

Arts Management Minor

Given the challenges for artists and arts and cultural organizations to survive in an increasingly competitive business environment, the need for educated managers is increasing. The practice of Arts Management is a synthesis of art, creativity, innovation, management, and entrepreneurship. The minor will prepare students to balance aesthetic understanding with specialized skills in generating income, managing boards, stimulating public access, and sustaining the mission and vision of organizations whose primary purpose is the delivery, presentation, and preservation of arts and culture. These skills are applicable to arts councils, museums, community art centers, galleries, orchestras, theatres, and creative enterprises.

A minimum overall 2.00 GPA is required for successful completion of the minor. All courses, except the internship, must be taken for a grade (not credit/no-credit).

Program Requirements

(18 or 19 semester hours)

| Code | Title | Credit Hours |
|---|---|--------------|
| Core Courses - 9 semester hours | | |
| Select the following: | | |
| CCA 201 | Introduction to Arts Management | 3 |
| CCA 401 | Strategic Innovation in the Arts | 3 |
| Select three hours of the following: | | 3 |
| CCA 200 | Arts Management Practicum | |
| CCA 202 | Introduction to Music Business | |
| CCA 302 | Arts Marketing & Engagement | |
| CCA 304 | Financial Management & Development in the Arts | |
| CCA 306 | Arts Entrepreneurship | |
| CCA 308 | Policy & Advocacy in the Arts | |
| CCA 340 | Internship | |
| Track - 9 or 10 semester hours | | 9-10 |
| Choose one of four tracks. FSB Majors choose Track 4. | | |
| Track 1 - General Business | | |
| Select at least nine hours of the following: | | |
| ACC 211 | Accounting for the Non-Business Major | |
| ECO 201 | Principles of Microeconomics | |
| ESP 101 | Entrepreneurship Foundations | |
| ESP 201 | Introduction to Entrepreneurship and Business Models (ESP 101 is pre-/co-requisite) | |
| MGT 111 | Introduction to Business | |
| MGT 211 | Introduction to Management for Non-business Majors | |
| or MGT 291 | Introduction to Management & Leadership | |
| MKT 211 | Business Concepts in Customer Engagement | |
| or MKT 291 | Principles of Marketing | |
| Track 2 - Miami Prime Business Intensive | | |
| Select all three of the following: | | |

| | |
|---------|------------------------------|
| BUS 301 | Basics of Business I |
| BUS 302 | Basics of Business II |
| BUS 303 | Business Process Integration |

Track 3 - Entrepreneurship

Select all four of the following:

| | |
|---------|--|
| ESP 101 | Entrepreneurship Foundations |
| ESP 201 | Introduction to Entrepreneurship and Business Models |
| ESP 251 | Entrepreneurial Value Creation and Capture |
| ESP 252 | Entrepreneurial Mindset: Creativity and Organization |

Track 4 - Creative Arts

FSB majors must take this track. This track is not open to CCA majors.

Select nine hours from ARC, ART, MUS, THE, or CCA111, CCA222, or CCA232. Students may apply FAS or IMS courses with prior approval of the Director of Arts Management & Entrepreneurship.¹

| | |
|---------------------------|--------------|
| Total Credit Hours | 18-19 |
|---------------------------|--------------|

¹ No more than two of the same music ensemble (MUS100A-MUS100Z) may count toward the minor.