

Arts Management & Entrepreneurship (AME) Major Concentration Proposed for Interdisciplinary Studies

Courses	Credits
ACCT 215 - Principles of Accounting I: An introduction to financial accounting and how it is used by organizations and individuals. Emphasis on the principles and most common practices used in generating financial reports. No credit given if credit received for ACCT 202 or 218. Fall and Spring.	3
ARTS 310 Chosen from a list of designated Arts & Ideas courses including the following topics: The Artist as Visionary & Entrepreneur, The Arts & Being Human, Art & Emotion, Visual Culture. ARTS 310 - Arts and Ideas: Arts and Ideas is an interdisciplinary course that introduces a student to the creative process using a number of artistic disciplines such as dance, drama, film and video, literature, music, new media and the visual arts. This class can include a mixture of readings, examination of artworks, attendance at outside performances and events, lectures, classroom presentations and performances, informal discussion and development of written responses. Some sections of this course may also utilize class contact hours for the process of making and presenting art. Each section will have a specific topic that will serve as the focus of the semester. May be repeated three times as content varies. Prerequisite: 30 earned hours (sophomore standing). Fall and Spring.	3-4
ECON 306 - Managerial Finance: An analysis of financial decision making of firms, covering ratio analysis, capital budgeting and the management of funds. Prerequisite: ACCT 215. Fall and Spring	3
IST 200 - Ideas to Action: Students learn how to turn their ideas into plans that can become reality. They will be introduced to entrepreneurship, do a critical analysis of problems and needs, and work in interdisciplinary teams to design ventures. Students will form teams based on their interests, and will receive mentoring from professional entrepreneurs and other community leaders as they create their proposals with a market analysis, impact statement and financials. Students will present their work on-campus and have the opportunity to take their plans to the next level by participating in off-campus events. Fall.	2
Choice of LANG 354 Professional Writing <u>or</u> NM 231 Introduction to Web Page Interactive Design (Either of these courses will help students develop knowledge and skills in publicly promoting their artistic practices.) LANG 354 - Professional Writing: A workshop in advanced prose writing including job materials, applications, proposals, marketing materials, technical and professional writing, and grant applications. Includes project development and management, document design, professional editing, visual rhetoric, formal presentations, and service learning collaboration with local nonprofit organizations. Prerequisite: LANG 120. Every other year. NM 231 - Introduction to Web Page and Interactive Design: A crash-course introduction to internet cultures, internet-specific production techniques, and code as an artistic medium. Students survey contemporary internet media cultures and technologies while learning essential web-based coding skills in HTML, CSS and other programming languages applied within the context of art and design. Media production techniques will include transcoding, digital representations of sound and images, and user-interface multimedia experience. Prerequisite: NM 101. Fall and Spring.	4
MGMT 130 - Introductory Seminar in Organizations: Introduces students to the complex nature of managing, leading, and interacting with organizations in society. Focus will be on simultaneously learning and challenging the historical roots of management and leadership theory related to individual behavior, social interaction, and environmental forces (i.e., political, economic, technological, and cultural). Students will also learn foundational skills in disciplinary writing, project management, oral communication, critical reading, and self- and social-awareness. Emphasis will be on introducing students to departmental and professional expectations in the field. Fall and Spring.	2
MGMT 250 - Marketing Principles: Focuses on the elements of the marketing mix (product, price, promotion and place) and the marketing concept. Marketing terminology and selected marketing models and theories are presented. Application and integration of these theories and models are required. Prerequisite: MGMT 130. Fall and Spring.	4
MGMT 300 - Legal and Ethical Environment: Emphasizes the role of ethics and law in business and other forms of organizing. Select topics include sources of law and legal reasoning, ethical decision-making, the court system, alternative dispute resolution, the constitution, administrative agencies, white collar crime, international law, contracts, torts, product liability, intellectual property, employment law, and regulatory topics, among others. Prerequisites: Junior standing and at least 6-credit hours in MGMT and/or ACCT. Fall and Spring.	4
MGMT 360 - Foundations of Entrepreneurship: Challenges students to develop a rigorous understanding of the entrepreneurial mindset. Students will study a wide range of entrepreneurial ventures, including lifestyle businesses and self-employment, family business management, high-tech and high growth entrepreneurship, intrapreneurship, and social entrepreneurship. Students will engage in self-assessments and understand what is required and advantageous in embarking upon an entrepreneurial career. Prerequisite: Junior standing or permission of instructor. Fall.	2

MGMT 363 - The Entrepreneurial Experience: In this continuation of MGMT 360, students will further develop their understanding of entrepreneurial thinking by crafting their own organizational plan. Students will learn about and apply concepts including idea modeling, the lean start-up approach, and the business model generation canvas. Students will conduct market research and will design and develop a plan for launching an innovative, entrepreneurial organization. The course will end with an entrepreneurial elevator pitch. Prerequisite: MGMT 360; Junior standing or permission of instructor. Pre-or corequisite: ACCT 215. Fall.	2
AME 420 - Arts Management and Entrepreneurship Seminar: This seminar style course will explore the interdisciplinary nature of the AME program through discussions, writing, presentation projects, and guest speakers.	4
Internship <u>or</u> Community Engaged Undergraduate Research Project in an Arts discipline - Course numbers vary, see APC document for details	3-4
Arts Emphasis Area - Courses from various departments that provide students with an introduction to a specific arts discipline, as well as courses that support creative entrepreneurial skills within the discipline. List of possible courses provided below. Art Emphasis courses may not be used to complete course requirements of any other major.	16
TOTAL CREDITS	52-54

Arts Emphasis Area Electives – 16 credits for each discipline. <i>Each department provides introductory courses and at least one progressive level course to support a progression of study.</i>
ART: ART 122 2D Design (4), 133 3D Design (4), 144 Foundation Drawing (4) and any other 200-level ART course (4)
ART HISTORY: ARTH 201 Intro to Art History I (4), 202 Intro to Art History II (4), 420 Museum Studies (4), and any other 300-level ARTH course (4)
DRAMA: DRAM 111 Acting <u>OR</u> 113 The Expressive Voice & Body (3), 121 Elements of Production (3), 144 Playscript Analysis (2), 220 Stage Management (2), and 6.0 more credits in Drama classes at the 300 or 400 level.
ENGLISH/CREATIVE WRITING: LANG 260 Intro to Creative Writing (4), and choice of 3 of the following workshop courses: LANG 361 Poetry Writing (4), LANG 363 Fiction Writing (4), LANG 365 Playwriting (4), or LANG 366 Creative Non-Fiction (4). Students must take courses that explore at least two different genres.)
MASS COMMUNICATION: MCOM 104 Media, Ethics and Society (4), 201 Basic Journalism (4) and 8 hours from 393, 394, or 395 Mass Media Workshops (designated topics) (8)
MUSIC: MUSC 130 Intro to Aural Skills (1), 131 Intro to Music Theory (3), 348 Western Music History I (3) <u>OR</u> 349 Western Music History II (3), 382 and 383 Music Industry and Business I & II (6), and three Ensembles from 113-129 (3)
NEW MEDIA: NM 101 Digital Design Principles (4), 142 New Media History and Theory <u>OR</u> 144 History of Animation (4) <u>OR</u> 146 Video Game Studies <u>OR</u> 344 History of Design , and two 200-400 level courses (8)

NOTE:

Requirements	Credit Totals
Major Credits: 52 (including ARTS 310 [3-4]—LAC requirement)	48-49
LAC Requirements (using APC estimate of 47)	47
Major + LAC Credit Cap Policy (100 is the maximum)	95-96