



Creative Social Entrepreneurship

Undergraduate Certificate

Creative social entrepreneurship (CSE) is the skills-based practice of establishing new ventures that combine creative methods with commercial strategies to improve the economic, environmental, political, and social well-being of society. Creative social entrepreneurship transcends the arts and culture, entrepreneurship, and leadership practices through the synthesis of these skill sets (communication, resourcefulness, risk-taking, value creation, etc.) to bring new and innovative products and services to market – all with the goal of meeting community-based societal goals.

Core Courses	Credit Hours
CSE 571: The Creative and Cultural Industries	1
CSE 572: Creative and Social Entrepreneurial Readiness	1
CSE 573: Customer Discovery in the Creative and Cultural Industries	1
CSE 575: New Creative Social Venture Planning	3
CSE 576: Start Up Financing for Creative Social Entrepreneurs	3
AAD 595: Arts and Creativity Accelerator	3
Certificate Total Credit Hours	12

Certificate Course Descriptions

CSE 571: The Creative and Cultural Industries; Course Credit: 1

In order to create a strong new business venture or enterprise, you need to become intimately familiar with the industrial context surrounding the arts. Students in the Creative and Cultural Industries course will explore the landscape of the creative and cultural industries, one of the biggest economic sectors, within the United States.



Department of Arts Administration

CSE 572: Creative and Social Entrepreneurial Readiness; Course Credit: 1

Embarking on an entrepreneurial endeavor requires a strong sense of readiness. Students in the Creative and Social Entrepreneurial Readiness apply managerial and leadership concepts towards the development of creative social entrepreneurial mindset and skillset.

CSE 573: Customer Discovery in the Creative and Cultural Industries; Course Credit: 1

Knowing the people and behaviors of people in the creative and cultural industries grounds the development of any new creative social venture. Students in the Customer Discovery in the Creative and Cultural Industries course will utilize customer discovery techniques to analyze the market surrounding their new venture.

CSE 575: New Creative Social Venture Planning; Course Credit: 3

Strategic management and planning of a new creative social venture requires skill development in visioning, making calculated assumptions, and building the creative, social, and enterprise structures for your new ventures. Students in the New Creative Social Venture Planning course will evaluate and create strategic enterprise plans for the development of their new creative social venture.

CSE 576: Start-Up Financing for Creative Social Entrepreneurs; Course Credit: 3

Every business needs a strategy for developing their organizational financing. For start-up creative social entrepreneurs, financial strategy sets the foundation for new ventures to grow, scale, and adapt their enterprise development. Students in the Start-Up Financing for Creative Social Entrepreneurs course will evaluate and create financial plans, documents, and systems for the development of their creative social enterprises.

AAD 595: Arts and Creativity Accelerator; Course Credit: 3

Every artist needs a studio to practice and develop their creative skills. In entrepreneurship, an accelerator serves as the creativity and innovation studio where a creative social entrepreneur can build on their strategies and begin to establish a viable business. In the arts and creativity accelerator course, students who have spent time working on and ideating their creative social ventures will put their knowledge into practice and work towards the development of an initial arts-centered minimum viable product to catalyze their creative social entrepreneurship ideas.