CREATIVE ARTS AND BUSINESS MINOR

Overview

The creative arts and business minor prepares students with needed skills, understanding and hands-on experience to transform their artistic visions into sustainable ventures. As an interdisciplinary program, this minor bridges creative practice with a business strategy, offering tools in innovation, entrepreneurial skills, and community engagement. Students learn how to develop, launch, and sustain ventures that reflect their unique artistic voices while responding to real-world opportunities and challenges. Emphasizing collaboration, ethical practice, and cultural impact, the minor prepares graduates to thrive as independent creators, entrepreneurial leaders, and artistic changemakers in today's evolving creative economy.

Learning Outcomes

- **Integrate Creative Practice with Entrepreneurial Thinking:** Apply entrepreneurial frameworks to develop, sustain, and expand artistic and creative projects.
- **Build Financial and Business Literacy:** Demonstrate a foundational understanding of budgeting, fundraising, marketing, intellectual property, and financial management as they relate to creative fields.
- **Encourage Innovation and Risk-Taking:** Generate original concepts and creative endeavors by applying visual thinking and theatrical experimentation.
- **Connect with Community:** Employ entrepreneurial strategies to connect creative work with wide-ranging diverse communities, recognizing cultural, social, and ethical responsibilities.
- **Collaborate Across Disciplines:** Work effectively with peers from different fields to design, launch, and refine projects that combine artistic vision with entrepreneurial practice.
- **Communicate Value and Impact:** Articulate the purpose, relevance, and potential impact of creative ventures through compelling pitches, proposals, and presentations tailored to varied stakeholders.

Requirements

Course	Title	Credits
Foundational Courses		
Choose any three courses from the relevant list (see below).		
Capstone Courses		
THEA 3520	Producing through a Social Justice Lens	4
THEA 3530	Creative Producing	4
CMBU 4460	ST: Entrepreneurship for Creative Leaders	3

Foundational Courses for FCRH and FCLC Students

Courses in this group have the CAAS attribute.

Course	Title	Credits
ACBU 2222	Principles of Financial Accounting	3
BLBU 4438	ST: Law, Business and the Arts	3
CMBU 4412	ST: Understanding Audiences/Users	3
CMBU 4471	Business of New Media	3
LPBU 3236	Personal Development: The Start–Up Called You	3
MKBU 3225	Marketing Principles	3

Foundational Courses for Gabelli School Students

Courses in this group have the CAGS attribute.

Course	Title	Credits
DTEM 2471	Writing for Online Media	4
ENGL 3006	Nonprofit and Advocacy Writing	4
NMDD 1001	Explorations in Digital Design	3
THEA 2230	Costume Design I	3
THEA 2900	Theatre Management	3
THEA 3362	Lighting Design I	3
THEA 3420	Sound Design I	3
THEA 3985	Set Design I	3
VART 2800	Seminar Graphic Design	4

Availability

The minor in creative arts and business is available at Fordham College at Rose Hill, Fordham College at Lincoln Center, and the Gabelli School of Business.