

## Arts Management & Entrepreneurship (AME) Minor 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
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
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 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
*ELECTIVES - Courses from various departments that support Arts Entrepreneurship. List provided below. <i>*Electives may not be used to complete course requirements of any other major.</i>	6
<b>TOTAL CREDITS</b>	<b>22</b>

<b>Elective Course Options</b> - These courses focus on managerial or entrepreneurial skills in general or within specific arts disciplines.
ARTH: 420 Museum Studies (4)
DRAM: 220 Stage Management (2)
ECON: 101 Principles of Macroeconomics (3), 102 Principles of Microeconomics (3), 306 Managerial Finance (3)
LANG: 354 Professional Writing (4)
MCOM: 104 Media, Ethics and Society (4), 201 Basic Journalism (4), 293 Mass Media Workshop: Social Media Practice & Analytics (4), 393-395 Issues in Media Studies (designated topics) (4)
MGMT: 230 Organizational Behavior and Theory (4), 300 Legal and Ethical Environment (4), 363 The Entrepreneurial Experience (2)
NM: 101 Digital Design Principles (4), 231 Introduction to Web Page and Interactive Design (4)
MUSIC: 382 and 383 - Music Industry and Business I & II (3)(3)