

# ARTS ENTREPRENEURSHIP, MINOR

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

## Program Description

### This Minor is for Arts Majors

This minor is designed for College of Arts & Architecture majors and teaches students how to create a sustainable arts career.

### Why should arts Majors care about entrepreneurship?

Learning the business side of the arts will empower you to create an exciting and fulfilling career in the arts based on who you are and what interests you, utilizing your natural talents and gifts. The Arts Entrepreneurship Minor is designed to help you create the future you want by empowering you with entrepreneurial knowledge and skill to help you make a living as an artist, or as someone who connects audiences to artists and their work.

### Goal of Arts Entrepreneurship

Use arts products, services, and experiences to create, communicate, and deliver a variety of forms of value – such as aesthetic, social, and/or cultural – and capture value in the form of achieving an organizational mission and/or making a profit. Artists and designers can provide value to society through freelance, non-profit, for profit, leadership, and/or social entrepreneurship ventures.

### Types of Arts Entrepreneurs

- One who creates/produces art – composer, painter, performer, etc. (Lifestyle Entrepreneur)
- One who supports the production of art – by developing a product or service that aids creators/producers in their task (Lifestyle or Growth Entrepreneur)
- One who draws audiences to art and artists – by developing a product or service that connects audiences to art and artists (Lifestyle or Growth Entrepreneur)

The Director of the Arts Entrepreneurship Minor actively engages arts entrepreneurs and alumni as guest speakers who serve as tangible examples of success, role models, and mentors for students in the program. Each spring semester, students have the opportunity to enter the Arts Business Idea Competition where they can gain valuable experience pitching their arts business concept to a panel of judges. The competition offers cash prizes for students to use as start-up funds for their venture and facilitates the expansion of their network by bringing them into contact with potential mentors and investors.

## Program Requirements

Requirement	Credits
Requirements for the Minor	18

### Requirements for the Minor

A grade of C or better is required for all courses in the minor, as specified by Senate Policy 59-10 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/59-00-minors-and-certificates/>).

In addition, at least six credits of the minor must be unique from the prescribed courses required by a student's major(s).

Code	Title	Credits
<b>Prescribed Courses</b>		
<i>Prescribed Courses: Require a grade of C or better</i>		
AA 323	Arts Enterprise Development	3
AA 424	Arts Entrepreneurship Capstone Research Project	3
<b>Additional Courses</b>		
<i>Additional Courses: Require a grade of C or better</i>		
Select 2-7 credits from the following:		2-7
ARCH 451	Architectural Professional Practice	
ART 477	Curator's Workshop	
GD 304	Practical Communications	
GD 407	Graphic Design Studio - Communities	
LARCH 386	Professional Practice	
MUSIC 325	Music Entrepreneurship	
PHOTO 404	Professional Photography Capstone Seminar: Self-Marketing and Professional Presence	
THEA 159	Theatre Portfolio & Business Practices I	
THEA 419	Musical Theatre: Business of the Business	
THEA 448	Theatre Management	
<b>Supporting Courses and Related Areas</b>		
<i>Supporting Courses and Related Areas: Require a grade of C or better</i>		
Select 5-10 credits from the following:		5-10
AA 121	Design Thinking and Creativity	
ARCH 491	Architectural Design Studio	
ARCH 495	Advanced Architectural and Related Design/Construction Work Experience II	
ARCH 496	Independent Studies	
ARCH 496H	Independent Study - Honors	
ARCH 497	Special Topics	
ART 404	Art and Life: Where They Intersect	
ART 411	Seminar in Contemporary Art	
ART 413	Performance Art	
ART 421	Drawing	
ART 422	Advanced Figure Drawing	
ART 430	Advanced Sculpture	
ART 431	Installation Art	
ART 432	Flexible Molds: Parting Seams and Sculptural Concepts	
ART 433	Sustainable Studio	
ART 440	Advanced Printmaking	
ART 455	Advanced Painting Critique	
ART 480	Advanced Ceramic Arts	
ART 495	Internship	
ART 496	Independent Studies	
ART 496H	Independent Studies	
ART 497	Special Topics	
BRASS 370	Trumpet: Primary VI	
BRASS 371	French Horn: Primary VI	
BRASS 372	Trombone: Primary VI	
BRASS 373	Euphonium: Primary VI	

