

**LEHMAN COLLEGE  
OF THE  
CITY UNIVERSITY OF NEW YORK**

**DEPARTMENT OF ENGLISH**

**CURRICULUM CHANGE**

Name of Program and Degree Award: **Business and Entrepreneurship for Creative Arts Professionals (BECAP) (15 credits)**

Effective Term: Spring 2023

1. **Type of Change:** New Minor

2. **Description:**  
**Business and Entrepreneurship for Creative Arts Professionals (BECAP) (15 credits)**

The BECAP Minor provides students with the practical and applied business, professional writing, marketing, communications, and accounting skills necessary to succeed professionally. Knowledge of industry-specific regulations, opportunities, and skills (Group A) is paired with courses from a variety of disciplines to offer a wide-ranging and career-ready selection of learning opportunities. After completing this Minor, students should be ready to manage their own business as an independent artist-owner (e.g., recording artist, stage or screen performer, visual artist or designer, or writer).

Degree Requirements (15 credits)

The required courses are distributed as follows:

A. Entrepreneurship in the Discipline (3 credits)

Choose one of the following:

MSH 280	Entrepreneurship in the Music Industry	3
DNC 449/THE 449*	Working in the Performing Arts	3
ART 488**	Professional Practices in the Visual Arts	3
MCS 300**	Corporate Communication	3
ENW 346	Entrepreneurship for Writers	3

B. Business Practices (9 credits)

Take all three courses:

BBA 332*	Marketing Management	3
ACC 185	Introduction to Accounting for Non-Majors	3
BBA 336	Business Law I	3

## C. Professional Communications (3 credits)

Choose one of the following:

ENW 300*	Business Writing	3
ENW 334*	Grant and Proposal Writing	3
ENW 333/MCS 333*	Marketing and PR Writing	3
ENW 318*	Writing for New Media	3
MCS 347	Advertising	3
ART 334/CGI 334	Digital Media Production: Theory and Practice	3
DNC 324/THE 324*	Social Media for the Creative Arts Professional	3

\*Permission of the department required

\*\* Pre-requisite course required

The BECAP Minor is a program in the School of Arts and Humanities. The Departments of English, Economics and Business, Music Multimedia Theatre and Dance, Art, and Journalism and Media Studies share responsibility for its development and curriculum. The Minor is housed in the English Department. The Director is a Professional Writing instructor in the English Department.

Steering Committee: the Dean of the School of Arts and Humanities; the Associate Dean of the School of Arts and Humanities; the Chairs of the Departments of English; Economics and Business; Music Multimedia Theatre and Dance; Art; and Journalism and Media Studies.

### **3. Rationale:**

The Business and Entrepreneurship for Creative Professionals (BECAP) is an interdisciplinary Minor that both introduces undergraduate students to the conventions and requirements of business and trains students to develop the communications and managerial skills they need to succeed as self-employed artist-owners (e.g., recording artist, stage or screen performer, visual artist or designer, or writer). It replaces the undersubscribed Business and Liberal Arts Minor (BALA), which is being withdrawn.

The BECAP curriculum is built on new and existing courses in the departments of English, Economics and Business, Music, Multimedia Theatre and Dance, Art, and Journalism and Media Studies that are offered regularly in as many sections as are required to meet student demand. (Because the departments offer most of these courses in both in-person and online formats, and because of strong student interest, the Committee expects substantial enrollment.) Each student takes five courses: (a) one course in professional practices tailored to their specific discipline; (b) three courses focused on business practices; and (c) an elective in a professional communications discipline.

By the end of the BECAP Minor, students are expected to demonstrate the following five learning outcomes:

1. Gain foundational business skills to start a business or support a start-up
2. Identify and capitalize on business opportunities in the arts
3. Articulate and demonstrate the importance of proactive communication
4. Extend critical and lateral thinking abilities, and devise synergies between creative and methodical modes of thought.
5. Understand current and emerging job markets within an artistic discipline of interest.

**4. Date of departmental approvals:**

**ENGLISH:** 10/7/2021

**MUSIC, MULTIMEDIA, THEATRE, AND DANCE:** 4/9/2021

**JOURNALISM AND MEDIA STUDIES:** 10/13/2021

**ART:** 09/13/2021

**ECONOMICS AND BUSINESS:** 10/6/2021

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**DEPARTMENT OF ENGLISH**

**CURRICULUM CHANGE**

1. **Type of Change:** Withdrawal of Minor

2. **Description:** Business Minor for Liberal Arts Professionals (BALA)

**Business Minor for Liberal Arts Professionals (BALA) is**

- a minor that lets students focus on a liberal arts major while developing the skills and knowledge necessary to succeed in a range of careers.
- a selection of four out of six fundamental business-related courses that provide a solid foundation in the field.
- an opportunity for sophomores to sample BALA courses and explore career options before declaring a minor.
- a flexible program for more advanced students to test their creative career plans, explore business opportunities, and apply business principles through:
  - a dedicated program counselor and one-on-one advisement
  - mentoring
  - workshops, internships, and seminars
  - an individualized capstone project
  - development of personalized business and strategic plans

This minor, under the supervision of the Business and Liberal Arts Program, is designed to provide students majoring in the traditional fields of liberal arts with basic knowledge and skills useful for a career in business. Students may also apply for admission to the Internship Sequence, which includes an additional 4- or 5-credit course-requirement and is supplemented by internships, workshops, seminars, mentoring opportunities, and advising.

#### Degree Requirements

Students may declare the minor in Business for Liberal Arts Majors upon successful completion of two semesters of a declared Liberal Arts major\* (i.e., 24 credits).

Acceptance into the Internship Sequence is by written application to the Director of the Business and Liberal Arts Program.

The required courses are distributed as follows:

Credits (12-17)

3 credits in accounting:

		Credits
ACC 171	Principles of Accounting I	3
	And	
BBA 332	Marketing Management	3
	Or	
BBA 328	Human Resource Management	3

3 credits in communication

MCS 300	Corporate Communication	3
	Or	
PHI 330	Business Ethics	3

MCS 300: This course has prerequisites that may be satisfied by recommendation of the relevant Department.

To continue in the Internship Sequence, candidates must complete an additional 4-5 credits in:

HUM 470	Humanities Internship	3
	Or	
POL 470	Seminar and Internship Program in New York Government	4
	Or	
NSS 470	Science Internship	3

To register for one of these courses, students must earn an overall G.P.A. of 3.0 or better in the minor.

\*See the list of Approved Liberal Arts majors below.

NOTE: The same course may not be used to satisfy the requirements for both the major and the minor in Business for Liberal Arts Majors.

#### List of Approved Liberal Arts Majors

African and African American Studies  
American Studies  
Anthropology  
Art and Art History  
Biological Sciences  
Chemistry  
Comparative Literature  
English  
Languages and Literatures  
Geography  
Geology  
History  
Italian American Studies  
Media Communications Studies  
Latin American, Latino and Puerto Rican Studies  
Linguistics  
Mathematics  
Music  
Philosophy  
Physics  
Political Science  
Psychology  
Sociology  
Theatre and Dance

#### 3. **Rationale (Explain why this course/program is no longer needed in the Department):**

The BALA Minor has not had significant enrollment of any kind for many years. Because of this, the Departments of English, Music Multimedia Theatre and Dance, Journalism and Media Studies, Economics and Business, and Art are withdrawing this minor and replacing it with a new minor – Business and Entrepreneurship for Creative Professionals (BECAP) – that has been designed to appeal to and promote this important collaborative area of career-preparation for Lehman College graduates.

**4. Date of departmental approvals:**

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