ARTS ADMINISTRATION, B.A.

Overall Requirements
- 122 credit hours, to include at least 36 credits at or above the 300 course level
- Minimum grade of C required for all courses to count toward the major.
- A minimum of 31 credits in residence at UNC Greensboro:
  - 12 credits must be in the major field
  - 9 credits must be in the minor

Degree Program Requirements

University Requirements (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-policies)
General Education Core Requirements (GEC) (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-policies/general-education-program/#generaleducationcorerequirementstext)

Major Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAD 202</td>
<td>Arts Admin and Entrepreneurship</td>
<td>18</td>
</tr>
<tr>
<td>AAD 301</td>
<td>Arts and Entrepreneurship: Career Strategies for Artists</td>
<td></td>
</tr>
<tr>
<td>AAD 455</td>
<td>Arts and Entrepreneurship: Career Strategies for Artists</td>
<td></td>
</tr>
<tr>
<td>ENT 200</td>
<td>Introduction to Entrepreneurial Finance</td>
<td></td>
</tr>
<tr>
<td>ENT 300</td>
<td>Ideas to Opportunities: Feasibility Analysis</td>
<td></td>
</tr>
<tr>
<td>VPA 323</td>
<td>The Arts as Human Experience</td>
<td></td>
</tr>
</tbody>
</table>

Arts-Related Courses 12
- 12 s.h. chosen from the courses with an ARH, ART, DCE, MUP, MUS, VPA, or THR prefix.

CVPA Electives 6
- Select an additional 6 credits in the College of Visual and Performing Arts at the 200 level or above.

Capstone Experience 3
- VPA 498
  - At the 200-level or above, preferably upper-level; selected with the permission of the Arts Administration Program director and the instructor of the course. Recommended upper-level options include the courses listed.

Arts Administration majors should consider the available minors in Art, Business, Communication Studies, Dance, Drama, Entrepreneurship, Media Studies, Music, Political Science, or Technical Theatre.

Recommended Electives
Recommended electives related to Arts Management include the courses listed below.

- ACC 201 Financial Accounting
- ACC 218 Financial Statement Preparation and Disclosures
- BUS 206 Start Something
- BUS 240 Introduction to the Entrepreneurial Experience
- BUS 300 Ideas to Opportunities: Feasibility Analysis
- BUS 328 Organizational Leadership
- BUS 336 Opportunities to Action: Business Plan
- BUS 339 Entrepreneurial Leadership
- BUS 340 Social Entrepreneurship
- BUS 470 Entrepreneurial/Small Business Management
- CST 105 Introduction to Communication Studies ¹
- CST 200 Communication and Community
- CST 207 Relational Communication
- CST 210 Communicating Ethically
- CST 308 Organizational Communication
- CST 311 Deliberation and Decision Making
- CST 315 Persuasion and Social Influence
- CST 337 Intercultural Communication
- CST 341 Communication and Workplace Relationships
- CST 342 Communication and Public Relations: Strategies and Innovations
- CST 350 Small Group and Team Communication
- CTR 101 Leisure and American Lifestyles
- CTR 201 Leisure for Older Adults
- CTR 401 Strategic Community Leadership
- CTR 423 Meeting and Event Planning and Management
- CTR 429 Special Event Management
- ECO 100 Economics of a Global Sustainable Society ¹¹
- ECO 101 Introduction to Economics ¹¹
- ECO 201 Principles of Microeconomics ¹¹
- ECO 202 Principles of Macroeconomics ¹¹
- ENT 130 Entrepreneurship in a Sustainable Global Environment
- ENT 201 Creativity, Innovation, and Vision
- ART 276 Creative Space: The Meeting of Art and Entrepreneurship
- ENT 300 Ideas to Opportunities: Feasibility Analysis
- ENT 321 Design Thinking and/or Entrepreneurial Thinking
- ENT 335 Entrepreneurial Finance
- ENT 336 Opportunities to Action: Business Plan
- ENT 339 Entrepreneurial Leadership
- ENT 340 Social Entrepreneurship
- ENT 354 Restaurant Entrepreneurship
- ENT 403 Entrepreneurial Marketing
- ENT 404 Entrepreneurship and Innovation in Community Leadership
- ENT 470 Entrepreneurial/Small Business Management
- FIN 200 Introduction to Entrepreneurial Finance
- FIN 315 Business Finance I
- FIN 335 Entrepreneurial Finance
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISM 110</td>
<td>Business Computing I</td>
</tr>
<tr>
<td>MGT 300</td>
<td>Management of Organizations</td>
</tr>
<tr>
<td>MKT 320</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>MKT 403</td>
<td>Entrepreneurial Marketing</td>
</tr>
<tr>
<td>PSC 210</td>
<td>Introduction to Public Policy ††</td>
</tr>
<tr>
<td>PSC 310</td>
<td>Public Administration</td>
</tr>
<tr>
<td>PSC 311</td>
<td>The Nonprofit Sector and Governance</td>
</tr>
<tr>
<td>PSC 511</td>
<td>Topics in Public Affairs</td>
</tr>
<tr>
<td>PSC 540</td>
<td>Nonprofit Management and Leadership</td>
</tr>
<tr>
<td>PSY 365</td>
<td>Psychology of Art, Creativity, and Genius</td>
</tr>
<tr>
<td>SOC 101</td>
<td>Introduction to Sociology ††</td>
</tr>
<tr>
<td>SOC 325</td>
<td>Sociology of Work Organizations</td>
</tr>
</tbody>
</table>

† Counts toward GEC GRD requirement.
†† Counts toward GEC GSB requirement.

**College of Visual and Performing Arts Minor Requirement**

Students pursuing a B.A. degree in the College of Visual and Performing Arts must also complete all requirements in a minor area of study that is different from their declared major field. Students may select minors in or outside the College of Visual and Performing Arts, and students are encouraged to seek advice from CVPA advisors when making this choice. Any B.A. student who is pursuing a double major is exempt from this requirement. See the Minor Requirement topic on the College of Visual and Performing Arts page for more information.

**Electives**

Electives sufficient to complete the 122 credit hours required for the degree.