

BUSINESS OF VISUAL ARTS (MINOR)

BUS 214	MAKING FINANCIAL DECISIONS	4
BUS 215	BIG DATA STORYTELLING	4

The interdisciplinary, cross-college Business of Visual Arts Minor explores commercial aspects of the visual arts, including the buying and selling of art objects, art as a financial investment, ethical considerations of the art market, and the operating of auction houses and commercial art galleries as well as non-profit management of community arts centers and collaboratives. Coursework for this minor brings together expertise from the Driehaus College of Business and the College of Liberal Arts and Social Sciences to create a unique experience with both practical application and intellectual reflection.

Course Requirements

Students must complete 3 courses in the History of Art and Architecture Track and 3 courses in the Business Track.

History of Art and Architecture Track

Course	Title	Quarter Hours
Choose One:		
HAA 101	INTRODUCTION TO AFRICAN ART	4
HAA 115	INTRODUCTION TO ASIAN ART	4
HAA 130	INTRODUCTION TO EUROPEAN ART	4
HAA 145	INTRODUCTION TO ARTS OF THE AMERICAS	4
Required:		
HAA 250	THE ART MARKET	4
HAA 291	MUSEUM AND NON-PROFIT ARTS MANAGEMENT	4
May substitute one for either HAA 250 or HAA 291:		
ANT 256	MUSEUMS AND MATERIAL CULTURE	4
ANT 374	ANTHROPOLOGY AND MUSEUMS	4
ART 200	ART & ARTISTS IN CONTEMPORARY CULTURE	4

Business Track

Course	Title	Quarter Hours
Choose three:		
Business Majors must choose from the following:		
BUS 102	BUSINESS ANALYTICS	4
ECO 105	PRINCIPLES OF MICROECONOMICS	4
MGT 270	INTRODUCTION TO ENTREPRENEURSHIP	4
MGT 300	PRINCIPLES OF MANAGEMENT	4
MKT 301	PRINCIPLES OF MARKETING	4
Non-Business Majors may also choose from the following:		
BUS 211	DEVELOPING AN ENTREPRENEURIAL MINDSET	4
BUS 212	MARKETING, CONSUMER BEHAVIOR & YOU	4
BUS 213	ECONOMICS FOR EVERYBODY	4