

Arts Administration and Cultural Entrepreneurship, MS (Online)

The arts and cultural industries are key drivers of each nation's economy, contributing more than \$730 billion annually in the United States alone. While the economic impact of the arts and cultural industries can be measured, their social impacts are often underestimated. Music, dance, visual art, and theatre are critical to how we perceive, interpret, and critique the world and people around us. The arts articulate our beliefs, politics, familial and community ties, and history.

Arts administrators are the bridge between creative practitioners and audiences and between arts institutions and supportive stakeholders. In today's digitally driven, highly competitive, and increasingly global economy, traditional institutions for visual and performing arts face critical sustainability challenges. Leaders in the arts must adopt the creative thinking and problem-solving skills of an entrepreneur in order to envision new models for creative practice, audience engagement, and funding.

The interdisciplinary Master of Science in Arts Administration and Cultural Entrepreneurship (AACE) prepares arts leaders to both convey the human necessity of creative expression and apply creative thinking to manage resources, inspire audience engagement, and sustain financial support. The arts, and audience opportunities to experience them, are more dynamic and diverse than ever before, flourishing in major arts institutions as well as nonhierarchical organizations, from artist-run spaces and community organizations to annual festivals and pop-up exhibitions. It is time for a transformation in leadership training that matches the ingenuity of today's most exciting experiments in music, dance, theatre, and the visual arts. Arts leaders must also be equipped with the administrative, analytical, and technological skill sets necessary to excel within the complex, interdependent arts ecosystem.

The AACE curriculum is designed to meet the changing needs of arts leaders, from administrators in arts institutions to creative practitioners and entrepreneurs eager to make their art startup a reality. The program focuses on leadership innovation in a range of performance, visual arts, and cultural organizations. As an intellectual and practical course of study that merges the expertise of academics, creative professionals, administrators, and entrepreneurs, the program's aim is to support sustainable creative practice.

Program Requirements

Complete all courses and requirements listed below unless otherwise indicated.

Core Requirements

Code	Title	Hours
Arts Administration Foundation		
AACE 6000	Arts and Culture Organizational Leadership	3
AACE 6010	Planning for Arts and Cultural Organizations	3
AACE 6020	Experiential Study in Arts Administration	3
Cultural Entrepreneurship Foundation		
AACE 6200	Programming and Community Engagement for Cultural Entrepreneurs	3
AACE 6210	Building Value Through Cultural Enterprise	3
AACE 6300	Fundraising in the Arts	3

Electives

Code	Title	Hours
Arts Administration Directed Elective		
Complete one of the following:		3
AACE 6110	Information Technology for Arts and Cultural Organizations	
AACE 6120	Advocacy and the Arts	
Cultural Entrepreneurship Directed Elective		
Complete one of the following:		3
AACE 6220	Innovative Approaches to Audience Engagement	
ENTR 6210	Managing Operations in Early Stage Ventures	
ENTR 6214	Social Enterprise	
ENTR 6216	Global Social Entrepreneurship and Innovation	
Experiential Electives in Arts Leadership		
Complete two of the following courses not taken to fulfill the above requirements:		6
AACE 6110	Information Technology for Arts and Cultural Organizations	
AACE 6120	Advocacy and the Arts	

AACE 6220

Innovative Approaches to Audience Engagement

ARTG 6310

Design for Behavior and Experience

Program Credit/GPA Requirements

30 total semester hours required

Minimum 3.000 GPA required