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Entrepreneurship in the Arts

ARCH 4050 - THEA 4001 - DANC 4001 - MUSC 2001 - ARTA 3000

Meeting: Tuesday / Thursday 5:30-6:45pm
Location: Robinson 109 if available
Instructor: Chris Elmore

Entrepreneurship in the Arts is a survey course on the principles that drive an entrepreneurial effort, like creating, pitching, developing, innovating, and marketing. This course is designed for studio arts, performing arts and architecture students interested in learning about the entrepreneurial venture of a diverse set of artists and businesspeople.

During the semester, students will study the commonality entrepreneurs in the arts have in creating an idea and presenting that idea to the public. Course materials will cover all the aspects an entrepreneur needs to be concerned with in growing their venture. Case studies will be presented and analyzed in order to study the unique approaches of both organizations (examples include WeWork, Live Nation, and the NYC Ballet, among others) and individual artists (studio, theatre, dance and music) and architects. Students will gain a unique perspective through classroom discussions, documentaries, TED Talks, podcasts, and guest speakers to materialize the challenges and opportunities an entrepreneur navigates in the arts.