

# CERTIFICATE IN ARTS & LETTERS ENTREPRENEURSHIP



**SACRAMENTO STATE**  
*Redefine the Possible*

## In Workflow

1. ALS College Committee Chair (abuckman@csus.edu)
2. ALS Dean (rfisher@csus.edu)
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14. Catalog Editor (torsetj@csus.edu)
15. Registrar's Office (w lindsey@csus.edu)
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## Approval Path

1. Wed, 20 Oct 2021 20:44:54 GMT  
Alyson Buckman (abuckman): Rollback to Initiator
2. Thu, 21 Oct 2021 00:38:10 GMT  
Alyson Buckman (abuckman): Approved for ALS College Committee Chair
3. Thu, 21 Oct 2021 16:32:16 GMT  
Robin Fisher (rfisher): Approved for ALS Dean

## New Program Proposal

Date Submitted: Thu, 21 Oct 2021 00:34:04 GMT

### Viewing: Certificate in Arts & Letters Entrepreneurship

Last edit: Thu, 21 Oct 2021 00:34:02 GMT

Changes proposed by: Carolyn Gibbs (101014897)

#### Academic Group: (College)

Arts & Letters

#### Academic Organization: (Department)

College of Arts & Letters

#### Catalog Year Effective:

2022-2023 Catalog

NOTE: This degree major program will be subject to program review evaluation within six years after implementation.

#### Individual(s) primarily responsible for drafting the proposed degree major program:

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**Type of Program Proposal:**

Certificate

**Is this a pilot program?**

No

**Is this a Fast Track program?**

No

**Title of the Program:**

Certificate in Arts & Letters Entrepreneurship

**Designation: (degree terminology)**

Certificate - Undergraduate

**Abstract of the proposal:**

The Certificate in Arts & Letters Entrepreneurship provides students the essential business-oriented knowledge and entrepreneurial skillsets needed to be successful creative entrepreneurs.

**Briefly describe the program proposal (new or change) and provide a justification:**

Within every creative enterprise/organization is a team of committed collaborators and leaders with the business skill set to bring their vision into reality. The Certificate in Arts & Letters Entrepreneurship is a new certificate program that provides students with the essential business-oriented knowledge and entrepreneurial skillsets needed to be successful creative entrepreneurs by requiring two core courses, ALS 160 Arts Organizational Management and Communication and ALS 161 Arts & Letters Entrepreneurship and Marketing. The third required course is the internship (ALS 195,) and is an existing course where students will apply relevant management and entrepreneurial skills and knowledge when working in an arts/letters organization.

The certificate serves students in "arts" or "letters" oriented degrees and will enhance their existing major degree requirements in these disciplines. Students will develop skills that will help them create, work within, and contribute to arts and letters organizations including public, private, and self-initiated endeavors.

The certificate program is a 15-unit program that uses courses from almost all of the departments in Arts & Letters. These elective courses from the various departments round out the core courses by tying the business, marketing, and entrepreneurial learning outcomes to a student's major courses.

**Objectives of the degree program:**

The Certificate in Arts & Letters Entrepreneurship has three primary objectives:

1. Empower students to administer and manage the development of their craft, and that of other groups and institutions.
2. Compliment student's study of their craft with skills to help them profitably deploy and attract attention to their craft in the marketplace.
3. Provide valuable real-world learning experiences and opportunities to apply their newly developing skills through internships in the community.

**University Learning Goals**

**Undergraduate Learning Goals:**

Competence in the disciplines

**Will this program be required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?**

No

**Please attach a Comprehensive Program Assessment Plan (required)**

Certificate in Arts and Entrepreneurship Program-Assessment-Plan.pdf

**Please attach a Curriculum Map Matrix (required)**

Certificate in Arts and Entrepreneurship CurriculumMapMatrix.pdf

**Please attach a five-year budget projection (required)**

The Certificate in Arts and Entrepreneurship Budget.pdf

**Please attach the Smart Planner roadmap:**

Certificate in Arts and Entrepreneurship Roadmap.pdf

**Catalog Description:**

The Certificate in Arts & Letters Entrepreneurship provides students with the essential business-oriented knowledge and entrepreneurial skillsets needed to be successful creative entrepreneurs. Students will develop skills that will help them create, work within, and contribute to arts and letters organizations including public, private, and self-initiated endeavors. As part of the certificate, students will learn the fundamentals of arts organization management and arts marketing and communication practices.

**Admission Requirements: Course prerequisites and other criteria for admission of students to the degree major program, and for their continuation in it.**

1. Any concurrent undergraduate degree in the departments of art, communication studies, design, english, history, humanities & religious studies, music, philosophy, theatre & dance, or world languages & literatures.

