

Arts & Entrepreneurship Undergraduate Certificate

The **Arts & Entrepreneurship Certificate** addresses the principles of managing your arts career through an entrepreneurial lens.

This program is designed for arts practitioners seeking to increase their knowledge of entrepreneurial practices.

For All Students Majoring in Arts Disciplines

9 Required Courses | 15 Credits Total

FPA 439: Arts & Entrepreneurship | 3 Credit Course

This course empowers students across art, design, film, music, dance, and theatre disciplines with an introduction to business, marketing, and organizational skills as applied specifically to and within the arts.

FIN 210: Managing your Money for Financial Success | 3 Credit Course

An introduction to personal financial planning including goal setting, cash management, credit, insurance, housing, educational planning, and financial institutions and markets.

ENT 325: New Venture Creation | 3 Credit Course

Planning and executing the creation of a successful entrepreneurial venture.

FPA 450: Arts & Entrepreneurship Intensives 6 Credits Hours Total | 1 Credit Per Intensive

Over the academic year, three to six guest lecturers will be brought to campus to present workshops/masterclasses on various arts, entrepreneurship, and business topics, such as marketing, website design, copyright, and much more. **Each masterclass/workshop equals 1 credit and consists of 15 contact hours.** These sessions could be scheduled in a variety of ways, from one weekend to several evenings or over several weeks, and could be held in-person or online.

For more information, please visit arts.wcu.edu/ae.

Contact Denise Drury Homewood at ddrury@wcu.edu with any questions.