

# BUSINESS: ARTS AND CREATIVE ENTERPRISE LEADERSHIP, M.A.

## REQUIREMENTS

### MINIMUM GRADUATE SCHOOL REQUIREMENTS

Review the Graduate School minimum academic progress and degree requirements (<http://guide.wisc.edu/graduate/#policiesandrequirements>), in addition to the program requirements listed below.

### MAJOR REQUIREMENTS MODE OF INSTRUCTION

| Face to Face | Evening/<br>Weekend | Online | Hybrid | Accelerated |
|--------------|---------------------|--------|--------|-------------|
| Yes          | No                  | No     | No     | No          |

#### Mode of Instruction Definitions

**Accelerated:** Accelerated programs are offered at a fast pace that condenses the time to completion. Students typically take enough credits aimed at completing the program in a year or two.

**Evening/Weekend:** Courses meet on the UW–Madison campus only in evenings and/or on weekends to accommodate typical business schedules. Students have the advantages of face-to-face courses with the flexibility to keep work and other life commitments.

**Face-to-Face:** Courses typically meet during weekdays on the UW–Madison Campus.

**Hybrid:** These programs combine face-to-face and online learning formats. Contact the program for more specific information.

**Online:** These programs are offered 100% online. Some programs may require an on-campus orientation or residency experience, but the courses will be facilitated in an online format.

### CURRICULAR REQUIREMENTS

#### Requirement Detail

|   |   |
|---|---|
| Minimum Credit Requirement              | 30 credits  |
| Minimum Residence Credit Requirement    | 16 credits  |
| Minimum Graduate Coursework Requirement | 15 credits must be graduate-level coursework. Details can be found in the Graduate School's Minimum Graduate Coursework (50%) Requirement Policy: <a href="https://policy.wisc.edu/library/UW-1244">https://policy.wisc.edu/library/UW-1244</a> ( <a href="https://policy.wisc.edu/library/UW-1244/">https://policy.wisc.edu/library/UW-1244/</a> ) |

|                                  |  |
|----------------------------------|--|
| Overall Graduate GPA Requirement | 3.00 GPA required. This program follows the Graduate School's policy: <a href="https://policy.wisc.edu/library/UW-1203">https://policy.wisc.edu/library/UW-1203</a> ( <a href="https://policy.wisc.edu/library/UW-1203/">https://policy.wisc.edu/library/UW-1203/</a> ). |
| Other Grade Requirements         | Students may be required to retake a course for which they receive a grade lower than a C.   |
| Assessments and Examinations     | All students must pass the impact consulting courses, M H R 746 and 747.   |
| Language Requirements            | No language requirements.  |

### REQUIRED COURSES

| Code                                | Title   | Credits   |
|-------------------------------------|---|-----------|
| M H R/INTEGART 632                  | Introduction to Arts Entrepreneurship                             | 3         |
| M H R/INTEGART 636                  | Entrepreneurship in Arts & Cultural Organizations                 | 3         |
| M H R 723                           | Business Strategy   | 3         |
| M H R 746                           | Impact Consulting for Arts-Based Organizations and Communities I  | 3         |
| M H R 747                           | Impact Consulting for Arts-Based Organizations and Communities II | 2         |
| M H R 750                           | Professional Development for Arts Leadership <sup>1</sup>         | 2         |
| M H R 765                           | Contemporary Topics (Nonprofit Gov & Board Member)                | 2         |
| M H R 773                           | Seminar-Arts Administration                                       | 3         |
| M H R 774                           | Seminar-Arts Administration                                       | 3         |
| <b>Elective Courses (see below)</b> |   | <b>6</b>  |
| <b>Total Credits</b>                |   | <b>30</b> |

<sup>1</sup>

Students will take this 1 credit course twice.

#### Elective Courses

Please consult with your advisor for course approval. Due to the interdisciplinary nature of arts management, any course offered by the School of Business (including departments: ACCT I S, ACT SCI, FINANCE, GEN BUS, INFO SYS, INTL BUS, M H R, MARKETING, OTM, REAL EST, or R M I) can be used to complete the required elective credits. Courses outside of the School of Business will be considered on a case#by#case basis. Students in this program may find these elective courses particularly relevant:

| Code         | Title                                       | Credits |
|--------------|---|---------|
| DS 641       | Advanced Design Thinking for Transformation | 3       |
| OTM 760      | Managing by Design                          | 3       |
| M H R 722    | Entrepreneurial Management                  | 3       |
| M H R 734    | Venture Creation                            | 3       |
| M H R 741    | Technology Entrepreneurship                 | 3       |
| M H R 715    | Strategic Management of Innovation          | 3       |
| FINANCE 757  | Entrepreneurial Finance                     | 3       |
| MARKETNG 737 | New Product Innovation                      | 3       |
| URB R PL 741 | Introduction to Planning                    | 3       |
| M H R 628    | Negotiations                                | 3       |

|                              |   |     |
|------------------------------|---|-----|
| REAL EST/<br>URB R PL 720    | Urban Economics                           | 3   |
| M H R 611                    | Strategic Talent Management               | 3   |
| ACCT I S 710                 | Managerial Accounting                     | 3   |
| MARKETNG 755                 | Marketing in a Digital Age                | 3   |
| MARKETNG 715                 | Social Creative Marketing                 | 3   |
| CSCS 400                     | Philanthropy and Civic Engagement         | 3   |
| CSCS 460                     | Civil Society and Community<br>Leadership | 3   |
| CSCS 501                     | Special Topics                            | 1-3 |
| PUB AFFR 820                 | Community Economic Analysis               | 3   |
| URB R PL/<br>C&E SOC/SOC 617 | Community Development                     | 3   |

**First Year**

| <b>Fall</b>        | <b>Credits</b> | <b>Spring</b>        | <b>Credits</b> |
|--------------------|----------------|----------------------|----------------|
| M H R/INTEGART 632 |                | 3 M H R/INTEGART 636 | 3              |
| M H R 744          |                | 2 M H R 723          | 3              |
| M H R 746          |                | 3 M H R 747          | 2              |
| M H R 750          |                | 1 MHR 750            | 1              |
| M H R 773          |                | 3 M H R 774          | 3              |
| Elective #1        |                | 3 Elective #2        | 3              |
|                    | <b>15</b>      |                      | <b>15</b>      |

**Total Credits 30**