Course Catalog

Arts, Letters, and Enterprise

Faculty

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Jack Leifer, Ph.D., Associate Professor, Engineering Science
Luis E. Martinez, Ph.D., Director, Center for Innovation and Entrepreneurship
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James Shinkle, Ph.D., Professor, Biology
Jacob K. Tingle, Ed.D., Assistant Professor of the Practice of Business Administration; Co-Director

Overview

The Arts, Letters, and Enterprise program is designed as an efficient guided way to couple business literacy with any major at Trinity. Two paths exist for students to pursue interest in this area: a Minor and Certification. The requirements for each path are listed below.

Requirements

- Minor
- Certification

The Minor

The minor in Arts, Letters, and Enterprise is an interdisciplinary program in which students explore various aspects of administering complex organizations in the modern world. The program is designed to afford students the opportunity to further develop the critical thinking, writing, public speaking, leadership, and business literacy skills used in traditional business environments and by those in the arts, theatre, non-profit, technology, and governmental sectors.

Students studying Arts, Letters, and Enterprise are strongly encouraged to study a foreign language beyond the minimum required by the university. Students beginning this minor are also encouraged to take ACCT 1300 prior to
MGMT 2301.

Specifically, the Arts, Letters, and Enterprise minor requires:

I. Completion of a minimum of 21 credit hours as follows (9 of which must be upper division):

A. Required Courses:

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>ACCT 1300</td>
<td>Understanding the Language of Business</td>
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<tr>
<td>MGMT 2301</td>
<td>Management of Organizations</td>
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and one of the following courses:

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<td>Ethics</td>
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<td>Professional Ethics</td>
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<tr>
<td>PHIL 2456</td>
<td>Applied Ethics</td>
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B. Elective Courses (At least twelve credit hours. At least three credits must be taken from each of the following three categories.):

Please note that the courses listed here are a representative selection of possible courses. Many other courses taught at Trinity may also satisfy certain components in the minor. Students may propose a course not listed below for inclusion in the minor. To do so, they must submit a completed proposal form to the ALE program chair (forms can be obtained from chair). The proposal should detail how the course fits with the ALE minor and requires consent from a faculty member who teaches the course.

WRITING AND ANALYSIS IN THE HUMANITIES AND SOCIAL SCIENCES

Courses in the Writing and Analysis section must have a substantial writing component and analytical component. Typically, courses will include a minimum of 15-20 pages of written work. Depending on the faculty member’s preference, this total may include multiple shorter papers, one longer paper, or work involving revision in response to faculty or peer critique. One course may be counted towards your major and the ALE minor.

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<td>ENGL 3335</td>
<td>Rhetorical Analysis*</td>
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<tr>
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<td>MUSC 3341</td>
<td>Music History 1: Ancient Greece to Mozart*</td>
</tr>
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<td>MUSC 3342</td>
<td>Music History 2: Classical Era to the Present*</td>
</tr>
<tr>
<td>PHIL</td>
<td>All upper division courses**</td>
</tr>
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<td>PLSI 3352</td>
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<tr>
<td>SPAN 3321</td>
<td>Spanish Cinema*</td>
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**Principles of Organizations and Communities**

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<tr>
<td>BUSN/HCOM 3362</td>
<td>Organizational Communication</td>
</tr>
<tr>
<td>HCOM 1300</td>
<td>Theories of Communication</td>
</tr>
<tr>
<td>HCOM 1333</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>HCOM 2304</td>
<td>Interpersonal Communication</td>
</tr>
<tr>
<td>HCOM 3360</td>
<td>Communicating in Small Groups and Teams</td>
</tr>
<tr>
<td>HCOM 3364</td>
<td>Communication and Effective Leadership</td>
</tr>
<tr>
<td>PLSI 3303</td>
<td>Elections and Campaigns*</td>
</tr>
<tr>
<td>THTR 1343</td>
<td>Improvisation</td>
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**APPLICATIONS**

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<tr>
<th>Course Code</th>
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<tr>
<td>ALE 3301</td>
<td>Grant Writing and Fundraising*</td>
</tr>
<tr>
<td>ALE 4-90</td>
<td>Internship</td>
</tr>
<tr>
<td>ART 1410</td>
<td>Design</td>
</tr>
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Certification

The Arts, Letters, and Enterprise Certification gives students an opportunity to build knowledge while also gaining practical experience in an internship off campus. This path requires fewer hours than the Minor. ALE Certification is especially suited for students pursuing a degree in clinical sciences, engineering sciences, social sciences, or those interested in non-profit management. It requires completion of at least 12 credit hours, as listed below, plus a supervised internship of one-semester duration or the equivalent.

