

# Arts Entrepreneurship, Certificate

HITHAECERT

ASU is not currently accepting applications for this program.

Would you like to add an entrepreneurial skill set to your creative degree? The business, marketing and organizational skills you develop here can provide an administrative enhancement, moving your creative background toward a sustainable career.

## Description

Arts entrepreneurship is an emerging transdisciplinary field that harnesses the skills and mindset of the entrepreneur to empower artists to create work that is meaningful, sustainable and oriented to community and market need. Students across the disciplines of art, dance, design, film, music and theatre benefit from the business, marketing and organizational skills offered by certificate courses as applied specifically to and within the arts.

## At a glance

- **College/School:** [Herberger Institute for Design and the Arts](#)
- **Location:** [Tempe](#)

## Program requirements

[2024 - 2025 Certificate Map](#)

[Certificate Map \(Archives\)](#)

The undergraduate certificate in arts entrepreneurship consists of 15 credits. A grade of "B" or better is required in HDA 252 and a grade of "C" or better is required in all other courses.

**Core -- 3 credit hours**

HDA 252: Foundations Arts and Design Entrepreneurship (3)

**Arts Business Course (select two) -- 6 credit hours**

ARA 396: Professional Practices for Design and the Arts (3)

ARA 460: Gallery Exhibitions (3)

DSC 394: Design Entrepreneurship & Society (3)

ENT 305: Principles of Entrepreneurship (3)

FMP 417: Business and Legal Practices in Entertainment (3)

HDA 420: Design and the Arts Business Administration (3)

MUP 438: The Enterprising Artist (3)

NLM 451: Grant Writing (3)

THP 351: Arts Management (3)

THP 450: Theatre Organization and Management (3)

**Arts Policy, Community or Social Engaged Arts Course (select two) -- 6 credit hours**

ARS 441: Public Art (3)

ART 442: Art and Community (3)

DCE 494 / HDA 494 / THP 494: The Atlas of Creative Tools (3)

DSC 494: Indigenous Architecture, Planning and Construction (3)

DSC 494: Indigenous Project Delivery (3)

EDS 301: Sustainable Community Design and Practices (SUST OR HU) (3)

HDA 310: Socially Engaged Practice (3)

HDA 394: Disrupt, Create, Sustain (3)

HDA 494: Civic Body: Art and Public Health (3)

HDA 494: Civ Prac: Artists&Designers Collaborating/Comm (3)

HDA 494: Civic Practice:Arts/Design & Public Partnerships (3)

HDA 494: Creative Facilitation: Collaboration, Imagination (3)

HDA 494: Creative Project Management (3)

MUP 439: Performing Arts Product Creation and Development (3)

NLM 410: Social Entrepreneurship (3)

THP 482: Theatre for Social Change (CIVI OR C) (3)

Prerequisite courses may be needed in order to complete the requirements of this certificate.

## **Enrollment requirements**

The certificate in arts entrepreneurship, meant to extend the study of an individual arts discipline, is available only to current students with a major within the Herberger Institute for Design and the Arts.

Students must have an overall GPA of 3.00 or higher. Students must submit an application to the Herberger Institute Office of Student Success. Institute students who meet the course and GPA requirements may enroll in the certificate program, and a school advisor will add the certificate plan code to the student's record.

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded before the completion of an undergraduate degree. A student who already holds an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

## **Program learning outcomes**

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Design a business model appropriate to a specific arts discipline.
- Design effective artistic products.

## **Career opportunities**

The certificate program in arts entrepreneurship provides an excellent foundation for those who want to work in arts management and provides each student the unique opportunity to explore their own creative process and enhance their ability to collaborate with others. Additionally, the program's liberal arts emphasis prepares them for a variety of careers.

## **Contact information**

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