



Arts Leadership and Entrepreneurship (ARLE) minor

The sequence for the 18-credit minor will be:

ARLE 20103 Introduction to Arts Leadership and Entrepreneurship (3 credits, prerequisite course)

Students choose core courses, corresponding to their focus on leadership or entrepreneurship:

ARLE 30103 Management, Dynamics and Planning in Arts Organizations (3 credits)

ARLE 30203 Financial Management and Fundraising in Arts Organizations (3 credits)

ARLE 30303 Audiences, Community, Programs and Marketing in Arts Organizations (3 credits)

ARLE 30403 The Creative Economy (3 credits)

Then students complete either on campus or at a local arts organization:

ARLE 40103 Arts Leadership and Entrepreneurship Experience (capstone course) (3 credits)

ARLE 40903 Arts Leadership and Entrepreneurship Internship (optional) (3 credits)

Course Descriptions:

ARLE 20103 Introduction to Arts Leadership and Entrepreneurship (3 credits, prerequisite course): This course introduces many aspects of arts leadership and entrepreneurship, including: mission, vision, and values, nonprofit/public organizational leadership and management, planning and evaluation, financial management, fundraising and development, managing staff and volunteers, audience development, community engagement, programming, marketing and public relations, arts entrepreneurship, and working in the arts sector. The course also introduces students to the nonprofit sector and the current issues and trends affecting arts organizations, such as diversity, multiculturalism, inclusion, and access to the arts.

ARLE 30103 Management, Dynamics and Planning in Arts Organizations (3 credits): This course covers a number of essential components of managing an arts organization including organizational dynamics and systems, balancing multiple priorities, resources and functions, developing staff and volunteers, and coordinating effective teams and projects. We consider facilities, public safety and legal issues such as intellectual property, royalties, copyright, art sales, and licensing. Planning is integrated throughout the course including strategic processes.

ARLE 30203 Financial Management and Fundraising in Arts Organizations (3 credits): This course covers two important areas of leading a nonprofit arts organization or managing your own artistic career. Financial management includes establishing internal controls, risk management, accounting and financial information systems and professional standards, financial statements, budgets, endowments and restricted funds, earned income, and external reporting through audits and the 990, and tax laws for nonprofit arts organizations. Fundraising and development include trends and motivations of donors to arts organizations, the board's fundraising responsibility, fundraising campaigns, and support systems, planned giving programs, donor relationships, grant writing and management, and fundraising ethics and professional standards.

ARLE 30303 Audiences, Community, Programs and Marketing in Arts Organizations (3 credits): Arts organizations are increasing their focus on the public dimension of their operations to establish and maintain relevancy. This public service mandate means building and serving multiple audiences and moving towards civic engagement through addressing relevant needs, building partnerships and collaborations and becoming social entrepreneurs. Successful arts organizations understand audience learning, rights, and social needs, and they deliver exemplary



customer service. They utilize interpretive tools, narratives and story, and multiple perspectives as they develop, manage, and evaluate a menu of program offerings and events. The marketing and public relations section of the course covers marketing fundamentals (product, price, promotion, place), consumer behavior, marketing segmentation, branding, effective messaging and communication, and building relationships with media, businesses, government, and community.

ARLE 30403 The Creative Economy (3 credits): What opportunities are available to work in the Creative Economy? What knowledge and skills are required to thrive in a creative economy organization or create and successfully manage your own creative business? This course explores the economic, political, and social environment for the arts and the creative economy. More specifically, the course covers what entrepreneurship means in arts organizations, including the production and presentation of art, utilizing creative thinking and innovation practices to solve many types of problems, and the importance and potential of technology in the creative process. The course also explores entrepreneurship fundamentals and best practices, design thinking and group dynamics approaches, and the steps involved in creating an arts or creative venture.

ARLE 40103 Arts Leadership and Entrepreneurship Experience (capstone course) (3 credits): In this capstone course, students apply their cumulative knowledge and skills in arts leadership and entrepreneurship to a real arts organization project on the TCU campus or in a local arts organization, for example, a strategic plan, business plan, showcase, or thesis. Students interested in creative entrepreneurship would create a new venture or apply best practices to revitalizing an existing arts organization, on campus or in the community. Students learn to set goals and objectives, work effectively in teams, design project work to respond to client needs, manage budgets and resources, and meet competing deadlines in a fast-paced environment mirroring real life work as an arts entrepreneur or arts leader. They also utilize best practices in project evaluation as they assess the results of their course project(s) and their team processes

ARLE 40903 Arts Leadership and Entrepreneurship Internship (optional) (3 credits): Students complete an internship in an arts organization on campus or in the local community, 10-12 hours per week for 15 weeks, totaling 150 hours. Students will also meet monthly with the ARLE program director.