

Graduate Certificate in Arts Entrepreneurship and Leadership May 2017

Overview

The EXCEL Graduate Certificate in Arts Entrepreneurship and Leadership is open to current graduate students at the University of Michigan, who seek additional training and exploratory opportunities in Arts Entrepreneurship and Leadership. The certificate is also open to students who already possess a graduate degree who wish to matriculate at the University of Michigan to earn the certificate. Enrollment for fall 2017 is available.

The goals for the Graduate Certificate in Arts Entrepreneurship and Leadership are four-fold:

1. To prepare students to thrive artistically and financially in the 21st-c. cultural economy, using the performing arts as a laboratory for exploration and innovation.
2. To develop skills and assessment techniques to solve problems inherent in cultural organizations and arts entrepreneurship generally.
3. To create understanding of the social role of cultural innovation in our communities and thus to enhance the potential social impact of arts entrepreneurship.
4. To foster leadership skills through socio-cultural analysis, strategic thinking, and by engaging with transformative models in the arts and culture sector, to provide strong, skillful, and strategic arts leaders for our world.

Requirements for Graduate Certificate in Arts Entrepreneurship & Leadership

The Certificate in Arts Entrepreneurship & Leadership consists of graduate course work totaling 12 credit hours, a portion of which may be double-counted with coursework undertaken in the student's primary field of study, in accordance with Rackham or SMTD guidelines.

The 12 credit hours are distributed as follows:

- At least one 3-credit EXCEL Graduate Gateway Course, see list of qualifying courses below.
- Other EXCEL graduate courses (at least 3 credits) contributing to the student's critical understanding of arts entrepreneurship and leadership.
- any graduate courses (at least 3 credits) in any school or department, contributing to the student's critical understanding of business, entrepreneurship, management, strategy, marketing, social service, or leadership.
- Capstone Project (2–3 credits) developed with a supervising faculty member.

The Capstone Project may consist of one of the following:

- An internship at a cultural organization
- A research project undertaken as an independent study
- An innovative arts engagement project
- An arts-based community service project
- A performing arts business incubator project, developed as an independent study or through the EXCEerator Fellowship program.

Capstone Projects must be approved by the department's Curriculum Committee. Students will submit a project description that includes the research activities to be undertaken, resources to be used, and the deliverable (research paper, project, or other outcome) along with how the project will be assessed by the supervising faculty member. Internship proposals require a letter from the sponsoring organization that details the activities of the student, the name and contact information of the internship supervisor, and a description of the deliverable (report and/or work samples) to be submitted for evaluation. Internships should be chosen in consultation with the EXCEL certificate advisor and may be available through EXCEL partner organizations including the Detroit Symphony, Ghostly International Records, The Metropolitan Opera, Michigan Opera Theater, the University Musical Society, Wolf Trap, and other local and national organizations. Proposals should be endorsed by both the student and the supervising instructor. Proposals will be reviewed by a member of the EXCEL curriculum committee with the supervising instructor and then, if validated, submitted to the curriculum committee for final approval. The number of credits to be granted will be proportional to the effort required to complete the project in relation to a standard 2- or 3-credit class. A minimum of 35 hours of work are required per credit for internships.

Currently Available Courses

1. Required Gateway Course (take at least one):
 - a. Arts Entrepreneurship Essentials (ARTSADMN 450)—3 credits
 - b. Business of Music (PAT 472, ULWR)—3 credits
2. Complete at least 2 courses among eligible elective courses:

SMTD Courses

Three Credits

- a. Special Topics in Arts Administration (ARTSADMN 506)—1–3 credits
- b. Producing in the American Theatre (Theatre & Drama 535)—3 credits
- c. Legal Issues in the Arts (Theatre & Drama 538)—3 credits
- d. Music Industry Workshop: Starting Music Businesses (ARTSADMN 575)—3 credits
- e. Creating Social Value through the Arts (ARTSADMN 577)—3 credits

Two Credits

- a. Arts Entrepreneurship Forum (ARTSADMN 510)—1–2 credits

- b. Fundraising and the Arts (Theatre & Drama 526)—2 credits

One Credit Mini Courses

- a. Your Career in the Arts (ARTSADMN 501)—1 credit
- b. Money Smarts for Artists (ARTSADMN 502) —1 credit
- c. DIY Marketing and Social Media (ARTSADMN 521)—1 credit
- d. Writing about Your Art (ARTSADMN 522)—1 credit
- e. Grant Writing & Fundraising Basics (ARTSADMN 523)—1 credit
- f. Legal Essentials for Artists (ARTSADMN 524) —1 credit
- g. Arts Leadership (ARTSADMN 528)—1 credit
- h. Running Your Own Ensemble, Theatre Troupe, or Dance Company (ARTSADMN 531)—1 credit
- i. The Recording Industry (ARTSADMN 532) —1 credit
- j. Media Technology Careers (ARTSADMN 533) —1 credit

Other Possibilities

- a. Related courses at the Ross School of Business, Organizational Studies, Ford School of Public Policy, etc. by petition and approval of the EXCEL academic advisor.
3. Practica: Complete a capstone project through at least one of the following courses. Note that any one course may be repeated once and a maximum of four practicum courses may be used for the certificate:
- a. Internship (ARTSADMN 591)—1–4 credits
 - b. Special Projects (ARTSADMN 593)—1–3 credits
 - c. EXCEerator Practicum (ARTSADMN 595)—1–3 credits
 - d. Community Service Project (ARTSADMN 597)—1–3 credits

Notes: EXCEL courses can be used to satisfy any of the certificate requirements. Only internship or independent study courses may be used more than once to satisfy a requirement and only one such repeated class can be included in the certificate. Thus, a student can count two internships or an internship plus an independent study, but if the student has taken three internships, only two can count towards the certificate.

Application Process

Admission to the program is granted on a rolling basis and students may apply at any time. However, students who wish to pursue the certificate are encouraged to apply as early in their programs as possible. Applicants would typically already be enrolled in a degree-granting graduate program at the University of Michigan School of Music, Theatre & Dance or may be from other U-M schools. Current U-M students must be in good standing with their program and have consent of their graduate advisor as well as consent of the graduate advisor of the EXCEL program to apply. Interested students should meet with an EXCEL advisor to map their course of study prior to submitting their application.

To apply, a current UM student must submit the following materials:

- Application cover page for Graduate Certificate in Arts Entrepreneurship & Leadership, including a study plan for how certificate requirements will be fulfilled.
- A 300–500 word statement of purpose explaining the applicant’s interest and goals for undertaking the certificate
- A brief, confidential letter of support from a U-M faculty mentor sent directly to smtdexcel@umich.edu.

Rackham Application Procedures

Current students of the University of Michigan Rackham Graduate School must submit Rackham’s Add-a-Degree or Certificate Application Form. This form needs to be signed by the department chair of the student’s home program prior to submitting it to the EXCEL Program. If the student is admitted, the EXCEL Program Director or Graduate Advisor will endorse and submit the form to Rackham.

For More Information contact smtdexcel@umich.edu