

# 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

Code	Title	Credit Hours
	University Requirements ( <a href="https://catalog.uncg.edu/academic-regulations-policies/undergraduate-policies">https://catalog.uncg.edu/academic-regulations-policies/undergraduate-policies</a> )	
	General Education Core Requirements (GEC) ( <a href="https://catalog.uncg.edu/academic-regulations-policies/undergraduate-policies/general-education-program/#generaleducationcorerequirementstext">https://catalog.uncg.edu/academic-regulations-policies/undergraduate-policies/general-education-program/#generaleducationcorerequirementstext</a> )	

## Major Requirements

Code	Title	Credit Hours
<b>Core Courses</b>		18
AAD 202	Arts Admin and Entrepreneurship	
AAD 301	Arts Management	
AAD 455	Arts and Entrepreneurship: Career Strategies for Artists	
ENT 200	Introduction to Entrepreneurial Finance	
or ACC 201	Financial Accounting	
ENT 300	Ideas to Opportunities: Feasibility Analysis	
or PSC 311	The Nonprofit Sector and Governance	
VPA 323	The Arts as Human Experience	
<b>Arts-Related Courses</b>		12
12 s.h. chosen from the courses with an ARH, ART, DCE, MUP, MUS, VPA, or THR prefix.		
<b>CVPA Electives</b>		6
Select an additional 6 credits in the College of Visual and Performing Arts at the 200 level or above.		
<b>Capstone Experience</b>		3
AAD 498	Internship in Arts Administration and Entrepreneurship	

\* 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.

Code	Title	Credit Hours
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 <sup>†</sup>	
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 316	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 <sup>††</sup>	
ECO 101	Introduction to Economics <sup>††</sup>	
ECO 201	Principles of Microeconomics <sup>††</sup>	
ECO 202	Principles of Macroeconomics <sup>††</sup>	
ELC 201	Introduction to Community Leadership	
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
ISM 110	Business Computing I
MGT 300	Management of Organizations
MKT 320	Principles of Marketing
MKT 403	Entrepreneurial Marketing
PSC 210	Introduction to Public Policy <sup>††</sup>
PSC 310	Public Administration
PSC 311	The Nonprofit Sector and Governance
PSC 511	Topics in Public Affairs
PSC 540	Nonprofit Management and Leadership
PSY 365	Psychology of Art, Creativity, and Genius
SOC 101	Introduction to Sociology <sup>††</sup>
SOC 325	Sociology of Work Organizations

† Counts toward GEC GRD requirement.

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## 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.