

# ARTS ENTREPRENEURSHIP, MINOR

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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.