

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.