Duluth Campus

Cultural Entrepreneurship B.A.

World Languages & Cultures

College of Arts, Humanities and Social Sciences

- Program Type: Baccalaureate
- Requirements for this program are current for Fall 2020
- Required credits to graduate with this degree: 120
- Required credits within the major: 45
- Degree: Bachelor of Arts

Cultural entrepreneurship is an emerging academic discipline that examines how cultural products traditionally associated with the fine and liberal arts, such as art, theater, poetry, and literature, but also cultural activities such as sports, music, food, and film events, are having an increasingly important impact on the growth of local, national, and global economies. Cultural entrepreneurship scholars thus study the impact of culture on economies and develop new strategies for enhancing local livelihoods by creative, new, sustainable, socially responsible ways of producing income through cultural activity.

The program stresses the centrality of culture in the success of entrepreneurial endeavors. Building on the concept of cognitive ambidexterity, it combines training in quantitative skills and predictive logic that is common in business schools with extensive work in creative logic and thinking, as it is most often cultivated in the liberal arts. Predictive logic refers to the ability to generate models, forecasts, and estimates, while creative logic addresses the ability to self-examine, understand social contexts, and to shape the future by identifying courses of action and negotiating complexities of human decision-making.

Students in this program will complete an extensive core of entrepreneurship, management and conceptual competency in the culture and creative economy. Students develop cultural literacy through the study of at least one World or Indigenous language. Students can choose one of the two sub-plans: certificate of business administration or leadership development.

Program Delivery

This program is available:

- via classroom (the majority of instruction is face-to-face)

Admission Requirements

For information about University of Minnesota admission requirements, visit the Office of Admissions website.

General Requirements

The Board of Regents, on recommendation of the faculty, grants degrees from the University of Minnesota. Requirements for an undergraduate degree from University of Minnesota Duluth include the following:

1. Students must meet all course and credit requirements of the departments and colleges or schools in which they are enrolled including an advanced writing course. Students seeking two degrees must fulfill the requirements of both degrees. However, two degrees cannot be awarded for the same major.
2. Students must complete all requirements of the Liberal Education Program.
3. Students must complete a minimum of 120 semester credits.
4. At least 30 of the last 60 degree credits earned immediately before graduation must be awarded by UMD.
5. Students must complete at least half of their courses at the 3xxx-level and higher at UMD. Study-abroad credits earned through courses taught by UM faculty and at institutions with which UMD has international exchange programs may be used to fulfill this requirement.
6. If a minor is required, students must take at least three upper division credits in their minor field from UMD.
7. The minimum cumulative UM GPA required for graduation will be 2.00 and will include only University of Minnesota coursework. A minimum UM GPA of 2.00 is required in each UMD undergraduate major and minor. No academic unit may impose higher grade point standards to graduate.
8. Diploma, transcripts, and certification will be withheld until all financial obligations to the University have been met.

Program Requirements

1) A second field of study, either a minor, another major or dual degree.
2) Study abroad is encouraged for all students and the department makes every effort to support such experiences. Students are

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advised to visit with the CUE program director about how courses abroad may be incorporated into this program.
3) The program encourages students to take internship and field study courses during their junior or senior years. Students are advised to visit with the CUE program director to discuss internship opportunities.

First Term Requirement (1 cr)
Transfer students with 24 or more credits and current UMD students who change colleges to CLA are exempt from this requirement.
New first-year students with 24 or more PSEO credits may request to be waived from this requirement.
UST 1000 - Learning in Community (1.0 - 2.0 cr)

Creative Economy (12 cr)
CUE 1001 - Culture Industry and Creative Economy [GLOBAL PER] (3.0 cr)
CUE 3001 - Foundations of Cultural Entrepreneurship I (3.0 cr)
CUE 3002 - Foundations of Cultural Entrepreneurship II (3.0 cr)
CUE 4002 - Managing Cultural Organizations (3.0 cr)

