



Office of the Dean

Arts and Humanities
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February 19, 2010

Rebecca Harvey, Chair
Arts and Sciences Committee on Curriculum and Instruction
Smith Lab
CAMPUS

Dear Rebecca,

The historic College of the Arts Curriculum Committee met, reviewed, and voted unanimously to support the Department of Art Education's proposal to create a minor in Arts Entrepreneurship on December 5, 2008 with contingencies that particular items were addressed. The committee reaffirmed its unanimous vote in April 2008 when it reviewed corrections made to the proposal. The final touches have just now been completed, and it is coming forward to you as a request for a new minor. We worked with Professors Jane Cataldi, Margaret Wyszomirski, Wayne Lawson, and Director of the Center for Entrepreneurship, Michael Camp. The committee discussed the proposal with Professors Cataldi and Wyszomirski during several meetings providing feedback and suggestions. We are pleased to unanimously support the Department of Art Education's proposal for a minor in Arts Entrepreneurship.

The proposal was vetted and supported by the full faculty in the Department of Art Education, designed in close consultation with the Fisher College of Business. The minor grew out of the faculty's research interests in arts policy and administration and with the hiring of Professor Wayne Lawson, internationally recognized director of arts organizations.

The Arts Entrepreneurship Minor is distinct from the BME major offered in the Department of Art Education, which focuses a student on the pedagogical aspects of teaching art and prepares students for licensure and the Praxis III Exam. We ask that CCI and CAA approve the minor so that Department of Art Education majors may take the minor which focuses on the commercial, social, business acumen, and managerial skills necessary to succeed as creative individuals in the increasingly complex economic environment of contemporary art-making. The Arts Entrepreneurship Minor complements the work of the arts policy and administration faculty, who address how we export our culture through art.

As noted in the proposal, the minor consists of 24 credit hours. The primary design is described below:

- Two core classes: 9 credit hours made up of two College of Business courses. Bus MHR 290 *Entrepreneurship* is the prerequisite to Bus MHR 490 *New Venture Creation*.
- Three Creative Enterprise courses complete the arts-focused side for the remaining 15 credit hours, which address the application of business principles to organizational and personal endeavors.

We thank you in advance for moving this proposal through the next appropriate steps, and look forward to its ultimate approval and hopeful implementation for winter of 2010. If you have questions about the proposal please feel free to contact me at 292-4063 or through email, williams.1415.

Thank you for considering this request,



Valarie Williams
Professor and Associate Dean

cc: W. Randy Smith, Vice Provost, Academic Affairs
John W. Roberts, Dean, Arts and Humanities
Joseph Steinmetz, Executive Dean and Vice Provost, Arts and Sciences
Patricia Stuhr, Chair, Department of Art Education
Michael Camp, Director, Center for Entrepreneurship, FCOB

The Ohio State University
Arts and Sciences
Arts and Humanities

Arts Entrepreneurship Minor (XXXXX-MN)

Department of Art Education
Hopkins Hall, 128 N. Oval Mall
Columbus, OH 43210
614-292-7183

The Arts Entrepreneurship minor requires a minimum of 24 credit hours of course work. Students are required to take courses in Art Education and Business. No courses may be taken for credit more than once and counted toward this minor.

Through the Art Education minor, students will be able to develop business acumen and managerial skills necessary to succeed as creative individuals in the increasingly complex economic environment of contemporary art-making. Students attain expertise in business and management with the understanding of arts/cultural institutions necessary to operate effectively in the specific role of arts entrepreneurs.. They will exhibit knowledge of critical and creative skills for use as potential policy makers about varied economic reality of art today, cross-sector collaboration, and their impact on the role of art in society.

Students must take the following courses:

Core Courses (9credit hours):

BUS MHR 290 Entrepreneurship

BUS MHR 490 New Venture Creation

Creative Enterprise Courses (15credit hours):

Art Education 480 Art Worlds: Exploring their Reality in the 21st Century

Art Education 481 Managing Arts Organizations

Art Education 483 Developing Arts Careers:
Positioning Passion

Arts Entrepreneurship minor program guidelines

The following guidelines govern this minor.

Required for graduation No

Credit hours required A minimum of 24

Transfer credit hours allowed A maximum of 10

Overlap with the GEC Permitted

Overlap with the major No courses may count on the minor and on the major.

