

M E M O R A N D U M

TO: Matt Hudelson, Executive Secretary
Faculty Senate

FROM: Becky Bitter, Registrar's Office

FOR: Academic Affairs Committee

DATE: 30 November 2020

SUBJECT: Proposal to Establish the Certificate in the Business of Art

At its meeting on November 10th, 2020, the Academic Affairs Committee approved a proposal to establish a new certificate, the Business of Art.

The Pullman campus certificate will be offered jointly by the Department of Fine Arts and the Department of Management, Information Systems, and Entrepreneurship. Ownership will be split 50 -50%.

At this time, Faculty Senate review and approval is recommended, to be effective fall 2021.

MEMORANDUM

TO: Academic Affairs Committee

FROM: Blaine Golden, Assistant Registrar

DATE: November 23rd, 2020

SUBJECT: New certificate in Business of Art.

The Department of Fine Arts, in conjunction with the Department of Management, Information Systems, and Entrepreneurship, proposes a new certificate called The Business of Art. The certificate will be available on the Pullman campus (CIP Code 50.1002)

The proposal was approved by the Catalog Subcommittee on October 29, 2020.

The catalog description of requirements is submitted as a separate attachment.

From: noreply@wsu.edu
To: [curriculum.submit](#)
Subject: 611776 Fine Arts Requirements New : Add Undergraduate Certificate
Date: Thursday, September 24, 2020 5:51:22 PM
Attachments: [2020.09.24.17.43.57.18.FormData.html](#)
[2020.09.24.17.43.56.79.currentCatalogFile Business of Art Certificate 3 .pdf](#)

Io Palmer has submitted a request for a major curricular change. His/her email address is: iopalmer@wsu.edu.

Request (from selection dropdown): Add Undergraduate Certificate

Department: Fine Arts

New Undergraduate Certificate: The Business of Art

CIP Code: 50.1002

Requested Effective Date: Fall 2021

Campus: Pullman,

Dean: Swindell, Samantha - Assoc Dean - CAS

Chair: Meisel, Squeak – Chair – Fine Arts Crossler, Rob – Chair – Management, Information Systems, and Entrepreneurship

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Catalog Subcommittee Approval Date	AAC, PHSC, or GSC Approval Date	Faculty Senate Approval Date

The Business of Art Certificate

Offered jointly by the Center for Entrepreneurial Studies and Fine Arts

Rationale

The Fine Arts (FA) program and the Center for Entrepreneurial Studies (CES) in conjunction with the Management, Information Systems and Entrepreneurship Department propose to fill a clear student need for a certificate in the Business of Art. In this certificate students will learn and explore how to best integrate art and entrepreneurship to further their professional careers as creative innovators, ideators, makers, marketers, and entrepreneurs.

There are a number of current market conditions that support the creation of this certificate. Current market research shows that the online market, sales and distribution of artwork is a continuously growing field globally. This joint certificate will allow students to learn from WSU experts both in the fields of Fine Arts and Entrepreneurship and is designed to create interdisciplinary connections between makers, creative planners, entrepreneurs and marketers. Students in both Fine Arts and Business/CES programs could benefit from working across their individual programs to promote success in their chosen area and develop collaborative skills. Artists will gain the practical skills and applications to navigate the entrepreneurial side of their artistic career, learning how to brand/market themselves in contemporary environments. Business students will acquire the visual literacy and creative edge of artists. This certificate will provide both FA and CES students with recognized qualifications necessary for today's marketplace.

Catalog description

The Business of Art Certificate harnesses the skills and mindset of the entrepreneur to empower students interested in implementation of applied, innovative arts projects and prepares students to access careers that require skills in both business and art.

Certificate Requirements

1. 15 credits (5 courses) as stipulated below:

Required:

FA 102: 2D Art and Design OR FA 103: 3D Art and Design OR FA 110: Beginning Drawing
ENTRP 490 [M] Entrepreneurial Marketing

Choose 3:

ENTRP 489: Entrepreneurial Management
ENTRP 426: Entrepreneurial Finance OR FIN 223 [QUAN] Personal Finance
FA 332: Introduction to Digital Media OR FA 340: Ceramics OR FA 350: Sculpture
FA 363: Special Topics

2. A minimum GPA of 2.0.

The Business of Art Certificate

The Business of Art Certificate is open to all majors. This program harnesses the skills and mindset of the entrepreneur to empower students interested in implementation of applied, innovative arts projects and prepares students to access careers that require skills in both business and art. To complete the certificate students must complete 15 credits consisting of two core courses and three additional electives with a minimum GPA of 2.0. Required core courses include one from FINE ART 102, 103, or 110; and ENTRP 490. Three additional electives should be drawn from ENTRP 426; ENTRP 489 or FIN 223; FINE ART 332, 340, or 350; and FA 363.