



- IV. Arts Emphasis—16 credit hours. Complete one of the following groups:
- ART 122, 133, 144, and 4 additional ART hours at the 200-level
  - ARTH 201, 202, 420, and 4 additional ARTH hours at the 300-level
  - DRAM 111 or 113, 121, 144, 220, and 6 additional DRAM hours at the 300-400 level
  - LANG 260 and 12 hours from LANG 361, 363, 365 and 366 chosen from at least two genres
  - MCOM 104, 201, and 8 hours from MCOM 393, 394 and 395 (designated topics)
  - MUSC 130, 131, either 348 or 349, 382, 383, and 3 hours of ensemble from MUSC 113-129
  - NM 101, one course from 142, 144, 146 or 344, and 8 additional NM hours at the 200-400 level
- V. Other concentration requirements—Major, writing, information literacy and oral competencies are met by successful completion of AME 420 with a grade of C or higher. At least 30 of the total required hours must be taken while a student at UNC Asheville. Students completing the concentration in Arts Management and Entrepreneurship who also want to minor in Art, Art History, Drama, English with a Creative Writing concentration, Mass Communication, Music or New Media must complete at least 6 hours of courses for the minor that are not used to complete the requirements for the AME concentration.

**Declaration of Major in Interdisciplinary Studies: Concentration in Arts Management and Entrepreneurship**

Declaring a major in Interdisciplinary Studies with a concentration in Arts Management and Entrepreneurship requires the student to complete a Declaration of Major Form that must be signed by the director. Before declaring a major, a student must satisfy the LANG 120 requirement.

**Minor in Arts Management and Entrepreneurship**

Required courses for the minor—22 hours: ACCT 215; ARTS 310 (designated topics); IST 200; MGMT 130, 250 and 360; and at least 6 credit hours from the courses listed below. Note: electives courses may not be used to complete the course requirements for any other major or minor.

University-wide minimum requirements for a minor: 1) one-half of the hours required for a minor must be completed in residence at UNC Asheville, to include at least 6 hours at the 300-400 level; 2) students must have a cumulative grade-point-average of at least 2.0 on minor courses taken at UNC Asheville.

ARTH	420	Museum Studies (4)
DRAM	220	Stage Management (2)
ECON	101	Principles of Macroeconomics (3)
ECON	102	Principles of Microeconomics (3)
ECON	306	Managerial Finance (3)
LANG	354	Professional Writing (4)
MCOM	104	Media, Ethics and Society (4)
MCOM	201	Basic Journalism (4)
MCOM	293	Mass Media Workshop (designated topics) (4)
MCOM	294	Mass Media Workshop (designated topics) (4)
MCOM	295	Mass Media Workshop (designated topics) (4)
MCOM	393	Issues in Media Studies (designated topics) (4)
MCOM	394	Issues in Media Studies (designated topics) (4)
MCOM	395	Issues in Media Studies (designated topics) (4)
MGMT	230	Organizational Behavior and Theory (4)
MGMT	300	Legal and Ethical Environment (4)
MGMT	363	The Entrepreneurial Experience (2)
MUSC	382	Music Industry and Business I (3)
MUSC	383	Music Industry and Business II (3)
NM	101	Digital Design Principles (4)
NM	231	Introduction to Web Page and Interactive Design (4)

## **Courses in Arts Management and Entrepreneurship (AME)**

### **420 Arts Management and Entrepreneurship Seminar (4)**

This seminar style course will explore the interdisciplinary nature of Arts Management and Entrepreneurship through discussions, writing, presentation projects, and guest speakers. Prerequisite: permission of instructor. See Arts Management and Entrepreneurship director.

### **480 Project–Based Professional Internship (3)**

Semester long, project-based internship with an approved off-campus professional arts organization, creative business or artist, typically scheduled for students in their senior year. Specific information is available from the major advisor. Prerequisites: Minimum 2.0 grade point average overall and in major courses and permission of the Arts Management and Entrepreneurship director. See Arts Management and Entrepreneurship director.