Overlap between minors Each minor completed must contain 20 unique hours.

Grades required

- Minimum C- for a course to be counted on the minor.
- Minimum 2.00 cumulative point-hour ratio required for the minor.
- Course work graded Pass/Non-Pass cannot count on the minor.

Approval required No

Filing the minor program form The minor program form must be filed at least by the time the graduation application is submitted to a college/school counselor.

Changing the minor Any changes to the requirements must be approved by the Arts Entrepreneurship Steering Committee.

Arts and Sciences Curriculum Office <http://artsandsciences.osu.edu>
The Ohio State University
4187 Smith Lab. VLW 2/21/10

**Proposal for Arts Track requirements
for the Business Entrepreneurship Minor
Department of Art Education
Arts and Humanities, Arts and Sciences
The Ohio State University**

I. General Information

New Degree Program:	Arts Business Entrepreneurship Minor
Name of Proposed Program:	Arts Entrepreneurship Minor
Degree Title:	Minor
Proposed Implementation Date:	Winter 2011
Academic Units Represented:	Department of Art Education and Fisher College of Business

II. Development/Rationale/Goals/Objectives

Development and Rationale

Current trends reveal an increasing recognition that curricular change is necessary to prepare students for active and involved citizenship in many disciplinary fields. However, a consensus on a well-conceived, cohesive and integrated curricular framework is not clear across the arts and cultural fields. As a viable alternative, the Arts Entrepreneurship Minor is based in a rationale of arts and culture entrepreneurship; it is a consistent and practical curricular strategy which potentially extends student understanding beyond personal awareness of social issues and introduces into their course of study a multi dimensional approach to social participation. However, rather than focus simply on subjective and individual dispositions (i.e. behaviors, virtues, etc.) of the “genius” entrepreneur so often emphasized in popular literature, the proposed curriculum is concerned with framing the curricular content and student responses to their world in terms of professional roles. Specifically, the Arts Entrepreneurship Minor bridges the divide between learning objectives commonly a part of existing arts curriculum with parallel principles of entrepreneurship commonly underlying business curricula; it reinforces creative and/or critical cognition emphasizing associative, analogical thinking inherent in art sensitivities, broad-based knowledge acquisition focusing on pattern alertness (inherent in problem construction and/or opportunity recognition), and innovative solutions applied through specific improvisational response to the needs of specific arts and cultural environments. (Baron, 2006, p.116) Most importantly, the curricular focus shifts from the creation of “wealth” to the creation of “value.” In doing so, it incorporates and encourages time-honored ethical understandings of social engagement through arts and entrepreneurial participation.

Student and Institutional Needs

Although an interest in entrepreneurship as an academic discipline has been evident among business schools since the 1940s, research on entrepreneurial interests in non business majors has not been available until recently. Levenburg et al (2006), for example, demonstrate that students across all disciplines exhibit characteristics of entrepreneurs. Although a higher percentage of the students surveyed were non business

majors, the ability to perceive “new venture opportunities” seems strong across all disciplines. Interest in entrepreneurship courses and programs were stronger among disciplines not offering any support in this area; generally, students expressed a preference for a minor or fewer courses (rather than a major) that would support their already-selected majors. “Following this, it will be important to develop a curriculum and courses that are flexible enough to foster the dreams of students whose hearts and academic majors lay outside the business school.” (Levenburg et al, 2006, p. 280)

When the Department of Art Education offered pilot courses in organizational management and career development based in entrepreneurial principles applied to arts/cultural fields, these research conclusions were reinforced. Enrolled students were majoring in arts, humanities, business, public policy and education; many others express interest in and make inquiry about a potential undergraduate minor or major related to arts/culture administration. Art Education 481 “Managing Arts Organizations” has been offered for 9 quarters and Art Education 483 “Developing Arts Careers” has been taught at least once a year for the last three years. A third new course, exploring issues impacting the creative sector was explored in Spring 2009. Based on early indicators from students, advisors and faculty, a yearly cohort enrollment for the Arts Entrepreneurship track is projected at 20-25.

