



MASTER IN ARTS AND CREATIVE ENTERPRISE LEADERSHIP



Build on your
creative skills



Develop your
strategic abilities



Complete a paid internship
or receive seed funding for
your start-up project

- Two semesters
- No work experience required
- In-person learning
- Learn from creative professionals through lectures, field experiences, and guest speakers
- Network with passionate arts and social sector leaders
- Leverage the business school's strategic expertise

EXPAND YOUR CAREER POTENTIAL

**Gain skills to lead in the
arts, creative, and social sectors**

The **Master of Arts-Business: Arts and Creative Enterprise Leadership** from the University of Wisconsin-Madison gives you skills to become an innovative arts administrator, nonprofit executive, or social entrepreneur.

You gain expertise with a business-focused curriculum while benefiting from hands-on learning, project work, and field experiences.

**Be the strategic leader the
arts and nonprofit worlds need**

The arts and creative enterprise leadership master's degree supports two types of students: creative professionals looking to fuse their arts background with business and social enterprise training, and business professionals who want arts-based coursework.



WISCONSIN
SCHOOL OF BUSINESS

UNIVERSITY OF WISCONSIN-MADISON

TOGETHER
FORWARD®

LEADING-EDGE CURRICULUM, EXPERIENTIAL FORMAT

This program is part of the Wisconsin School of Business' Bolz Center for Arts Administration. The Bolz Center supports the oldest and longest running graduate program in arts administration in the world.

This degree is one of the only arts-focused programs within a business school in the U.S. The program's experiential approach allows students to launch their career or new venture with field experience before they leave school.

The unique blend of coursework from across the Wisconsin School of Business and campus, coupled with project work in local, regional and national organizations, sets students apart.



Required Courses

- Core courses in either arts and nonprofit management or entrepreneurship in the arts
- Business Strategy
- Nonprofit Board Leadership
- Impact Consulting for Arts-based Organizations and Communities
- Applied Learning Projects

Sampling of Elective Courses

- Managerial Accounting
- Bargaining, Negotiating, and Dispute Settlement for Managers
- Marketing Communications
- Entrepreneurial Management
- Community Development
- Civil Society and Community Leadership
- Community Economic Analysis



“I joined the program because I am a lifelong learner who is determined to push forward and improve myself and my understanding of the crucial intersection between the arts and business. I want to reinforce my extensive field experience with academically backed expertise so that I can continue to take charge, think creatively, and implement ideas.”

—Taeli Reistad (MA '21)

› To learn more about the program and to apply, reach out to us:
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masters@wsb.wisc.edu | 608-262-4000



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