### **499 Undergraduate Research in Arts Management and Entrepreneurship (1-4)**

Independent research under the supervision of a faculty mentor. May be repeated for a total of 8 hours credit. See Arts Management and Entrepreneurship director.

### **171-6, 271-6, 371-6, 471-6 Special Topics in Arts Management and Entrepreneurship (1-6)**

Courses with significant Arts Management or Entrepreneurship content that do not fall within the traditional subject matter of one academic department but for which there may be special needs. May be repeated for credit as often as permitted and as subject matter changes. See Arts Management and Entrepreneurship director.

### **178, 378 Liberal Arts Colloquia (LA 178, 378) (3-4)**

Courses offered to fulfill Liberal Arts Core requirements. See Liberal Arts section of catalog for course descriptions. May not be used to fulfill major or minor requirements.

### **Rationale:**

The UNC Strategic Plan, “Our Time, Our Future” references the importance of entrepreneurship by stating in the UNC Compact: The Commitment to North Carolina, “We will support and reward faculty who demonstrate an entrepreneurial spirit and seek new frontiers of knowledge, commercialize technology, and create opportunities for students.”<sup>1</sup> In fact, Entrepreneurship was listed as one of the top ten regional economic priority areas identified after a 2012 statewide listening tour conducted by the UNC General Administration with business leaders and economic developers.<sup>2</sup> Offering further support for UNC’s dedication to providing our students with entrepreneurial skills, the strategic plan offers a quote from NC Chamber CEO and President, Lew Ebert, who states, “Since the future will be fueled by a need for continued innovation, North Carolina must identify and grow a cadre of highly talented, entrepreneurial students.”<sup>3</sup> In UNC Asheville’s Strategic Plan, innovation is one of the three core values framing the plan and its strategies. “In today’s evolving and competitive higher education environment, successful institutions make innovation a core competency.”<sup>4</sup>

The UNC Strategic Plan also makes a commitment to the artistic life of our state by promising to “make rich contributions to the cultural and artistic life of the state.”<sup>5</sup> In 2012, the production of arts and cultural goods added more than \$698 billion to the U.S. economy. This amounted to 4.32% of the Gross Domestic Product (GDP).<sup>6</sup> In North Carolina 49,610 artists make up 1.07% of the total labor

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<sup>1</sup> The UNC Strategic Plan, “Our Time, Our Future: the UNC Compact with North Carolina,” page 11 ([https://www.northcarolina.edu/sites/default/files/strategic\\_directions\\_2013-2018\\_0.pdf](https://www.northcarolina.edu/sites/default/files/strategic_directions_2013-2018_0.pdf))

<sup>2</sup> Ibid, page 59

<sup>3</sup> Ibid, page 65-66

<sup>4</sup> The UNC Asheville Strategic Plan, “Inspire, Innovate, Engage,” <https://strategicplan.unca.edu/>.

<sup>5</sup> Ibid, page 11

<sup>6</sup> National Endowment for the Arts, [Arts and Cultural Production Satellite Account Issue Brief #1: The Arts and GDP](#), 2015.

force.<sup>7</sup> The AME programs propose courses and projects that will help our students become successful contributors to the North Carolina arts and cultural community, which, in turn, will create and provide jobs in both the public and private sectors.

Most students in the arts are provided with an education in the history, philosophy, practice and creation of the art form. Few courses are offered that provide arts students with the knowledge and skills to finance, market, and monetize their artistic talents and products. The Arts Management and Entrepreneurship (AME) major concentration and minor are designed to help artistic students develop these vital skills necessary to establish their art as a valuable commodity in our economy.

Although the UNC system offers programs in business development and management, the strategic plan recognizes that students from all disciplines need to develop skills in innovation and entrepreneurship in order to help them connect vision with execution, and bring their ideas and discoveries to fruition.<sup>8</sup> The AME programs are designed to provide our students with the knowledge and skills necessary to connect their creativity with potential new venture business development, as well as employment with companies seeking their creative and innovative skills.