Students may not receive both an ALE minor and certification.

The program offers a certification as a supplement to traditional majors and minors. Students earn the certification by:

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<td>ART 2314/ENGL 2340/GNED 2340/MUSC 2340/THTR 2340</td>
<td>Creative Thinking and the Artistic Process</td>
</tr>
<tr>
<td>BAT 2301/ECON 2320</td>
<td>Statistics for Business and Economics</td>
</tr>
<tr>
<td>BUSN 3335</td>
<td>Entrepreneurship and Venture Planning*</td>
</tr>
<tr>
<td>ENTR 2190</td>
<td>Exploring Entrepreneurship Opportunities*</td>
</tr>
<tr>
<td>ENTR 3340</td>
<td>Innovation, Design and Entrepreneurship*</td>
</tr>
<tr>
<td>ENTR 3341</td>
<td>Entrepreneurial Planning and Strategies*</td>
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<tr>
<td>MKTG 2301</td>
<td>Principles of Marketing</td>
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<tr>
<td>MKTG 3382</td>
<td>Integrated Marketing Communications *</td>
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<tr>
<td>MUSC 4321</td>
<td>Applied Music Pedagogy</td>
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<tr>
<td>SPMT 3316</td>
<td>Leadership for Sport Professionals</td>
</tr>
<tr>
<td>THTR 3342</td>
<td>Stage Management</td>
</tr>
<tr>
<td>THTR 3343</td>
<td>Arts Management</td>
</tr>
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*This course has at least one prerequisite.
**Excluding PHIL 3-90, PHIL 3-91, and PHIL 4-90.

Distribution Requirement:
No more than six (6) of the elective credit hours used to satisfy the minor requirements may come from any one department. Additionally, ALE minors who are also pursuing any major in the School of Business may not use any Business course other than MGMT 2301 to fulfill this minor.
I. Successfully completing a minimum of four of the “Arts, Letters, and Enterprise” courses as detailed below:

A. Required courses (must complete three of the four listed courses):

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*This course has at least one prerequisite.
**Excluding PHIL 3-90, PHIL 3-91, and PHIL 4-90.

II. Completion of ALE 4-90 or another preapproved internship experience

Completion consolidates and integrates the learning from ALE with coursework from the student’s primary academic discipline. Students taking this class will work for various scientific, governmental, social agency, arts, or non-profit offices as interns. Their responsibilities will be determined by those offices and by supervising faculty. They will then complete a writing assignment in which they relate their experiences in the internship to the goals of the ALE Certificate program.

Courses

ALE-3301 Grant Writing & Fundraising
Application in principles and processes involved in fundraising and grant-seeking. Emphasis is on the not-for-profit sector, but the course is also appropriate for students interested in the arts, teaching, and research who anticipate a need for grant & fundraising expertise in their planned careers. Prerequisite: Junior standing.

ALE-4-90 Internship
Students enrolled in ALE 4x90 will serve as interns for various scientific, governmental, social agency, arts, or non-profit offices on the basis of individual preferences and the availability of assignments. Responsibilities will be determined by those offices and by supervising faculty. The student’s responsibilities begin with the exploration for and creation of the internship; the nature of the responsibilities and accomplishments will vary with the internship involved. The experience may be paid or unpaid. Variations in credit according to the work performed, from 0 to 6 hours. A maximum of 6 hours of internship credit may be applied to a Trinity degree. The course is only offered on a Pass/Fail basis. Prerequisite: Consent of program director.