

# Arts Management

Through the arts management major, students will understand the issues, problems and policy interventions impacting the contemporary arts and cultural industries, develop business and managerial skills for professional decision making in arts and cultural organizations, and practice creative and critical thinking, opportunity recognition and innovation in various arts and cultural environments. Students will also understand the professional role and responsibilities of successful creative individuals in contemporary society.

## Pursuing Arts Management at Ohio State

All freshman applicants are considered within a competitive admission process for the Columbus campus. The primary criteria for admission are the completion of the applicant's high school college preparatory program, performance in that program as indicated by class rank and/or grade-point average, and performance on either the ACT or SAT.

Upon admission to the university, students can declare a major in arts management within the College of Arts and Sciences.

## Arts Management Requirements

Successful completion of the program requires the following:

- A minimum of 36 credit hours in the departments of Art Education, Management, Finance, and Accounting.
- A maximum of 9 transfer credit hours
- A minimum C- for major courses
- A minimum 2.00 cumulative point-hour ratio required for major courses
- Pass/Non-Pass courses not counted toward the major
- Any changes to the degree requirements must be approved by the Steering Committee in the Arts Policy and Administration program

## Program Goals

The following four (4) program areas, the related objectives, and the anticipated outcomes are used to assess the students in the arts management program throughout all required courses.

Students identify the issues, problems, and policy interventions impacting the contemporary arts and cultural sector.

They will be able:

- To map the relationships within the creative sector: the artist, the artistic product/service, the industries, and the infrastructure;
- To appreciate both similarities and differences among different arts fields (e.g., theatre, dance, museums, orchestras, etc.);
- To interpret the role of social/cultural values, beliefs and attitudes related to audience participation, advocacy, and education in contemporary arts and culture participation;
- To understand the legal, economic, technological influences shaping the cultural landscape.

Students analyze the purpose, function, and professional decision making in arts and cultural organizations.

They will be able:

- To describe the internal structure, cultures and operations of non-profit arts and cultural organizations;
- To examine issues of organizational governance, leadership, and human resources;
- To design, implement, and evaluate innovative audience-focused programming;
- To develop entrepreneurial skills vital in generating and managing revenues and resources.

Students understand the professional role and responsibilities of the artist and the cultural worker in society.

They will be able:

- To reflect on the personal, social and cultural value of arts and culture;
- To examine the non-profit, public, commercial, and academic career paths open to artists and those working in cultural fields;
- To develop entrepreneurial skills for the marketplace of ideas, arts products, and cultural services;
- To gain practical experience in arts and cultural venues through individual and group research projects, mentorships, internships and study abroad.

**For more information, check these websites:**

**Art Education:** [arted.osu.edu](http://arted.osu.edu)

**Arts and Sciences:** [artsandsciences.osu.edu](http://artsandsciences.osu.edu)

**Ohio State:** [osu.edu](http://osu.edu)

**Admissions:** [undergrad.osu.edu](http://undergrad.osu.edu)

**First Year Experience Program:** [fye.osu.edu](http://fye.osu.edu)

## Curriculum Sample

This is a sample list of classes a student will take to pursue a degree in Arts Management. Since university students need more than a specific education in a narrow field, they also will take classes to complete General Education (GE) requirements. GE requirements allow students to develop the fundamental skills essential to collegiate success across major programs. Course work options satisfying GE requirements often come from a variety of academic areas of study allowing students to tailor their GE courses toward their interests. Note: This sample represents one of several possible paths to a degree in Arts Management. Consult the departmental web site, [arted.osu.edu](http://arted.osu.edu), for details.

### Freshman Year:

Arts survey course	1
Prerequisites	6
GE courses	24
<b>Total hours</b>	<b>31</b>

### Sophomore Year:

Prerequisites	6
GE courses	24
<b>Total hours</b>	<b>30</b>

### Junior Year:

Exploring the Creative Sector:	
Art Issues in the 21st Century	3
Managing Arts Organizations:	
Balancing Continuity and Change	3
Foundations of Accounting	3
Foundations of Finance	3
New Venture Creation	3
Advanced major course	3
Electives/minor courses	12
<b>Total hours</b>	<b>30</b>

### Senior Year:

Advanced major courses	15
Applied learning course	3
Electives/minor courses	12
<b>Total hours</b>	<b>30</b>

Students practice the principles of entrepreneurship as applied to arts and culture. They will be able:

- To practice creative and critical thinking;
- To recognize trends and opportunity for arts and cultural in various environments;
- To create social and economic value through innovative art practice;
- To actively engage the public in arts and cultural activity.

## Co-Curricular Opportunities

Ohio State offers many opportunities for students to learn and grow outside of the classroom. Co-ops and internships place students in professional environments while they are Ohio State students. Ohio State offers more than 100 study abroad programs in 40 countries around the world. In addition, there are hundreds of student organizations on campus to meet the interests of a diverse student population.

These opportunities enable students to gain valuable work experience, learn about other cultures, and take on leadership roles before they enter the workforce. All of these experiences enhance learning and may provide an advantage in the job market.

## Honors & Scholars Programs

Ohio State offers the Honors and Scholars programs to create an environment of intellectual support and stimulation within a close-knit community of high-ability undergraduate students. Through these programs, students have access to smaller classes, undergraduate research opportunities, close working relationships with faculty, priority scheduling, and unique housing options.

Visit [honors-scholars.osu.edu](http://honors-scholars.osu.edu) to learn more about the Arts Honors Program or the Arts Interdisciplinary Scholars Program.

## Career Prospects in Arts Management

While the needs of the field and its organizations are specific, the arts management major emphasizes the importance of interdisciplinary study blending concepts and skills from multiple arts disciplines, public policy environments, and management operations. The BA in Arts Management prepares students to work in community-based arts and nonprofit cultural institutions, public arts agencies, and commercial arts businesses.

**Revised August 2011.** Information subject to change. For the most up-to-date information on the arts management program, visit [arted.osu.edu](http://arted.osu.edu).

## Contact information:

Dr. Jane Cataldi, Coordinator  
Undergraduate Arts Management Programs | Department of Art Education  
1961 Tuttle Park Place | Columbus, Ohio 43210-1363 | (614) 292-7183  
[cataldi.1@osu.edu](mailto:cataldi.1@osu.edu)