**Program Requirements: (If new courses are being created as part of a new program, it will be useful to propose courses first.)**

Code	Title	Units
ALS 160	Course ALS 160 Not Found (new course: Arts Organizational Management and Communication)	3
ALS 161	Course ALS 161 Not Found (new course: Arts and Letters Entrepreneurship and Marketing)	3
ALS 195	Internship in Arts and Letters	3
<i>Select 6 units from the following. The certificate is designed to choose two courses (6 units) that overlap with major requirements. Please consult with the Certificate Coordinator for additional advising in course selections.</i>		6
ALS 102	Individual, Community, and Citizenship	3
ALS 151	The Studio: Explorations in Arts and Letters	3
ART 128	Art and the Artist in the Marketplace	3
ART 193	Art Gallery Management	3
COMS 100A	Survey of Communication Studies	3
COMS 100B	Rhetoric and Social Influence ✎	3
COMS 116	Intercultural Communication	3
COMS 117	Multimedia Communication	3
COMS 118	Survey of Public Relations	3
COMS 122	Writing for Interactive Media	3
COMS 140	Online Collaboration	3
COMS 145	Organizational Communication	3
DNCE 160	Creative Dance for Children	3
DNCE 131	Dance Cultures Of America 🌐	3
DNCE 132	African-Caribbean Dance 🌐	3
DSGN 101	World Design and Visual Culture	3
ENGL 105	Film Theory and Criticism	4
ENGL 116B	Children's Literary Classics	3
ENGL 120P	Professional Writing ✎	4
ENGL 120T	Technical Writing ✎	4
ENGL 130A	Intermediate Fiction Writing	4
ENGL 130B	Intermediate Poetry Writing	4
ENGL 130C	Special Topics in Poetry Writing	4
ENGL 130F	Writing For Television	4
ENGL 130G	Between Genres: Flash Fiction/Prose Poetry	4
ENGL 130J	Writing Feature Film Scripts	4
ENGL 130M	Art of Autobiography ✎	4
FILM 129	Film and Video Production Management	3
FILM 130	Staging and Lighting Digital Video	3
HIST 166	Popular Culture	3
HIST 169	Hollywood and America	3
HIST 193	Public History	3
HIST 194	Oral History: Theory and Practice	3
HRS 137	Global Crossings: Art and Culture 1945 to Present	3
HRS 154	Food, Farming, and the Sacred	3
HRS 161	Multicultural America 🌐	3

HRS 162	American Space and Identity	3
HRS 169	Hollywood and America	3
HRS 181	Contemporary Issues in Film	3
HRS 185	Women in Film and American Culture	3
INTD 124E	Film/Design	3
MUSC 118B	American Popular Music: Jazz History	3
MUSC 118C	History of Rock Music	3
MUSC 118D	Hip-Hop in Urban America	3
MUSC 119A	World Music: Asia	3
MUSC 119B	World Music: Africa	3
MUSC 119C	World Music: Latin America	3
MUSC 127	The American Musical Theater ✎	3
MUSC 129	American Society and Its Music ✎	3
PHIL 101	Ethics and Social Issues ✎	3
PHIL 102	Professional and Public Service Ethics	3
PHIL 103	Business and Computer Ethics	3
PHOT 102	Photography, a Social History	3
THEA 107	Directing	3
THEA 115	Puppetry	3
THEA 118	Children's Theatre	3
THEA 123	Lighting and Set Design	3
THEA 131	Costume Design	3
THEA 174	Multicultural Perspectives in American Theatre 🌐	3
THEA 175	Multicultural Perspectives in American Film 🌐	3

**Attach the results of a formal survey in the geographical area to be served indicating demand for individuals who have earned the proposed degree and evidence of serious student interest in majoring in the proposed program:**

Chairs Council Meeting with Community Members.pdf  
Justification for Certificate Demand.pdf

**For graduate programs, the number of declared undergraduate major and the degree production over the preceding years of the corresponding baccalaureate program:**

n/a

**Professional uses of the proposed degree major program:**

n/a

**The expected number of majors in:**

**1st Year Enrollment:**

5

**3rd Year Enrollment:**

10

**5th Year Enrollment:**

25

**1st Year Graduates:**

0

**3rd Year Graduates:**

5

**5th Year Graduates:**

10

**Please attach any additional files not requested above:**

Design email.pdf  
PHIL email.pdf  
HRS email.pdf  
HIST email.pdf  
English email.pdf

Theater and Dance email.pdf  
music email.pdf

**Reviewer Comments:**

**Alyson Buckman (abuckman) (Wed, 20 Oct 2021 20:44:54 GMT):** Rollback: Regarding the budget: aren't there 3 new courses, not two? And is each course taught 2x/year or is each taught 1x/year? Who will teach these courses? (Since ALS draws from departments, that might be mentioned in the justification. The roadmap seems to suggest that ALS 160 is taught 1x/year and 161 1x/year, both in Fall, and ALS 195 will be a Spring course.

Key: 528