Cultural entrepreneurship is an emerging discipline that examines how cultural products (such as art, theatre, and literature) and cultural activities (like sports, music, food, and film events) have an impact on the growth of local, national, and global economies.

Cultural entrepreneurship scholars study the impact of culture on economies, and develop new strategies for enhancing local livelihoods by creative, sustainable, socially responsible ways of producing income through cultural activity. The major provides training for students interested in leadership roles in the creative economy, and guides them towards developing their own creative business enterprise, from business plan to implementation.

Courses/Components include:

- Culture Industry and the Creative Economy
- Entrepreneurial Finance for Creative Industries
- Entrepreneurship, Opportunity and Feasibility
- Entrepreneurial Ethics and Values
- Foundations of Cultural Entrepreneurship (2 semester sequence) Guides students through the process of planning their own business
- Intercultural Competency and Creativity courses Select from six skill areas tailored to your career interests
- Study of a foreign or indigenous language through the advanced level, plus completion of a different foreign or indigenous language through the beginning sequence
- Certificate of Business Administration 16 credit online module that qualifies students for entry into 1-year MBA in UMD’s Labovitz School of Business and Economics upon completion of their B.A. degree

Students in this interdisciplinary program:

- Develop functional communication skills in two global languages
- Acquire a variety of cultural competencies
- Receive in-depth entrepreneurial training

The B.A. program in cultural entrepreneurship stresses the centrality of culture in the success of entrepreneurial endeavors. Building on the concept of cognitive ambidexterity, it combines training in quantitative skills and predictive logic that is common in business schools, with extensive work in creative logic and thinking, as it is most often cultivated in the liberal arts. Predictive logic refers to the ability to generate models, forecasts and estimates, while creative logic addresses the ability to self-examine, understand social contexts, and to shape the future by identifying courses of action and negotiating complexities of human decision-making.
After Graduation

Cultural Entrepreneurship graduates will be well prepared for a variety of careers in:

- Digital and print media production
- Social media marketing and promotions
- Arts exhibits and management
- Sports, food, music and event management
- Public relations
- Citizen diplomacy
- Administration of non-profit organizations
- Fundraising and development
- Entrepreneurial ventures of their own

Study Abroad

Cultural Entrepreneurship majors are strongly encouraged to participate in one or more study abroad experiences during their time at UMD. Living and learning in another country helps students develop a global perspective, cultural competence, independence, and fluency in another language. The Department of Foreign Languages and Literatures offers short-term study abroad programs in Salamanca, Spain; Potsdam, Germany; and Montpellier, France. UMD students also participate in semester and year-long programs in a variety of countries. To explore your options, go to www.d.umn.edu/ieo.

Academic Advising

First-year students and new transfer students are advised by professional advisors in CLA Advising and Academic Services. CLA advisors work closely with Cultural Entrepreneurship faculty to stay up to date with major requirements and opportunities within the department, and to foster connections between students and faculty mentors.

Professional advisors help students to

- Explore interests and identify strengths
- Select or confirm an academic major
- Understand degree requirements and develop a graduation plan
- Connect with campus resources & opportunities

First-year students and new transfer students are required to meet with their advisor at least once per semester.