

BUSINESS & ENTREPRENEURSHIP FOR CREATIVE ARTS PROFESSIONALS (BECAP)

A 15 credit minor designed to provide students with the practical and applied business, professional writing, marketing, communications, and accounting skills necessary to succeed professionally



LEHMAN
COLLEGE

DEGREE REQUIREMENTS



A (3 credits)

+



B (9 credits)

+



C (3 credits)



A: Entrepreneurship in the Discipline (3)

Choose one of the following:

- MSH 280 Entrepreneurship in the Music Industry (3)
- DNC 449/THE 449* Working in the Performing Arts (3)
- ART 488** Professional Practices in the Visual Arts (3)
- MCS 300** Corporate Communication (3)
- ENW 346 Entrepreneurship for Writers (3)



B: Business Practices (9)

- BBA 332** Marketing Management (3)
- ACC 185 Introduction to Accounting for Non-Majors (3)
- BBA 336 Business Law I (3)



C: Professional Communications (3)

Choose one of the following:

- ENW 300* Business Writing (3)
- ENW 334* Grant and Proposal Writing (3)
- ENW 333/MCS 333* Marketing and PR Writing (3)
- ENW 318* Writing for New Media (3)
- MCS 347 Advertising (3)
- ART 334/CGI 334 Digital Media Production: Theory and Practice (3)
- DNC 324/THE 324* Social Media for the Creative Arts Professional (3)

*Permission of the department required.

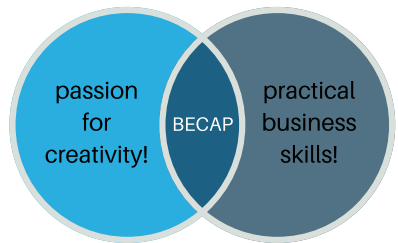
**Pre-requisite course required.

ABOUT THE MINOR

The Business and Entrepreneurship for Creative Professionals (BECAP) minor is an interdisciplinary program that both introduces undergraduate students to the conventions and requirements of business and trains students to develop the communications and managerial skills they need to succeed as self-employed artist-owners (e.g., recording artist, stage or screen performer, visual artist or designer, or writer).

The BECAP minor is housed in the English department within the School of Arts and Humanities, but the curriculum is built on new and existing courses from the Departments of English, Economics and Business, Music, Multimedia, Theatre, and Dance, and Journalism and Media Studies.

Each student takes five courses: (a) one course in professional practices tailored to their specific discipline; (b) three courses focused on business practices; and (c) an elective in a professional communications discipline.



DELIVERABLES

- ✓ After completing this minor, students should be ready to manage their own business as an independent artist-owner (e.g., recording artist, stage or screen performer, visual artist or designer, or writer)
- ✓ Knowledge of industry-specific regulations, opportunities, and skills combined with interdisciplinary courses
- ✓ A wide-ranging and career-ready selection of learning opportunities

For more information, please write to matthew.fryecastillo@lehman.cuny.edu