

Arts Management Minor

For information, contact Todd Stuart, Director of Arts Management, 129 Center for Performing Arts, 513-529-2371.

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.