Minor in Performing Arts Management & Entrepreneurship
University of Michigan
School of Music, Theatre & Dance
Effective Fall 2017

Rationale:
The SMTD minor in Performing Arts Management and Entrepreneurship invites exceptional undergraduate students to add arts management and venture training to their academic portfolio. Such training is intended to amplify the careers of students engaged with the performing arts through knowledge, skills, and hands-on experiences to increase and broaden the impact of their creative talents. Similarly, students in business, communications, design, or other programs throughout the University can add an arts business dimension to their curriculum. Understanding ideation, budgeting, fundraising, project management, marketing, production, social impact, corporate structures, and creative problem solving techniques can help advance all careers in the arts. Whether working independently, within a for-profit or social-profit institution, or most likely in some combination of ventures, performing arts management and entrepreneurship training amplifies the symbiosis of artistry, business, and community that enriches the performing arts and culture as a whole.

Overview:
The academic minor in Performing Arts Management and Entrepreneurship is developed in consultation with an undergraduate advisor; contact gpoggi@umich.edu (Greg Poggi) or smtdexcel@umich.edu to get started.

Applying to the Minor:
The School of Music, Theatre & Dance offers a minor in Performing Arts Management and Entrepreneurship to all eligible U-M undergraduate students. Students interested in this program must take at least one course from the list of Gateway Courses to become eligible for the minor. Once a Gateway course is completed successfully, the student would interview with the PAM or EXCEL Academic Advisor and apply for admission to the minor.

Academic Minor Program:
At least 15 credits with a minimum of five courses chosen from each of the following three categories. All eligible courses taken prior to application to the minor can be used to fulfill the 15-credit requirement. The minor requires one introductory course, a minimum of two electives, and at least one practicum course or capstone project. A student’s path through the minor should be developed in consultation with an academic advisor to meet a student’s professional goals. While taking the introductory course early in a student’s period of study is recommended, courses may be taken in any order.

1. Required Introductory Course (take at least one):
   a. Performing Arts Management (Theatre & Drama 385)—2 credits
      i. Theatre 250—2 credits is a pre-requisite for 385
   b. Arts Entrepreneurship Essentials (ARTSADMN 450)—3 credits
   c. Business of Music (PAT 472, ULWR)—3 credits
2. Complete at least 2 courses among eligible elective courses:

**SMTD Courses**

**Three Credits**

a. Special Topics in Arts Administration (ARTSADMN 406)—1–3 credits  
b. Producing in the American Theatre (Theatre & Drama 435)—3 credits  
c. Legal Issues in the Arts (Theatre & Drama 438)—3 credits  
d. Music Industry Workshop: Starting Music Businesses (ARTSADMN 475)—3 credits  
e. Creating Social Value through the Arts (ARTSADMN 477)—3 credits

**Two Credits**

a. Arts Entrepreneurship Forum (ARTSADMN 410)—1–2 credits  
b. Fundraising and the Arts (Theatre & Drama 426)—2 credits

**One Credit Mini Courses**

a. Your Career in the Arts (ARTSADMN 401)—1 credit  
b. Money Smarts for Artists (ARTSADMN 402)—1 credit  
c. DIY Marketing and Social Media (ARTSADMN 421)—1 credit  
d. Writing about Your Art (ARTSADMN 422)—1 credit  
e. Grant Writing & Fundraising Basics (ARTSADMN 423)—1 credit  
f. Legal Essentials for Artists (ARTSADMN 424)—1 credit  
g. Arts Leadership (ARTSADMN 428)—1 credit  
h. Running Your Own Ensemble, Theatre Troupe, or Dance Company (ARTSADMN 431)—1 credit  
i. The Recording Industry (ARTSADMN 432)—1 credit  
j. Media Technology Careers (ARTSADMN 433)—1 credit

**Other U-M Courses**

a. Organizational Studies 495 (Non-Profit Organizations section only)—3 credits  
b. Community Empowerment through the Arts (RCHUMS 334)—4 credits

**Other Possibilities**

a. Related courses by petition and approval of the PAM/EXCEL academic advisor.

3. **Practica**: Complete a capstone project through at least one of the following courses. Note that any one course may be repeated once and a maximum of four practicum courses may be used for the minor:

a. Music Industry Workshop: Launching Music Businesses (ARTSADMN 475)—3 credits  
b. Creating Social Value through the Arts (ARTSADMN 477)—3 credits  
c. Internship (ARTSADMN 491)—1–4 credits  
d. Special Projects (ARTSADMN 493)—1–3 credits  
e. EXCELeerator Practicum (ARTSADMN 495)—1–3 credits  
f. Community Service Project (ARTSADMN 497)—1–3 credits
Conditions: An overall grade point average of 2.0 or above within the minor must be achieved; all courses used to fulfill minor requirements must be elected both for credit and for a grade; students may elect both an LSA music minor and the Performing Arts Management and Entrepreneurship minor; upon CDR approval up to six credits earned outside of the University of Michigan or its sponsored programs may be used to fulfill requirements for the minor.

Exclusions: Production practica are not eligible courses for the minor; no more than two courses fulfilling a requirement in the Performing Arts Management and Entrepreneurship minor may simultaneously be counted to cover another degree requirement; AP credits may not be used to satisfy minor requirements.

Advising Notes: Students are encouraged to share their professional goals with the minor's advisors and to pick courses that assemble knowledge and skills appropriate to future employment aspirations. Students with an interest in arts management careers, for example, are encouraged to focus on such courses as Performing Arts Management (Theater 385), DIY Marketing and Social Media (ARTSADMN 421), Producing in the American Theatre (Theater 435), Legal Issues in the Arts (Theater 438), Arts Leadership Forum (ARTSADMN TBD), Business of Music (PAT 472), Creating Social Value through the Arts (ARTSADMN 477), and Internship (ARTSADMN 491). Students aiming for entrepreneurial careers are encouraged to explore: Your Career in the Arts (ARTSADMN 401), Money Smarts for Artists (ARTSADMN 402), Writing about Your Art (ARTSADMN 422), DIY Marketing and Social Media (ARTSADMN 421), Grant Writing & Fundraising Basics (ARTSADMN 423), Legal Essentials for Artists (ARTSADMN 424), Arts Entrepreneurship Essentials (ARTSADMN 450), Music Industry Workshop: Launching Music Businesses (ARTSADMN 475) and Creating Social Value through the Arts (ARTSADMN 477) as well as project-based practica. Practicum experiences offer valuable opportunities for project-based work or internship focused on specific career pathways. Any mixture of courses above can be used to create the educational opportunities that best fit a student’s personal goals.