BRASS 374	Tuba: Primary VI	MUSIC 418	Voice Pedagogy
BRASS 380	Trumpet: Performance VI	MUSIC 419	Piano Pedagogy I
BRASS 381	French Horn: Performance VI	MUSIC 420	Song Writing and Recording
BRASS 382	Trombone: Performance VI	MUSIC 422	Jazz Harmony and Arranging
BRASS 383	Euphonium: Performance VI	MUSIC 438	The Business of Music
BRASS 384	Tuba: Performance VI	MUSIC 441W	Emphasis in Elementary General Music
BRASS 420	Trumpet: Primary VII	MUSIC 442W	Emphasis in Secondary General Music
BRASS 421	French Horn: Primary VII	MUSIC 443W	Choral Emphasis in Secondary Music Education
BRASS 422	Trombone: Primary VII	MUSIC 444W	Emphasis in Elementary and Intermediate Band
BRASS 423	Euphonium: Primary VII	MUSIC 445W	Emphasis in High School Band
BRASS 424	Tuba: Primary VII	MUSIC 446W	Emphasis in Strings and Orchestra
BRASS 430	Trumpet: Performance VII	MUSIC 450	Teaching Marching Band
BRASS 431	French Horn: Performance VII	MUSIC 451	Computer Programming for Musicians
BRASS 432	Trombone: Performance VII	MUSIC 452	Computer Music Synthesis
BRASS 433	Euphonium: Performance VII	MUSIC 453	Recording Studio Training
BRASS 434	Tuba: Performance VII	MUSIC 455	Technology in Music
BRASS 470	Trumpet: Primary VIII	MUSIC 458	Electronic Music Composition I
BRASS 471	French Horn: Primary VIII	MUSIC 459	Electronic Music Composition II
BRASS 472	Trombone: Primary VIII	MUSIC 465	Advanced Conducting I
BRASS 473	Euphonium: Primary VIII	MUSIC 466	Advanced Conducting II
BRASS 474	Tuba: Primary VIII	MUSIC 467	Opera Workshop
BRASS 480	Trumpet: Performance VIII	MUSIC 468	Acting for Singers
BRASS 481	French Horn: Performance VIII	MUSIC 495	Internship
BRASS 482	Trombone: Performance VIII	MUSIC 496	Independent Studies
BRASS 483	Euphonium: Performance VIII	MUSIC 496H	Independent Studies - Honors
BRASS 484	Tuba: Performance VIII	MUSIC 497	Special Topics
DART 300	Digital Portfolio Elements	PERCN 320	Percussion: Primary V
DART 400	Digital Arts & Media Design Capstone I	PERCN 330	Percussion: Performance V
DART 401	Digital Art & Media Design Capstone II	PERCN 370	Percussion: Primary VI
DART 411	Advanced New Media: Capstone	PERCN 380	Percussion: Performance VI
INART 258A	Fundamentals of Digital Audio	PERCN 420	Percussion: Primary VII
INART 258B	Fundamentals of Digital Audio	PERCN 430	Percussion: Performance VII
JAZZ 100	Jazz Performance Studies	PERCN 470	Percussion: Primary VIII
JAZZ 110	Jazz Performance Studies	PERCN 480	Percussion: Performance VIII
KEYBD 320	Piano: Primary V	PHOTO 402	Photographic Narratives
KEYBD 330	Piano: Performance V	PHOTO 402H	Photographic Narratives
KEYBD 370	Piano: Primary VI	PHOTO 405	Creative Projects in Photography
KEYBD 380	Piano: Performance VI	PHOTO 406	Product Photography
KEYBD 420	Piano: Primary VII	PHOTO 407	Portrait Photography
KEYBD 430	Piano: Performance VII	PHOTO 410	Photographing Motion and Athletic Events
KEYBD 470	Piano: Primary VIII	PHOTO 495	Internship
KEYBD 480	Piano: Performance VIII	PHOTO 496	Independent Studies
LARCH 495	Internship	PHOTO 497	Special Topics
LARCH 496	Independent Studies	STRNG 320	Violin: Primary V
LARCH 496H	Independent Studies - Honors	STRNG 321	Viola: Primary V
LARCH 497	Special Topics	STRNG 322	Violoncello: Primary V
MUSIC 267	Techniques of Composition	STRNG 323	Double Bass: Primary V
MUSIC 412	Jazz Pedagogy	STRNG 324	Guitar: Primary V
MUSIC 414	String Pedagogy	STRNG 380	Violin: Performance VI
MUSIC 415	Woodwind Pedagogy	STRNG 381	Viola: Performance VI
MUSIC 416	Brass Pedagogy	STRNG 382	Violoncello: Performance VI
MUSIC 417	Percussion Pedagogy	STRNG 383	Double Bass: Performance VI

