

Ent 381: Arts Entrepreneurship

Management

The goal of this course is to provide students with the tools necessary to become effective arts leaders and to understand what is required to succeed in entrepreneurial arts ventures. The course will cover topics such as mission statements, personnel analyses, financial analyses including income and expense projections, marketing plans, and legal issues. For each of these topics, students will examine the challenges and changing nature of entrepreneurship and innovation that are unique to the arts. The course will explore special topics from the music, film, television, theatre, live performance industries and others.

3 Credits

Prerequisites

- Pre-requisite: 54 Earned Hours.

Instruction Type(s)

- Lecture: Lecture for Ent 381
- Lecture: Web-based Lecture for Ent 381
- Lecture: Compressed Video for Ent 381
- Lecture: Online Program for Ent 381

Subject Areas

- [Entrepreneurship/Entrepreneurial Studies](#)

Related Areas

- [Small Business Administration/Management](#)

