

# Entrepreneurship in Music and the Arts (EMA)

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## **EMA 110 Introduction to Arts Entrepreneurship** (3 credit hours)

This course introduces students to the basic components of an entrepreneurial lifestyle in the arts for those interested in starting an arts business. Students explore fundamental issues arts entrepreneurs encounter and how they can be addressed before the startup process reaches the launch cycle. Students are required to provide their own transportation to and cover the admission costs of off-campus events.

*GEP Interdisciplinary Perspectives*

*Typically offered in Fall and Spring*

## **EMA 293 Independent Study in Arts Entrepreneurship** (1-3 credit hours)

Independent study offering under the direction of a faculty member. Requirements for the independent study will be determined by the student and faculty member. Individualized/Independent Study and Research courses require a "Course Agreement for Students Enrolled in Non-Standard Courses" be completed by the student and faculty member prior to registration by the department.

*Typically offered in Fall, Spring, and Summer*

## **EMA 295 Special Topics in Arts Entrepreneurship** (1-3 credit hours)

Timely topical courses or experimental course offerings in Arts Entrepreneurship.

*Typically offered in Fall and Spring*

## **EMA 365 Foundations in Arts Entrepreneurship** (3 credit hours)

This course will introduce and outline the role, purpose, and perception of "art" in various marketplaces and contexts for the emerging arts entrepreneur. Topics include: issues in marketing aesthetic products, consumer identification through art, models of consumer behavior, art and technology, macro-economic issues that affect the arts industries, arts policy and access.

*GEP Interdisciplinary Perspectives*

*Typically offered in Fall and Spring*

## **EMA 370 Practical Arts Entrepreneurship** (3 credit hours)

This course will introduce and outline the cultural and economic environment of the arts in the United States. Topics include: the start-up process of for- and non-profit entities, economic and social impact of art and artists in communities, public and private arts support, non-profit culture and basic grantsmanship, arts policy, creative economy efforts, the role of geography, demand and infrastructure considerations in entrepreneurial decision-making, competition analysis and marketing.

*GEP Interdisciplinary Perspectives*

*Typically offered in Fall and Spring*

## **EMA 375 Understanding the Arts Economies** (3 credit hours)

This course explores arts and arts-related economies of critical importance to the emerging arts entrepreneur. Topics include: creative, experimental and hybrid economies, Arts infrastructure in urban and rural areas, arts clusters, patronage, broader economic conditions effecting arts economies, the relationship of "art" to segmented technology economies.

Prerequisite: EMA 370

*Typically offered in Fall only*

## **EMA 380 Problem Solving in Arts Entrepreneurship** (3 credit hours)

This course is a discussion-based examination of problems arts entrepreneurs confront and their potential solutions. Topics include: problems in arts product development, reception and marketing, emerging issues, trends, aesthetic and other responses.

Prerequisite: EMA 365 or EMA 370 or EMA 375

*Typically offered in Fall and Spring*

## **EMA 430 Capstone Experience in Arts Entrepreneurship** (3 credit hours)

Students analyze arts and arts-related businesses through the use of case studies in addition to executing an entrepreneurial project concerning the arts in a Raleigh community. This class introduces students to the decision-making skills necessary to sustain arts ventures and focuses on constructing innovative solutions to common problems arts and arts-related entrepreneurs encounter. Information gained from the prerequisite courses will be put to authentic use in either a non- or for-profit setting. Transportation and some costs may be required for project work.

Prerequisite: EMA 375

*Typically offered in Spring only*

## **EMA 493 Advanced Independent Study in Arts Entrepreneurship** (1-3 credit hours)

Advanced Independent Study offering under the direction of a faculty member. Requirements for the independent study will be determined by the student and faculty member. Individualized/Independent Study and Research courses require a "Course Agreement for Students Enrolled in Non-Standard Courses" be completed by the student and faculty member prior to registration by the department.

*Typically offered in Fall and Spring*

## **EMA 510 Contextualizing Arts Entrepreneurship** (3 credit hours)

This course identifies, surveys and considers the entrepreneuring of art in various contexts. Topics covered: For- and non-profit, social, ancillary and supportive contexts, incorporation, value- and community-based strategies, economic impact, rural vs. urban, etc.

Prerequisite: Bachelors degree in an arts or business discipline

*Typically offered in Fall only*

## **EMA 520 Ecological Systems and Problem Solving in the Arts** (3 credit hours)

This course explores the ecosystems model as a platform for entrepreneurial decision-making in the arts. Focusing on the concepts of ecological identification, understanding and construction, students explore the decision making of arts businesses and organizations through the case study method.

Prerequisite: Bachelors degree in an arts or business discipline

*Typically offered in Fall only*