

ARTS ENTREPRENEURSHIP UNDERGRADUATE CERTIFICATE

Student Learning Outcomes

Students graduating from this program will:

- Students will be able to explain how arts-based businesses create and capture value in society
- Students will apply entrepreneurship methodologies to pursue opportunities to create and capture value that align with their talents and desires
- Students will be able to describe how key management, marketing, financial, and economic principles are necessary in an entrepreneurial career and an organization
- Students will design, test, and execute a business model

Code	Title	Credits
ENT 301	Entrepreneurship Toolkit	3
ENT 315	Entrepreneurial Mindset and Opportunity Recognition	3
CONSVTY 341	Principles of Arts Business	3
CONSVTY 341A	Arts Entrepreneurship	3
Total Credits		12