Program Goals

- Establish a critical framework to address art and cultural value and systems of valuation, both in the United States and globally
- Develop basic understanding of cultural, economic, communication, and marketing/branding theories as they pertain to art
- Gain an understanding of both historic and current patterns and practices for art and business industry and entrepreneurs
- Explore interrelationships of art and business practices along with commercial, social, and economic enterprise

Program Objectives/Student Learning Outcomes

1. Students gain business acumen and managerial skills necessary to succeed as creative individuals in the increasingly complex economic environment of contemporary art-making.
2. Students attain expertise in business and management with the understanding of arts/cultural institutions necessary to operate effectively in the specific role of arts entrepreneurs.
3. Students cultivate critical and creative skills for use as potential policy makers about varied economic reality of art today, cross-sector collaboration, and their impact on the role of art in society.

There are significant educational and professional opportunities for students who complete this minor. Some may choose graduate study in arts policy and administration, public policy, culture, film, or the visual and/or performing arts. Some may choose to

directly enter the workforce as creative entrepreneurs in the marketplace. Internship opportunities exist at the Wexner Center for the Arts, OSU Urban Arts Space, WOSU Public Media, as well as almost innumerable regional, national, and international organizations and festivals.

III. Relationship to Other Programs

The proposed Arts Entrepreneurship Minor is complementary to but distinct from existing programs relating to music, the arts, and entrepreneurship at The Ohio State University. The Media Production and Analysis minor caters to students with commercial—primarily broadcast—interests. The Film Studies major meets the needs of students with theoretical and/or historical interests. The Entrepreneurship Minor at Fisher College focuses on the role and practice of the business entrepreneur generally rather than the entertainment industry specifically. The Music Media and Enterprise Minor focuses on students venturing into the music entertainment world. The Master of Arts degree in Arts Policy and Administration is primarily concerned with the not for profit sector in the arts. The Arts Entrepreneurship Minor will serve as a complement to these current programs because it allows for focus at either the personal arts endeavor or at the organizational level. The Art Education courses amply allow for students to focus on either themselves as entrepreneurs or as people who draw on entrepreneurial skills to position their organizations. Cross enrollment of students in the above programs in MME courses is anticipated and will be welcomed.

It is anticipated that current art and business, majors will use this minor to complement and give added focus to their studies. Additional interest may come from students in the Social and Behavioral Sciences and Humanities, as well as other majors in the Arts.

IV. Student Enrollment

It is anticipated that approximately 25-35 students will come to the program each year from majors in the arts, business, communication, and other disciplines. Students are currently taking the courses, either as electives without a minor framework or through a variety of student-designed PSP programs. The students taking the courses now and those who have inquired about enrollment over the winter and spring quarters of 2010, are expected to form the first cohort of the minor program.

V. Degree Requirements/Curriculum

This 24 credit hour minor consists of courses from the Department of Art Education and Fisher College of Business. The courses in these disciplines offer different theoretical and practical points of view; the minor requires taking courses in both disciplines in order to strengthen the student's ability to collaborate, transcend disciplinary limitations, and potentially find new synthesis.

VI. The Arts Entrepreneurship Minor Track

Similar to the structure of the Entrepreneurship Minor for NEWPATH students in the department of Computer Science and Engineering, students would be required to complete the current 9 hour core of the Entrepreneurship Minor and 3 additional courses offered in the Department of Art Education:

Core Courses: 9 Credit Hours

Bus MHR 290 (5 cr. hrs), *Innovation and Entrepreneurship in Modern Business*

Bus MHR 490 (4 cr. hrs), *New Venture Creation*

Creative Enterprise Courses: 15 Credit Hours

Art Education 480 (5 cr. Hrs), *Art Worlds: Exploring their Reality in the 21st Century*

Art Education 481 (5 cr. Hrs), *Managing Arts Organizations*

Art Education 483 (5 cr. Hrs), *Developing Arts Careers: Positioning Passion*

(Students would also be strongly encouraged to pursue experiential learning within their home departments to round out their understanding of arts entrepreneurship. This may take the form of mentorships or internships at festivals, galleries, theatres, etc).

Dissemination:

The assessment will be supervised by the oversight committee for the minor and the results will be used for considering improvements in the minor program. The oversight committee also will summarize the results, along with any plans for changes and improvements in the minor, as a report to be distributed to the Arts and Sciences Curriculum Subcommittee A and to the faculty and academic units participating in the minor.

