Arts Administration and Cultural Entrepreneurship, MS

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

- Concentrations and course offerings may vary by campus and/or by program modality. Please consult with your advisor or admissions coach for the course availability each term at your campus or within your program modality.
- Certain options within the program may be *required* at certain campuses or for certain program modalities. Please consult with your advisor or admissions coach for requirements at your campus or for your program modality.

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 6212	Business Planning for New Ventures	

ENTR 6214	Social Enterprise
ENTR 6216	Global Social Entrepreneurship and Innovation
ENTR 6218	Business Model Design and Innovation
ENTR 6240	Emerging and Disruptive Technologies
ENTR 6250	Lean Design and Development

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	
LW 6110	Law of Information and Records	
LW 6120	Law and Strategy	
LW 6160	Regulation and Global Business Strategies	

Program Credit/GPA Requirements

30 total semester hours required
Minimum 3.000 GPA required

Plan of Study
Sample Plans of Study

TWO YEARS

Year 1

Fall	Hours	Spring	Hours	Summer 1	Hours
AACE 6000	3	AACE 6010	3	Arts Administration Directed Elective	3
AACE 6200	3	AACE 6300	3		
	6		**6**		**3**

Year 2

Fall	Hours	Spring	Hours	Summer 1	Hours
AACE 6020	3	Cultural Entrepreneurship Directed Elective	3	Experiential Elective 2	3
AACE 6210	3	Experiential Elective 1	3		
	6		**6**		**3**

Total Hours: 30

ONE AND A HALF YEARS

Year 1

Fall	Hours	Spring	Hours	Summer 1	Hours
AACE 6000	3	AACE 6010	3	Arts Administration Directed Elective	3
AACE 6200	3	AACE 6020	3		
AACE 6210	3	AACE 6300	3		
	9		**9**		**3**

Year 2

Fall	Hours
Cultural entrepreneurship directed elective	3
Experiential elective 1	3
Experiential elective 2	3
	9

Total Hours: 30