

# 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/ 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 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>

1

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/ 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 Leadership	3
CSCS 501	Special Topics	1-3
PUB AFFR 820	Community Economic Analysis	3
URB R PL/ 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**