Putting Passion into Practice

The Concentration in Arts Management is a collaboration between the departments of Music and Theater and Dance in Emory College and the Goizueta Business School BBA Program. This integrated set of curricular offerings provides knowledge, competencies and experiences for BA and BBA students interested in pursuing administrative and management careers in the performing arts.

Program Structure

The Arts Management Concentration is open by application to Business School students and Emory College students majoring in music, theater or dance. During the junior and senior year, in addition to pursuing their own majors, students admitted to the concentration take two core courses in the non-major program, two electives from a list of relevant choices, and one senior capstone. Additional speakers, programming, networking opportunities and applied experiences augment the resources available to concentration students.

Arts Management Concentration

c/o Goizueta Business School
1300 Clifton Road
Emory University
Atlanta, GA 30322
404.727.8106
The Arts Management Concentration enhances perspectives and competencies by providing context outside the discipline and integrating theory with practice. BBA students who complete this concentration will focus on the history, politics and practice of the arts field of their choice within Emory College. Arts students who complete this concentration will acquire grounding in the Goizueta Business School that will enable them to understand the organizational and market mechanisms underlying the creation and dissemination of the arts. All students will pursue business-related and arts focused electives and to participate in a capstone course that will give them the opportunity to synthesize and validate their evolving perspectives in both an academic and an applied environment.

**ARTS CORE FOR BBA STUDENTS**

**THEATER FOCUS**
- TS 216: Theater History II
- And one of:
  - TS 210: Reading for Performance
  - TS 230: Principles of Design
  - TS 240: Arts Administration
- TS 250: Directing

**MUSIC FOCUS**
- MUS 200: Music, Culture & Society
- MUS 114: Theory & Composition
- Or approved Music elective

**DANCE FOCUS**
- DANC 229 Introduction to Dance
- And one studio dance class

**BBA CORE FOR ARTS STUDENTS**

Two of the following three BBA Core Classes:
- BUS 220: Finance for Non-Business Students
- BBA 340: Marketing

**ELECTIVES**

Two electives must be completed from an approved list. At least one of these electives must be in the program that is not the student’s own school of enrollment. All students are strongly encouraged to take TS 240, Arts Administration.

**CAPSTONE COURSE**

ECS 490 Leadership, Ethics and Organizational Effectiveness

**CO-CURRICULAR ACTIVITIES**

- Speakers and seminars
- Internships
- Field projects