Passion into Practice
The concentration in arts management is a collaboration between the Departments of Art History, 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 art history, 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

creativity.emory.edu
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 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.

**CONCENTRATION IN ARTS MANAGEMENT**

**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, and Society
MUS 114: Theory and Composition
Or approved music elective

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

**ART HISTORY FOCUS**
ARTHIST 101: Art/Architecture Prehistory to Renaissance
ARTHIST 102: Art/Architecture Renaissance to Present

**BBA Core for Arts Students**
Two of the following three BBA Core Classes:
BUS 220: Finance for Non-Business Students
BUS 330: Principles of Organization and Management
BUS 340: Marketing Management

**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 TS240, Arts Administration.

**Capstone Course**
ECS 491: Leadership, Ethics, and Organizational Effectiveness

**Co-Curricular Activities**
Speakers and seminars
Internships
Field projects