VII. Administrating and Advising

The minor will be administered by the Department of Art Education, including the assignment of Art Education course personnel, course expenses, scheduling, and advertising across the University. The Art Entrepreneurship steering committee will meet as necessary to review curricular proposals, petitions for exceptions, review enrollment patterns for individual courses (number enrolled and originating major), and track the effectiveness of the minor (number of completions, assessment data collection, as well as student and partner program feedback).

There is no application process for the minor and the program requires no approval for admission. Students need only to inform their college advisor of their intentions to complete the minor. A maximum of 10 transfer hours will be permitted and overlap with the GEC will be permitted. Variations in the program will generally not be permitted. Transfer hours and program variations must be submitted in writing and approved by the Steering Committee.

In order to graduate with the minor, students must successfully complete the required and elective coursework. Upon completing the requirements, the student need only file with their own college office. Advising will be done by departmental advisors, in conjunction with Arts and Sciences advisors, as well as participating faculty. Students will be able to declare this minor with their advisors and DARS will be used to complete degree certification.

Information about the minor will be disseminated via fact-sheets and handouts distributed to advisors, departmental chairs, and chairs of undergraduate committees throughout Arts and Sciences, Fisher College of Business, and via websites.

VIII. Arts and Sciences Minor Program guidelines

Required for graduation: No

Minimum credit hours required: 24

Transfer credit hours permitted: A maximum of 10

Overlap with GEC: Allowed

Overlap with Major: Not allowed, but:

- The required interdisciplinary component of the Arts Entrepreneurship Minor will allow Art Education and Art majors the opportunity to select this minor
- The same courses cannot count towards the minor and the major.

Grades required:

- Minimum C- for a course to be listed on the minor
- Minimum 2.0 cumulative point-hour ratio required for the minor
- Course work graded Pass/Non-pass cannot count on the minor

Approval required: No

Filing the Minor Program Form: The minor program form must be filed at least by the time the graduation application is submitted to a college/school counselor.

Changing the Minor: Any changes to the requirements must be approved by the Director of the Arts Entrepreneurship Minor Program and the AEMP Steering Committee.

IX. Program Description

The Arts Entrepreneurship Minor requires a minimum of 24 credit hours of course work. Students are required to take courses in Art Education and Business. No courses may be taken for credit more than once and counted toward this minor.

X. Program Costs and Funding

All of the courses are currently being offered. The Department of Art Education has hired over the past five years faculty whose interests encompass the entrepreneurial aspects of the art world. No new costs for the program are necessary.

XI. Facilities and Equipment Requirements

There are currently open seats in all of the courses listed in the minor. For this minor there are no facilities or equipment requirements beyond those already in use.

XII. Assessment Plan

1. Enrollment will be evaluated, as possible, on both the program and course levels on a yearly basis. On a program level, the number of students enrolled in the

minor will be tracked. Additional student information, such as student major, honors and scholar affiliation, course selection, and performance in the minor will be assessed. At a course level, enrollment and seat availability in specific minor courses will be evaluated. Possible barriers to completing the minor in a timely fashion may be shown by enrollment trends. As students may not declare their minor until application for graduation, retrospective data will be collected and compared to data collected on a quarterly and annual basis.

2. As enrollments increase, assessment will move to a survey of graduating minors, stressing of attainment of the above goals, and the structure, availability and sequencing of courses in the minor.
3. Student feedback regarding curricular content of courses will be solicited, especially in courses that are selected by the majority of students for use in the minor.
4. Re-Accreditation Self-Study: The Department participates in an extensive self-study of all undergraduate and graduate majors every ten years for re-accreditation by National Association of the Schools of Art and Design External Program Review. Every year the department submits a “HEADS” report to the accreditation organization that addresses facilities, enrollments, faculty and student statistics that help them assess and prepare for the ten year self-study documents in which they review all course offerings, programs, student work samples from various courses and programs, facilities, faculty, and its placement in the field. As a result, revision of majors and minors usually occur.
5. All of this information gathered, including but not limited to student work samples, evaluations, HEADS report, self-study, etc., will be reviewed by the full faculty of the Department of Art Education and the steering committee of the Arts Entrepreneurship Minor in relation to the program learning goals and outcomes. If we find that our students are not meeting these, we will determine how best to readjust the minor.

