

Arts Management and Arts Entrepreneurship - Bachelor of Arts in Arts Management and Arts Entrepreneurship

For more information, please contact Todd Stuart, Director of Arts Management & Entrepreneurship: stuartt@miamioh.edu, 513-529-2371, 129 Center for Performing Arts.

The Arts Management & Arts Entrepreneurship major allows students to apply arts and business thinking to real-world arts business challenges in an increasingly competitive arts environment. Students will develop knowledge and skills to lead not-for-profit or for-profit enterprises in the creative economy. They will also gain an understanding of all the possible career opportunities in the arts and creative economy. The major is designed to maximize students' transferable skills so that they are able to navigate an uncertain future. Graduates are also well equipped to pursue various graduate programs in the arts, business, entrepreneurship, and creative enterprise. Students seeking the Arts Management & Arts Entrepreneurship major may not also earn the Arts Management co-major, the Arts Management minor, or the Arts Entrepreneurship minor.

Program Requirements

(59 or 60 credit hours) No more than 9 credit hours may be counted toward both the completion of the Arts Management & Arts Entrepreneurship major and the completion of a minor, co-major, or second major.

Code	Title	Credit Hours
Arts Management & Entrepreneurship Core		
Introduction to Arts Management & Entrepreneurship		
CCA 101	The Entrepreneurial Artist	2-3
CCA 111	Innovation, Creativity and Design Thinking	3
CCA 201	Introduction to Arts Management	3
Arts Management & Entrepreneurship Studio		
CCA 220	Arts Management & Arts Entrepreneurship Studio 1	2
CCA 320	Arts Management & Arts Entrepreneurship Studio 2	2
CCA 420	Arts Management & Arts Entrepreneurship Studio 3	2
Topics in Arts Management & Entrepreneurship. Select nine credit hours:		
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	

Experiential Learning. Complete three practicums or one internship:		3
CCA 200	Arts Management Practicum	
CCA 340	Internship	
Culminating Experience. Select one:		3
CCA 401	Strategic Innovation in the Arts	
CCA 410	Advanced Topics in the Creative Arts	

Arts Expertise 15

Students will choose, in consultation with their advisor, 15 credits in the College of Creative Arts. This requirement can also be met with a major, minor, or certificate from the College of Creative Arts with a minimum of 15 credits. The Arts Management co-major, the Arts Management minor, or the Arts Entrepreneurship minor may not be used.

Business Expertise 15

Students will choose, in consultation with their advisor, 15 credits in the Farmer School of Business. This requirement can also be met with a major, minor, or certificate from the Farmer School of Business with a minimum of 15 credits. The Arts Management co-major, the Arts Management minor, or the Arts Entrepreneurship minor may not be used.

Total Credit Hours 59-60