

DANCE, BACHELOR OF FINE ARTS (BFA) - CONCENTRATION IN DANCE ENTREPRENEURSHIP

The BFA (Dance Entrepreneurship) is for the student who aspires to be a dance studio owner and operator, work as a dance company manager, public relations or marketing specialist, or other dance administrative position. In addition, this degree can lead students to any entrepreneurial endeavor in concert dance or entertainment. This degree provides excellent dance education and advanced training in the business of dance, performance, choreography, and teaching, along with additional areas of wellness for dancers, cultural dance, and dance technology.

BACHELOR OF FINE ARTS IN DANCE (DANCE ENTREPRENEURSHIP): CREDITS: 69 BUSINESS CONCENTRATION CREDITS: 9

The BFA program with a concentration in Dance Entrepreneurship attracts a diverse population of students who are interested in a well-rounded program that allows for multiple performance and choreography opportunities and has a strong business component. In addition to business courses, Dance BFA students will complete courses up to the advanced level in performance, choreography, teaching, and various dance techniques. In addition, courses such as Wellness for Dancers, Dances of Selected Cultures, Dance Technology, Dance History courses, and two Senior Capstone courses ensure a well-rounded education relevant for dance professionals in the 21st century. Our graduates are enjoying a variety of careers in dance, including arts administrators, dance studio owners, dance teachers, and independent dance artists. This program will prepare BFA majors for a wide range of dance entrepreneurial careers.

All BFA students must be enrolled in a minimum of one technique class per day each semester. Competency based assessments will be used to determine level of proficiency, advancement in technique and performance, and synthesis of knowledge. The systematic assessment procedures developed by the dance faculty were created in conjunction with the National Association of Schools of Dance standards for professional degree programs. By the end of the final year, BFA Dance Entrepreneurship students must demonstrate the following technical proficiency requirements:

- **Level VI in Modern Dance**
- **Level IV in Ballet or Jazz Dance**

Program Learning Outcomes

- **Choreography:** Create and organize movement into artistic and aesthetic choreography.
- **Communication and Critical Thinking:** Demonstrate the ability to communicate and think critically in the areas of performance, choreography, and teaching.
- **Cultural Diversity:** Synthesize the social, political, and artistic role of dance in world cultures.

- **Degree Program Writing Competency:** Demonstrate writing that is clear, cohesive, and relevant to the dance field, utilizing appropriate vocabulary, grammar, research, and citation methods.
- **Teaching:** Organize the knowledge, skills, aesthetics, and art of dance into effective, ethical and responsible teaching practices.
- **Technique:** Demonstrate mastery of the core concepts in dance technique and performance in DANC 428 (modern dance technique VI).
- **Wellness:** Apply dance wellness principles in the areas of performance, teaching, and choreography.
- **Business Proficiency:** Analyze and apply business principles to selected areas of the dance field.

Related Links

Dance - Dance Entrepreneurship, BFA Program Page (<https://www.sru.edu/academics/majors-and-minors/dance-bachelor-of-fine-arts/dance-bfa-major-requirements/>)

Dance Department Page (<https://www.sru.edu/academics/colleges-and-departments/cla/departments/dance/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)

CURRICULUM GUIDE

GPA REQUIREMENT

Major GPA: 3.0 or higher

Overall GPA: 2.0 or higher

SUMMARY*

Code	Title	Hours
	Rock Studies 2 Requirements	42
	Other Basic Requirements	0-3
	Computer Competency	0-3
	Major/Concentration Requirements	78

* All undergraduate degree programs require a minimum of 120 credits.

Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

ROCK STUDIES 2 REQUIREMENTS

Code	Title	Hours
The Rock		
SUBJ 139	Foundations of Academic Discovery ¹	3
ENGL 102	Critical Writing	3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
Select one of the following:		
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
Subtotal		15
Integrated Inquiry		
<i>Creative and Aesthetic Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Humanities Inquiry</i>		

Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)	3
<i>Social Science Inquiry</i>	
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)	3
<i>Natural Sciences Inquiry</i>	
SCI 101 Science of Life	3
<i>Physical Sciences Inquiry</i>	
SCI 102 Understanding the Physical World	3
Subtotal	15
Thematic Thread	
Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) ²	12
Total Hours	42

¹ Course offered in multiple subjects; cannot take course in first major subject.