STRNG 384	Guitar: Performance VI
STRNG 420	Violin: Primary VII
STRNG 421	Viola: Primary VII
STRNG 422	Violoncello: Primary VII
STRNG 423	Double Bass: Primary VII
STRNG 424	Guitar: Primary VII
STRNG 430	Violin: Performance VII
STRNG 431	Viola: Performance VII
STRNG 432	Violoncello: Performance VII
STRNG 433	Double Bass: Performance VII
STRNG 434	Guitar: Performance VII
THEA 100	The Art of the Theatre
THEA 101N	Performance and Society
THEA 102	Fundamentals of Acting
THEA 105	Introduction to Theatre
THEA 115	B.F.A. Acting Foundations
THEA 120	Acting I
THEA 132	Survey of Theatre Production Practice
THEA 150	Fundamentals of Design for the Theatre
THEA 201W	Script Analysis
THEA 211	Dramaturgy
THEA 289	Theatre Production Practicum
THEA 429	Theatre Performance Practicum
THEA 489	Theatre Production Practicum
THEA 495	Internship Practicum
THEA 496	Independent Studies
THEA 496H	Independent Studies - Honors
THEA 497	Special Topics
VOICE 320	Voice: Primary V
VOICE 330	Voice: Performance V
VOICE 370	Voice: Primary VI
VOICE 380	Voice: Performance VI
VOICE 412	Musical Theatre Voice V
VOICE 420	Voice: Primary VII
VOICE 430	Voice: Performance VII
VOICE 462	Musical Theatre Voice VI
VOICE 470	Voice: Primary VIII
VOICE 480	Voice: Performance VIII
WWNDS 320	Flute: Primary V
WWNDS 321	Oboe: Primary V
WWNDS 322	Clarinet: Primary V
WWNDS 323	Bassoon: Primary V
WWNDS 324	Saxophone: Primary V
WWNDS 330	Flute: Performance V
WWNDS 331	Oboe: Performance V
WWNDS 332	Clarinet: Performance V
WWNDS 333	Bassoon: Performance V
WWNDS 334	Saxophone: Performance V
WWNDS 370	Flute: Primary VI
WWNDS 371	Oboe: Primary VI
WWNDS 372	Clarinet: Primary VI
WWNDS 373	Bassoon: Primary VI

WWNDS 374	Saxophone: Primary VI
WWNDS 380	Flute: Performance VI
WWNDS 381	Oboe: Performance VI
WWNDS 382	Clarinet: Performance VI
WWNDS 383	Bassoon: Performance VI
WWNDS 384	Saxophone: Performance VI
WWNDS 420	Flute: Primary VII
WWNDS 421	Oboe: Primary VII
WWNDS 422	Clarinet: Primary VII
WWNDS 423	Bassoon: Primary VII
WWNDS 424	Saxophone: Primary VII
WWNDS 430	Flute: Performance VII
WWNDS 431	Oboe: Performance VII
WWNDS 432	Clarinet: Performance VII
WWNDS 433	Bassoon: Performance VII
WWNDS 434	Saxophone: Performance VII
WWNDS 470	Flute: Primary VIII
WWNDS 471	Oboe: Primary VIII
WWNDS 472	Clarinet: Primary VIII
WWNDS 473	Bassoon: Primary VIII
WWNDS 474	Saxophone: Primary VIII
WWNDS 480	Flute: Performance VIII
WWNDS 481	Oboe: Performance VIII
WWNDS 482	Clarinet: Performance VIII
WWNDS 483	Bassoon: Performance VIII
WWNDS 484	Saxophone: Performance VIII

## Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

## University Park

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