Arts Entrepreneurship

12 Hours

This program is offered by the Walker School of Business & Technology.

Program Description

The graduate certificate program in arts entrepreneurship at the Walker School of Business and Technology is designed to provide prospective arts entrepreneurs with knowledge, skills, and competencies needed to understand, develop, analyze, and implement art-associated entrepreneurial initiatives. Arts entrepreneurship provides a process approach for turning one’s passion for arts into a business or self-employment opportunity. It includes new product development; innovations in artistic services, channels, brands, translating aesthetics to audiences and arts business models. The courses explore how arts entrepreneurs can employ their passion and use innovation practices to function as a successful arts entrepreneur. In addition, the courses will provide a process by which an arts entrepreneur can create, nurture, launch and achieve success in a new art-related venture.

This program is offered at the St. Louis home campus.

Requirements

To complete the certificate, students must complete a total of 12 credit hours comprised of the following four courses:

- ENTR 5000 Entrepreneurship Process, Methods & Innovation (3 hours)
- ENTR 5220 Arts Entrepreneurship (3 hours)
- FINC 5860 Entrepreneurial Finance and Venture Capital (3 hours)
- ENTR 6000 Walker School Business Plan Competition (3 hours)

Admission

Students who are interested in applying to this certificate program should see the Admission Section of this catalog for general requirements.

Send all admission materials to:

Office of Admissions
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119