Appendix A

Entrepreneurship Education for NEWPATH students: Entrepreneurship Minor

One of the key elements of the NEWPATH program is the training in entrepreneurial principles and practices that it provides to students. An essential component of this is the requirement that all students in the program complete the entrepreneurship minor offered by the Fisher College of Business.

The entrepreneurship minor program is designed to be flexible to meet the needs of students of quite different backgrounds. This flexibility has enabled us to tailor the program to meet the specific needs of computing students interested in IT entrepreneurship, i.e., NEWPATH students. Specifically, NEWPATH students are required to complete the minor by taking the following courses:

1. Bus MHR 290 (5 cr. hrs), *Innovation and Entrepreneurship in Modern Business*;
2. Bus MHR 490 (4 cr. hrs), *New Venture Creation*;
3. Bus Finance 590 (4 cr. hrs), *Entrepreneurial Finance*;
4. Bus Mktg & Log. 490 (4 cr. hrs), *Entrepreneurial Marketing*;
5. Bus MHR 590 (4 cr. hrs), *Leading High Performance Ventures*.

Some of the NEWPATH faculty were instrumental in setting up the entrepreneurship minor program in the Fisher College; and are directly and extensively involved in several of the courses listed above. This faculty, along with the NEWPATH computing, faculty will serve as advisors/mentors for NEWPATH students.

Appendix B Syllabi

Bus MHR 290 (5 cr. hrs), *Innovation and Entrepreneurship in Modern Business*

Bus MHR 490 (4 cr. hrs), *New Venture Creation*

Art Education 480 (5 cr. Hrs), *Art Worlds: Exploring their Reality in the 21st Century*

Art Education 481 (5 cr. Hrs), *Managing Arts Organizations*

Art Education 483 (5 cr. Hrs), *Developing Arts Careers: Positioning Passion*



FISHER

COLLEGE OF BUSINESS

February 23, 2010

Valarie Williams
Professor and Associate Dean, Arts and Humanities
Arts and Sciences
114 University Hall
230 N. Oval Mall
Columbus, OH 43210

Dear Professor Williams:

The Fisher College of Business is pleased to support the proposal for the Art Entrepreneurship Minor in the Department of Art Education in the Arts and Sciences. It is particularly encouraging to see the proposed minor serve the creative and enterprising interests of the arts students at Ohio State, as well as the more business-minded students with professional career interest in various arts industries. Fisher is pleased to support this proposed minor by offering the required courses BUS-MHR 290, *Entrepreneurship*, and BUS-MHR 490, *New Venture Creation*.

As the architect of the Ohio State University Undergraduate Interdisciplinary Minor in Entrepreneurship we have been pleased to see the expansion of entrepreneurship education across campus. We are especially appreciative that the proposed minor incorporates BUS-MHR 290 and BUS-MHR 490 as required courses. As areas outside of Fisher propose new and exciting minors in entrepreneurship, having a common set of core courses will serve to maintain the integrity of entrepreneurship education as a truly cross-disciplinary area of study and to effectively leverage the educational resources of "One University."

The addition of this minor will greatly serve the entrepreneurial interests of Ohio State students. Let us know how we can support your efforts further.

Sincerely,

Christine A. Poon
Dean and John W. Berry, Sr. Chair in Business

Office of the Dean

TRANSMITTAL HISTORY FOR
ARTS ENTREPRENEURSHIP NEW MINOR

CCI Arts and Humanities Subcommittee

Approved Minutes

1. Arts Entrepreneurship New Minor

- The minor was first approved with contingencies by the historical College of the Arts Curriculum Committee in December 2008. Professor Wayne Lawson was hired and worked with Professor Michael Camp in the Business School to create the Arts Entrepreneurship Minor.
- Typo under VIII: *Changing the Minor*: “Any changes to the requirements must be approved by the Director of the Music, Media, and Enterprise Program and the MME Steering Committee.” This sentence should become: “Any changes to the requirements must be approved by the Director of the Arts Entrepreneurship Minor Program and the AEMP Steering Committee.”
- Section V: “This credit hour minor consists of . . .” should be: “This 24 credit hour minor consists of . . .”
- Typo under IX: “The Arts Entrepreneurship Minor requires a minimum of 25 credit hours of course work.” This should read: “The Arts Entrepreneurship Minor requires a minimum of 24 credit hours of course work.”
- This seems like a strong proposal.

Hubin, Miller, **unanimously approved**