Academic Leadership Forum
Faculty Perspective:
Undergraduate Entrepreneurship
Why Entrepreneurship in the Arts?

Consider this Joke:
What’s the difference between a guitarist and a pizza?
Options for “Entrepreneurening” in the Arts

Goal: Create, Communicate, Deliver and Capture Value

As a creator/producer of art - composer, painter, performer, etc. (Lifestyle Entrepreneur)

One who supports the production of art – by developing a product or service that aids creators/producers in their task (Lifestyle or Growth Entrepreneur)

One who draws audiences to art and artists – by developing a product or service that connects audiences to art and artists (Lifestyle or Growth Entrepreneur)
Intercollegiate Minor in Entrepreneurship & Innovation (ENTI)

http://www.enti.psu.edu/index.html
# Arts Entrepreneurship Cluster

**Preferred Sequence of Courses**

Figure 1 below shows the preferred sequence of the Arts Entrepreneurship cluster courses (10 Credits).

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<td>MGMT215 - Entrepreneurial Mindset (3 cr.)</td>
<td>A&amp;A 323 Arts Enterprise Development (3)</td>
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<td>Sem: 3-6</td>
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<tr>
<td>ENGR310 Entrepreneurial Leadership (3 cr.)</td>
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Figure 1: Preferred Sequence of Courses in the Arts Entrepreneurship Cluster
ENTI Minor Core Courses

MGMT 215 Entrepreneurial Mindset
ENGR 310 Entrepreneurial Leadership
MGMT 425/ENGR 425/IST 425 New Venture Creation
Arts Entrepreneurship Cluster

A&A 322 Arts Marketing
A&A 323 Arts Enterprise Development
A&A 324 Arts Entrepreneurship and the Law
A&A 424 Arts Entrepreneurship Capstone Research Project
Global Entrepreneurship Week at Penn State
November 16-21, 2014

Arts Entrepreneurship Program invites you to attend 3 sessions with special guests, Joe (A&A alum) and Christine Negherbon Abraham, The Thriving Artists.

Sign up to attend 1, 2 or all 3 sessions at http://www.gewpennstate.org

Sign up TODAY, SEATING IS LIMITED!

Monday, November 17, 2014
The Thriving Artist Session 1: How to Succeed as an Artist and Entrepreneur

Tuesday, November 18, 2014
The Thriving Artist Session 2: Achieving Goals, Effective Marketing and Building Strong Relationships

Wednesday, November 19, 2014
The Thriving Artist Session 3: Money Management and Asset Creation

All Sessions
Location: 16 Borland Building
Time: 6:00-7:30 p.m.

FREE PIZZA provided by the Arts Entrepreneurship Program at 5:30 p.m.
RSVP to Angela Smith at ajf7@psu.edu once you have completed your registration
Q&A with Bill Irwin on the Freelance Life of an Artist

Hosted by the Arts Entrepreneurship Program

December 3, 2014
4:30-6:00 p.m.
16 Borland Building

William Mills "Bill" Irwin is an American actor, clown, and comedian. He is best known for his vaudeville-style stage performances and has been noted for his contribution to the renaissance of American circus during the 1970s. He has also made a number of appearances on film and television, and he won a Tony Award for his role in Who's Afraid of Virginia Woolf on Broadway. His most notable television roles have been Enrico Ballati, "The Flying Man," on the television series Northern Exposure, Mr. Noodle in the Elmo's World segment of the PBS children's show Sesame Street, and the "Dick & Jane" serial killer Nate Haskell on CSI: Crime Scene Investigation.
Spring ’16 Events

Launch the Arts Business Idea Competition