

# Arts Entrepreneurship Minor

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## Faculty

**Coordinator:** Barry Long

The goal of this minor is to add to the University curriculum an opportunity for interested students to acquire entrepreneurial acumen in the field of arts management. Through this interdisciplinary minor, students interested in working in and with the arts will acquire practical tools by which to become arts professionals – to manage, market and promote arts organizations and both commercial and not-for-profit arts endeavors in the visual, performing, media, and/or literary arts.

The purpose of the proposed grouping of courses and experiences is to bridge the gap between the necessary disciplinary depth of each arts-based major with a skill set that can facilitate entry into various entrepreneurial endeavors in the arts. The minor also allows majors in disciplines other than arts to expand their marketability as individuals ready to work as creative professionals. This minor is invaluable for students who anticipate careers in and related to the arts. As a program designed for the entire student body, the Arts Entrepreneurship minor is a rigorous course of study for students interested in exploring entrepreneurial opportunities in the arts and arts-related fields, regardless of their major course of study.

The minor incorporates historical, theoretical, and practical objectives including courses and internships that enable students to meet these goals.

## Description

The minor in Arts Entrepreneurship introduces students to a variety of methods arts entrepreneurs employ to make decisions about, plan, execute and sustain an arts or arts-related venture and/or career.

The Arts Entrepreneurship minor assists students' efforts to capitalize on opportunities in the wide-array of potential arts economies. The minor also encourages students to self-define their role as artists in communities or their role in providing innovative production of art. The minor introduces students to the challenges and rewards of being an emerging arts entrepreneur through the experiential practices of the required internship.

The Arts Entrepreneurship minor is an example of the interdisciplinary nature of creative and artistic enterprise and illustrates the strong commitment to interdisciplinarity at Bucknell.

## Administration

The Bucknell Arts Council coordinates the Arts Entrepreneurship minor, which is a collaboration between the College of Arts and Sciences and the School of Management. Inquiries can be directed to the University Arts Coordinator.

## Curriculum

The minor is composed of **five courses**. Students must fulfill the requirements of each of sections A, B, C, and D. **Students can take a maximum of two courses in any one discipline.** Students must select from approved courses for the minor without exception.

### Section A – Core course (one credit)

UNIV 199

Arts Entrepreneurship

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This survey course explores the theories, processes, and practices involved in entrepreneurship in arts and cultural organizations. The course will feature a series of guest lectures by faculty and staff who are expert in the various aspects of the field. Each lecture will focus on developing concrete strategies and plans for managing arts and cultural organizations, including (but not limited to) business plans and organizational development, managing boards, fund-raising, human resources, grant writing, facilities, program development including arts education programs, community collaborations, and effective evaluation. Focus on specific aspects of entrepreneurship in arts and/or cultural organizations will depend upon the group of arts entrepreneur experts presenting during the semester.

**This course will rotate in consecutive years through the departments of English, Art and Art History, Music, and Theatre and Dance. Although the course will be offered by faculty in different disciplines, the course content will remain consistent. Generally, the course will be offered each year during the spring semester. Occasionally, there may be two sections in one academic year, one in the fall and one in the spring. The rotation through the arts disciplines offering the course progresses as noted below:**

- English
- Theatre and Dance
- Art and Art History
- Music
- English (cycle repeats)

## Section B – Approaches and Foundations of Entrepreneurship (one or two credits)

It should be noted that while the following list is inclusive, some of the courses of interest are not offered every year. Additionally, a few of the courses have prerequisites.

### Economics

ECON 103	Economic Principles and Problems	1
ECON 280	Political Economy of Media and Advertising	1

### Management

MGMT 101	Introduction to Organization and Management	1
MGMT 102	Quantitative Reasoning for Managers	1
MGMT 200	Foundations Accounting and Financial Management I	1
MGMT 201	Marketing	1
MGMT 202	Operations	1
MGMT 203	Managerial Finance	1

## Section C – Skills and Practices of Entrepreneurship (one or two credits)

It should be noted that while the following list is inclusive, some of the courses of interest are not offered every year. Additionally, a few of the courses have prerequisites.

