

**Minneapolis College of Art and Design**  
**Arts Entrepreneurship Department**  
**Entrepreneurship Minor**

### **Description and Overview**

The Entrepreneurship minor is the study of essential business practices used in the creative sector by professional artists and designers.

The goal of the Entrepreneurship minor is to provide art and design students with a working knowledge of the theories, methods, language and tools of business as applied in the creative sector. Students explore how the business is applied by creatives working as freelancers, solopreneurs, running a small-businesses, or in large corporations. Topics explored include: business skills in an art and design context, client and project management, research and analysis, sustainability, social enterprises, and more.

### **Learning Outcomes**

- Identify the economic impacts of artists, designers and others working in the creative sector
- Apply essential business concepts commonly used by creatives
- Use project management practices in a variety of settings and projects
- Become comfortable working creatively and collaboratively with teams, and with clients from diverse cultures and backgrounds

### **Methodology of Instruction**

The methodology of instruction for the courses required of the Entrepreneurship minor varies, with most courses offer a mix of lectures, readings, visual media, lectures by visiting professionals, and experiential exercises.

Students gain valuable experience through actively contributing to classroom discussions, completing assignments through writing and visual means, conducting research, exams, and making formal presentations. Course assignments are often allowed to be delivered through a variety of creative practices including: graphic design, illustration, photography, video, et al.

Additionally, many courses include students working with real clients on real problems, and then delivering solutions that can be implemented by the client.

Student work that is produced for clients can be included in a students' portfolio. Client relationships can lead to internships, contract work, and even employment.

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A total of 15 credits are required from the courses below, assuring exposure to core themes and concepts while offering flexibility for students to tailor the area of focus.

**Required courses (6 credits):**

- HS/ES 3370 Financing Innovation, 3cr
  - Prerequisites: EN 1500 or permission of instructor
  - For BFAs this course counts as Creative and Professional Writing course
- ES 3852 Creating and Running a Business, 3cr
  - Prerequisites: Junior standing or faculty permission
  - For BFAs this course counts as a non-assigned Liberal Arts elective

**Select THREE of the courses below (9 credits):**

- HS/ES 3853 Economics for Artists and Designers, 3cr
  - Prerequisites: none
  - For BFAs this course counts as History, Places, and Philosophies
- HS/ES 3025 Marketing and Analytics for Creatives, 3cr
  - Prerequisites: None
  - For BFAs this course counts as Scientific and Quantitative Reasoning
- ADV 2000 Introduction to Advertising 3cr
  - Prerequisites: FDN 2D, FDN Media 1
  - For BFAs this course counts as a studio elective course
- ADV 3040 Future of Advertising 3cr
  - Prerequisites: FDN 1111 Foundation: 2D, ADV 3020 Introduction to Advertising or faculty permission
  - For BFAs this course counts as a studio elective course
- ES 1935 Biological Systems, 3cr
  - Prerequisites: None
  - For BFAs this course counts as a studio elective course
- ES 3857 Aesthetics of Sustainability, 3cr

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- Prerequisites: Junior standing or faculty permission
  - For BFAs this course counts as a studio elective course
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- ES 3825 Client Studio, 3cr
    - Prerequisites: Junior standing or faculty permission
    - For BFAs this course counts as a studio elective course