The Strategic Plan relates acquiring a bachelor degree with employment security<sup>9</sup>, however research also shows that graduates who demonstrate creativity are in high demand. In fact ninety-seven percent of U.S. employers say creativity is of increasing importance to them, and eighty-five percent of employers looking to hire creative people say they are unable to find the applicants they seek.<sup>10</sup> Not only are the creative skills of artists valued by established employers, but artists tend to be highly entrepreneurial and are 3.5 times more likely than the total U.S. work force to be self-employed.<sup>11</sup> Recognizing the need to provide all our students with the education necessary to become successful, the UNC strategic plan stresses that additional efforts by the UNC campuses are needed to “develop new undergraduate entrepreneurship initiatives for non-business majors, with a particular focus on start-up companies.”<sup>12</sup>

Some of our current students have recognized the need to know more about marketing, management, and entrepreneurial development. In the last five years 29 students have officially declared a management major or minor in companion with a major or minor in an arts discipline (Art, Art History, Dance, Drama, Literature, Mass Communications, Music and New Media). Additionally, during the development of the AME curriculum, faculty in arts disciplines expressed their support of the AME program development, acknowledging that they would enthusiastically promote them to their majors and minors. We believe that once the programs are established, and students are informed of the benefits of these programs for their success after graduation, that many more students will take advantage of this valuable curriculum.

The Arts Management and Entrepreneurship major concentration and minor are both designed to serve the needs outlined in the UNC Strategic Plan, the UNC Asheville core value of innovation, and in response to growing student, faculty and community interest. With both a major concentration and minor option, this program will provide our arts students with the education and skills needed to bring their creative ideas to fruition.

### **Impact:**

This new major concentration and minor in Arts Management and Entrepreneurship provides interdisciplinary connections between the arts, management and entrepreneurship for arts students to gain the necessary skills for success in arts industries. A positive impact for arts students currently minoring in Management will be the opportunity for these students to experience a more robust and comprehensive program that is field-focused. Students in Art, Art History, Dance, Drama, English,

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<sup>7</sup> U.S. Census Bureau’s American Community Survey, EEO Tables for 2006-2010

<sup>8</sup> The UNC Strategic Plan, “Our Time, Our Future: the UNC Compact with North Carolina,” page 66

<sup>9</sup> Ibid, page 15-18

<sup>10</sup> The Conference Board, Ready to Innovate 2008. (<http://www.nasaa-arts.org/Research/Key-Topics/Creative-Economic-Development/ConferenceBoardReadytoInnovateOCT2008.pdf> )

<sup>11</sup> National Endowment for the Arts, *Artists and Arts Workers in the United States*, 2011.

<sup>12</sup> The UNC Strategic Plan, “Our Time, Our Future: the UNC Compact with North Carolina,” page 66

Mass Communications, Music and New Media, etc. can more intentionally create connections and learn content in the context of Arts Management and Entrepreneurship.

The introduction of the AME programs supports the launch of a partnership between UNC Asheville and The Center for Craft, Creativity, and Design (CCCD) to develop The Center for Creative Entrepreneurship (CCE). This new center at 67 Broadway, Asheville, will provide space and programming for students, craftspeople, artists, and designers to create, test, and market new products as well as foster creative endeavors amongst intergenerational entrepreneurs. This three-year investment is supported by the Windgate Charitable Foundation, with an initial grant of \$716,500 for facility improvements, pilot programming, and operational support.

