Cultural entrepreneurship is an emerging discipline that examines how cultural products (such as art, theater, and literature) and cultural activities (like sports, music, food, and film events) have an impact on the growth of local, national, and global economies. The degree program is designed for Liberal Arts students to develop the critical business, entrepreneurship, creativity and intercultural skills necessary to participate in the booming culture and creative economy. We do not expect all students with this degree to start new ventures. Instead, the major helps students with a unique and valued skill set and mindset that can be applied in intrapreneurial ways throughout their careers.

**Why UMD**

- A "One-of-a-kind" Major: UMD is the only school in the United States offering an undergraduate major in Cultural Entrepreneurship. The creative economy is growing industry in need of diverse talents. Cultural industries provide an exciting field of employment in creative startups, event management, cultural and agritourism, marketing, and citizen diplomacy-- just to name a few.
- The Perfect Blend of Theory and Hands-on Practice: Our students are active both on- and off-campus: launching their own projects, working for startups, and being leaders on campus. The major integrates knowledge from variety of disciplines in order to enhance the value of cultural and creative activities at individual, community and organizational levels.
- A "Major for the Misfits": Our students report finding their "fit" with us. With interests spanning the arts, humanities, business, and STEM, our students develop personal networks with diverse talents and interests who all share a common enterprising spirit.
- A Major for a Global Society: Our students learn about global cultures, perspectives, and languages. They are also encouraged to do short- or long-term study abroad programs that offer an orientation to the local culture and creative industry and foreign language learning opportunities.

**Acquired Skills**

Students in this interdisciplinary program:

- Develop an entrepreneurial mindset involving creative problem solving, risk-taking, action-orientation, and proactivity among others
- Acquire functional communication skills in world languages
- Receive in-depth training in design-thinking process and in using design-thinker’s toolkit
- Learn approaches useful for managing cultural organizations

**Career Possibilities**

Our students pursue a wide range of careers, such as advertising, marketing, event management, environmental conservation projects, customer research, customer service, and designing back office processes. The major prepares students for careers across private, non-profit, and public sector organizations, but more importantly those in need of startup mindset calling for flexibility and leadership.
Faculty Highlights

Dr. Katre is an Assistant Professor and the Director of the Cultural Entrepreneurship degree program. She emphasizes the need to develop a local ecosystem in order to support the development of entrepreneurial mindset among students and to create a pathway for student led startups. Her research has explored social entrepreneurs’ motivations, behaviors and strategies particularly during the startup stages of venture creation. She studies social entrepreneurship in emerging economies, with an emphasis on women entrepreneurship. Dr. Katre provided leadership in the areas of strategy, organizational change management, business process improvement, and program management at Global Information Technology consulting firms. She was also the founder of a nonprofit organization and was a small business owner.

Professor Raible is an Instructor in the Cultural Entrepreneurship degree program. Her research interests center on entrepreneurship, enterprise, and leadership education. Her research explores individual level understandings of entrepreneurship identity and agency and neighboring areas of ethical leadership, educational entrepreneurship, and creativity and innovation. Prof. Raible has consulted with the Social Entrepreneurship Akademie, Global Entrepreneurship Summer School, BMW Foundation Herbert Quandt, and Proboneo.

Dr. Kuhlke is the Associate Dean of the College of Liberal Arts, the Founder of the Cultural Entrepreneurship program. His research and teaching interests are in three principle areas: culture, population and environment. As a cultural geographer, he examines the socio-spatial construction of nationalism and its expression in public spaces. In the area of population geography, he has worked on projects ranging from studying migrant behavior and representation to local demographic mapping using Geographic Information Systems. In the field of environmental studies, his focus is on urban ecology, especially habitat mapping and urban water issues.

Requirements

The program requires a second field of study. The program encourages an optional study abroad preferably at sites such as: Montpellier, Salamanca, St. Petersburg, Worcester, Passau, Potsdam and Ocean University in China. Students work with the program director to explore possibilities as to how courses abroad can be incorporated into this program. The program requires students to take one of internship, field study or independent study courses during their junior or senior years.

What you can do with this degree?

Our curriculum trains those interested in either running their own business or contributing to the operation of one in the following areas. What these occupations and employment fields have in common is that in addition to business and entrepreneurial skills, they require quick thinking, creative solutions, adaptability, and the ability to express yourself in word and picture. They require unconventional, outside of the box thinking and creative skills.

- Advertising, Marketing, Public Relations, Digital and Television Media Production and Consulting
- Tourism, City Management and Location Marketing
- Event Management
- (Digital) Arts and Humanities Advocacy and Leadership
- International Affairs and Citizen Diplomacy

Graduate Report

Recent UMD Graduates Job Placement Data & Employers

Here’s a sampling of positions Cultural Entrepreneurship grads have attained six months to one year after graduation.

- Member Services Representative, HealthPartners, Minneapolis, MN
- Technical Account Coordinator, Audax Solutions, Medina, MN
- Floral Designer, The Perfect Petal, Denver, CO
- Bilingual Solutions Specialist, Verizon, Minneapolis, MN

For more data see the Cultural Entrepreneurship Graduate Follow-Up Report.
For ideas about Cultural Entrepreneurship and other
majors visit Career & Internship Services.