalog/departments-programs/art-art-history/dual-concentration/>)
- Art Major, Studio Art Concentration (<https://catalog.washcoll.edu/catalog/departments-programs/art-art-history/studio-art-concentration/>)
- Music Major (<https://catalog.washcoll.edu/catalog/departments-programs/music/music-major/>)
- Theatre Major (<https://catalog.washcoll.edu/catalog/departments-programs/theatre-dance/theatre-major/>)

Minor

- Art Minor (<https://catalog.washcoll.edu/catalog/departments-programs/art-art-history/art-minor/>)
- Arts Management Entrepreneurship Minor (p. 1)
- Dance Minor (<https://catalog.washcoll.edu/catalog/departments-programs/theatre-dance/dance-minor/>)
- Ethnomusicology Minor (<https://catalog.washcoll.edu/catalog/interdisciplinary/ethnomusicology-minor/>)
- Music Minor (<https://catalog.washcoll.edu/catalog/departments-programs/music/music-minor/>)
- Theatre Minor (<https://catalog.washcoll.edu/catalog/departments-programs/theatre-dance/theatre-minor/>)