The undergraduate Certificate in Arts Entrepreneurship requires a minimum of 29 s.h. Students must maintain a g.p.a. of at least 2.00 in work for the certificate. The certificate may be earned by any student admitted to the University of Iowa who is not concurrently enrolled in a UI graduate or professional degree program.

The program is designed for students of art, art history, cinema, dance, music, and theatre arts who wish to learn about the business of the arts and entertainment fields and who want to develop the entrepreneurial skills necessary for promoting their artistic work.

Certificate students are strongly encouraged, but not required, to also pursue a major in one of the arts disciplines.

Work for the certificate includes entrepreneurship-related courses in accounting, financial management, and marketing as well as courses focused on arts management and leadership practices in both commercial and nonprofit organizations. Students also must complete course work in art, art history, cinema, dance, music, or theatre arts and an internship in an arts organization.

Students may not use a course to satisfy more than one certificate requirement (e.g., a business course required for the certificate that is cross-listed in dance, music, or theatre arts may not also be counted toward the arts course requirement).

The Certificate in Arts Entrepreneurship requires the following course work:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Arts-Based Courses (Art and Art History, Cinematic Arts, Dance, Music, or Theatre Arts)</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Business and Entrepreneurship Courses</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Internship</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td><strong>Total Hours</strong></td>
<td>29</td>
</tr>
</tbody>
</table>

### Arts-Based Courses
Certificate students earn 9 s.h. in courses numbered 2000 or above taken in any of the arts units: the School of Art and Art History, the Department of Cinematic Arts (courses numbered CINE:1834 and above), the Department of Dance, the School of Music, or the Department of Theatre Arts. Many of these courses have prerequisites; consult an advisor about course sequencing.

### Business and Entrepreneurship Courses
Students must complete ENTR:1350 Foundations in Entrepreneurship, an entrepreneurship prerequisite that is offered both on campus and online. They also must complete several courses that focus on entrepreneurial and arts financing; entrepreneurship, innovation, and new ventures in the arts; entrepreneurial marketing; e-commerce for entrepreneurs; arts management; and arts leadership.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTS:3400</td>
<td>Grant Writing in the Arts</td>
<td>3</td>
</tr>
<tr>
<td>or ENTR:3100</td>
<td>Entrepreneurial Finance</td>
<td></td>
</tr>
<tr>
<td>DPA:3510</td>
<td>Introduction to Arts Management</td>
<td>3</td>
</tr>
<tr>
<td>DPA:3520</td>
<td>New Ventures in the Arts</td>
<td>3</td>
</tr>
<tr>
<td>or ENTR:2000</td>
<td>Entrepreneurship and Innovation</td>
<td></td>
</tr>
<tr>
<td>DPA:4510</td>
<td>Arts Leadership Seminar</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:1350</td>
<td>Foundations in Entrepreneurship</td>
<td>2</td>
</tr>
<tr>
<td>ENTR:3200</td>
<td>Entrepreneurial Marketing</td>
<td>3</td>
</tr>
<tr>
<td>ENTR:3600</td>
<td>E-Commerce Strategies for Entrepreneurs</td>
<td>3</td>
</tr>
</tbody>
</table>

### Internship
Students may complete the required internship (0 s.h.) during any semester in the program. The Pomerantz Career Center coordinates a wide variety of internships; see Career Center Programs (University College) in the Catalog. Students also may choose other internship opportunities. The Iowa Arts Council and the Iowa Cultural Corridor Alliance maintain lists of recommended host organizations.