A recent UNC Asheville News Center article further describes the impact of this initiative: “UNC Asheville and the CCCD will each contribute to the unique programming in the new Center for Creative Entrepreneurship to develop maker-based businesses. By co-locating craft-related academic programming and entrepreneurial courses offered by academic partners and technical service providers, area students and faculty from universities will be able to take advantage of a collective knowledge base. UNC Asheville joins Warren Wilson College, founding academic partner, in the list of academic institutions paving the way for innovative programming that supports the business and entrepreneurial needs of the creative sector. The new center and its programming will be a part of The Hive AVL and supported by additional project partner Mountain BizWorks. A second-floor gallery also will feature student exhibitions.”<sup>13</sup>

UNC Asheville faculty of the AME program planning group have been meeting with CCCD and CCE staff since Summer 2016 to share AME concentration and minor plans and to discuss collaborative opportunities for curricular programming, internships, and art exhibitions. Faculty have also participated on design consultations with THE HIVE AVL architects and a newly developed WNC Arts Entrepreneurship Task Force that meets quarterly at the CCCD. This task force includes faculty representatives from Appalachian State University, Haywood Community College, Southwestern Community College, UNC Asheville, and Western Carolina University.

The major concentration, with its required credit hours of 52, includes the LAC ARTS requirement. This brings the major requirements to 49. Using the APC estimate of 47 for LAC Requirements, this brings the combined Major/LAC Credits to 96 (4 credits under the 100 Major/LAC Credit Cap policy).

All required courses in this concentration, with the exception of one capstone seminar course, are existing courses, offered regularly. Departments have been consulted and have given concurrence, as well as acknowledge that the courses can handle additional enrollment generated by a new program of study.

Our AME program planning group conducted an enrollment history evaluation of the required and emphasis area courses in the AME major and minor (see attachment titled AME Required and Emphasis Course Resource Evaluation) and recognize that a number of the required Management courses, and the Economics course, are often filled to capacity, or beyond capacity. Enrollments in these courses will have implications as to the numbers of students currently majoring in arts disciplines who are minoring in Management or taking the courses as electives, and may choose to major or minor in Arts Management and Entrepreneurship instead. Conversely, students currently majoring in arts fields may instead choose to major in AME and minor in their given arts area. In addition, the Music and Management departments will propose the elimination of the Music Business Emphasis Area in Management, acknowledging that the AME programs will now provide for those students interested in music business studies.

This program proposal was shared with the deans for their feedback concerning the potential need for increased instructional resources. The feedback we received was highly supportive of the program and acknowledging, “part of the support for this comes from actual growing enrollments in the program; as we track enrollment growth, a clearer argument can be made for additional teaching power.” Our plan is to track these shifts once the program is active, to better assess the needs of our

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<sup>13</sup> UNC Asheville News Center, “Center for Creative Entrepreneurship Launched by UNC Asheville and The Center for Craft, Creativity & Design,” January 8, 2016. <http://news.unca.edu/articles/center-creative-entrepreneurship-launched>

students and academic impact in the new program. Sample four-year plans are provided as attachments to demonstrate how students can complete the major concentration as a four-year, UNC Asheville student or as a transfer student. Sample four-year plans are also provided as attachments to demonstrate how students can complete the minor with various other arts and management majors.

An AME Director will need to be identified and although we are proposing that the first AME director come from our AME development group (Laura Bond, Melodie Galloway, Leisa Rundquist, or Micheal Stratton) the director could eventually be a faculty member from any of the arts departments contributing to the programs. The AME director responsibilities would include: oversight of the AME program in cooperation with the chair of Interdisciplinary Studies, promoting the program to students, enrolling and advising students, overseeing junior/senior level internship placement and undergraduate research projects, and building new partnerships with area artists and organizations. Although the first year of the program may not include oversight of internship placement and undergraduate research projects, if we consider the transfer student schedule for completing the major or minor, internships and UGR projects would most likely begin by the second year. We also suspect that this program will grow quickly, particularly if the director has time to promote to current and incoming students. With this in mind, the AME directorship carries an implication of reassigned time and potential faculty shifts in assignments within the first year of its activation.

Since this is a new program, with interdisciplinary courses, it is recommended that the program start in Interdisciplinary Studies. As the program grows, it could eventually move to another department or division in order to support its growth.