UNIV 399	Extreme Creativity (also crosslisted under various arts disciplines) <sup>1</sup>	1
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### Accounting and Financial Management (counts as a management course)

ACFM 220	Business Law I	1
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### Art and Art History

ARST 112	Photography I	1
ARST 234	Digital Photography (prerequisites ARST 112 and ARST 131)	1
ARST 243	Graphic Design (prerequisite ARST 112)	1
ARTH 227	Introduction to Visual Culture	1
ARST 247	Photography II	1
ARST 340	Video Art and Installation (prerequisite ARST 112 or ARST 229 or ARST 237 or ARST 250)	1
ARST 349	Digital Sculpture (prerequisite permission of instructor)	1

### English

ENGL 109	Public Speaking in the 21st Century	1
ENGL 130	Introduction to Film/Media Studies	1
ENGL 214	Introduction to Screenwriting	1
ENGL 238	Special Topics in Film Studies	1
ENGL 253	Introduction to Film/Media Production	1
ENGL 254	Film Programming & Exhibition	1
ENGL 256	Writing about Film/Media	1
ENGL 335	Special Topics in Film/Media Production	1
ENGL 339	Film/Video Production (prerequisite permission of instructor)	1

### Markets, Innovation and Design (counts as a management course)

MIDE 243	Social Media for Managers	1
MIDE 300	Markets, Innovation, and Design (prerequisite MGMT 201)	1
MIDE 301	Understanding Consumers (prerequisite MGMT 201)	1
MIDE 303	Entrepreneurship	1
MIDE 304	Marketing Management (prerequisite MGMT 201)	1
MIDE 330	Innovating Organizations (prerequisite MGMT 101 or permission of instructor)	1
MIDE 375	Should We Start This Company?	.5

### Management for Sustainability (counts as a management course)

MSUS 300	Managing for Sustainability I (prerequisite: MGMT 101. Juniors or seniors only)	1
MSUS 301	Managing for Sustainability II (prerequisite: MGMT 200. Juniors or seniors only)	1

### Music

MUSC 220	Performance for Laptop	1
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MUSC 232	Music Technology	.5
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MUSC Private Lessons (check current course catalog for specific vocal, instrumental, and ensemble course numbers and sections, as they vary by semester.

MUSC Ensemble (check current course catalog for specific vocal, instrumental, and ensemble course numbers and sections, as they vary by semester.

#### Theatre and Dance

THEA 245	Entertainment Technology	1
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Writing Course about writing issues and forms in film/media

<sup>1</sup> Recommended course for Arts Entrepreneurship minor.

### Section D – One credited arts internship (either at Bucknell or off campus that is related to the student’s arts interest in media arts, visual arts, performing arts, literary arts) (one credit)

Internships are competitive; therefore, students are encouraged to fulfill this requirement before the fall of their senior year. Internships may occur in the summer and/or overseas but must have an arts focus. Please check with the relevant center for application procedures for Bucknell Arts internships.

#### Bucknell Arts Internships

Department of Theatre and Dance Internship contact: Chair of the Department of Theatre and Dance

Stadler Center Internships contact: Andrew Ciotola, Program Manager

University Press Internship contact: Pam Dailey, Operations Manager

West Branch Internship contact: Andrew Ciotola, Managing Editor

#### External Arts Internships

Arts Internship (off campus)

Off-campus internships for full credit must be approved using the procedures developed by the College of Arts and Sciences for Nontraditional Study.

When the internship opportunity arises, students must contact a faculty mentor to sponsor the internship and with whom to design the required academic content of the experience. In order to receive full credit, students must follow the procedures outlined for Nontraditional Study. Current students can find these procedures in the College of Arts and Sciences section in *myBucknell*.