Conceptual Competency (6 cr)
CUE 1111 - Creative Problem Solving (3.0 cr)
CUE 3101 - Introduction to Design Thinking and Conceptual Competencies (3.0 cr)

The Environment (3 cr)
Take 1 or more course(s) from the following:
•CUE 4001 *{Inactive}*(3.0 cr)
•CUE 4003 - Entrepreneurial Ethics and Values (3.0 cr)
•ES 3200 - Environmental and Ecological Justice (3.0 cr)
•ES 3500 - Ecological Economics (3.0 cr)
•GEOG 2313 - Economic Geography [LE CAT6, SOC SCI] (3.0 cr)
•GEOG 3461 - Geography of Global Resources (3.0 cr)
•GIS 2552 - Mapping Our World [LOGIC & QR] (3.0 cr)

Required Experience (1 cr)
Some courses are only offered in the summer.
Take 1 or more course(s) from the following:
•CUE 4091 - Independent Study (1.0 - 4.0 cr)
•CUE 4096 - Field Study (2.0 cr)
•CUE 4097 - Internship (2.0 cr)

World Languages and Cultural Literacy Core (3 cr)
Through advisement and approval by the CUE program director students select one of the following options:
A) Complete the intermediate level sequence in a World Language & TWO 2xxx or 3xxx level courses taught in the same language.
B) Complete the intermediate level sequence in ONE World Language & TWO World Language courses taught in English.
C) Complete the beginning level sequence in TWO World Languages & TWO World Language courses taught in English.
Take 1 or more course(s) from the following:
•Students must complete at least 3 credits to satisfy this requirement. Once one of the above options is completed, students request approval from the CUE program director and submit the 'CUE lang/culture form' found here: z.umn.edu/umdclaprograms

Advanced Writing Requirement (3 cr)
WRIT 31xx - Adv Writing (3 cr)

Program Sub-plans
Students are required to complete one of the following sub-plans.

Certificate of Business Administration
After the successful completion of this sub-plan, students will receive a Certificate of Business Administration from LSBE. These courses are provided in an online format and can be taken in any order. See class search for variable start dates of courses (1st half, 2nd half or full-term). Up to two of the following courses may be substituted with equivalent classroom classes. For additional changes or course substitutions, students must meet with the CUE program director.

Once all courses are complete students must apply to receive the certificate, application details here: z.umn.edu/umdcert

Certificate of Business Administration (16 cr)
BUS 2100 - Fundamentals of Accounting (2.0 cr)
BUS 2200 - Fundamentals of Economics (2.0 cr)
BUS 2300 - Fundamentals of Operations Management (2.0 cr)
BUS 2400 - Fundamentals of Organizational Management (2.0 cr)

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BUS 2500 - Fundamentals of Applied Statistics (2.0 cr)
BUS 2600 - Fundamentals of Financial Management (2.0 cr)
BUS 2700 - Fundamentals of Marketing (2.0 cr)
BUS 2800 - Fundamentals of Human Resource Management (2.0 cr)

Leadership Development

This sub-plan combines studies of entrepreneurship and management in the creative economy, language, and cultural competencies and leadership development theory and practice. This track is particularly suited for students who intend to pursue the UMD Leadership Certificate with an emphasis on organizational leadership through the UMD Kirby Leadership Institute.

Take all the following courses. CUE program director approval is required for any course substitutions.

Development (9 cr)
AMIN 3820 - Fundamentals of Tribal Project Management (3.0 cr)
MGTS 1101 - Introduction to Business [LE CAT8] (3.0 cr)
PSY 3211 - Group Dynamics (3.0 cr)
Organizations (4 cr)
PSY 3520 - Introduction to Industrial/Organizational Psychology (3.0 cr)
or SOC 3831 - Organizations and Society (4.0 cr)
Leadership (3 cr)
CUE 4201 - Leadership Theory and Practice (3.0 cr)
or MGTS 4431 - Leadership Studies (3.0 cr)
or alternative Leadership course (pre-approved by the CUE program director)

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