² One course from each category; six credits must be 300-level or above; no more than 4 credits from one subject area; specific courses required in first major, regardless of prefix of course, cannot be used to satisfy thread requirements; any course with same prefix as first major cannot be used to satisfy thread requirements, even if it is not a course in the first major.

Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

Code	Title	Hours
Complete one of the following:		0-3
Meet required minimum SAT or ACT math score OR		
ESAP 110	Beginning Algebra	
Total Hours		0-3

Computer Competency

Code	Title	Hours
Demonstrate "computer competency" by one of the following:		0-3
Pass Computer Competency Exam OR		
Select one of the following at SRU or another post-secondary institution:		
CPSC 100	Introduction to Computing for Liberal Arts	
CPSC 110	Computer Concepts	
CPSC 130	Introduction to Computing and Programming	
PE 202	Technology for Wellness	
Total Hours		0-3

DIVERSITY, EQUITY, AND INCLUSION REQUIREMENT

Students must take and pass a course with the Diversity, Equity, and Inclusion (DEI) designation prior to graduation. Students can meet this requirement by taking any DEI - designated course in any program at any time during their undergraduate career.

MAJOR/CONCENTRATION REQUIREMENTS

- 40 major credits must be taken at SRU or PASSHE
- 40 major credits must be taken at the 300 level or above

Code	Title	Hours
Dance Core		
DANC 101	Wellness for Dancers ¹	3
DANC 199	LMA/Performance Techniques ¹	3
DANC 200	Dance Composition I ¹	3
DANC 216	Principles of Dance Production ¹	3
DANC 223	Creative Dance for Children ¹	3
DANC 224	Improvisation ¹	3
DANC 300	Dance Composition II ¹	3
DANC 301	Dances of Selected Cultures	2
DANC 323	Teaching of Dance ¹	3
DANC 324	Music for Dance ¹	3
DANC 326	Dance Kinesiology ¹	3
DANC 350	Field Experience in Dance Technique ^{1,2}	1
DANC 419	Dance in Contemporary Times ¹	3
DANC 420	Modern Dance Technique: Level IV ¹	2
DANC 424	Contemporary Partnering ¹	2
DANC 425	Senior Capstone I: Dance Research ¹	3
DANC 426	Modern Dance Technique: Level V ¹	2
DANC 428	Modern Dance Technique: Level VI ¹	2
DANC 430	BFA Capstone II: Performance, Choreography, and Entrepreneurship	3
Subtotal		50
Additional Advanced Technique Proficiency - choose one		2
DANC 421	Ballet IV ¹	
DANC 422	Jazz Dance IV ¹	
Subtotal		2
Performance, Choreography & Entrepreneurship Electives		8
Select up to 8 credits from any combination of the following courses (at least 2 credits must be Rehearsal and Production (299/499) and/or Repertory (399):		
DANC 299	Dance Rehearsal and Production ¹	
DANC 321	Ballet III	
DANC 322	Jazz Dance III	
DANC 399	Repertory ¹	
DANC 450	Dance Internship	
DANC 490	Independent Study	
DANC 495	Workshop	
DANC 499	Dance Rehearsal and Production ¹	
Subtotal		8
Historical Perspectives and Experimental Approaches:		6
Select two of the following:		
DANC 271	Dance Technology ¹	
DANC 305	Society and Social Dance ¹	
DANC 318	Dance in the Political World ¹	
DANC 390	Experimental ¹	
Subtotal		6
Dance Entrepreneurship Concentration:		9
Select three of the following:		

ACCT 209	Financial Accounting	
COMM 231	Principles of Integrated Marketing Communication & Public Relations	
COMM 307	Social Media	
MGMT 341	Organizational Leadership	
MGMT 351	Organizational Behavior	
MGMT 370	Sustainable Entrepreneurship and Innovation	
MRKT 230	Principles of Marketing	
NLPA 305	Financial Best Practices for Decision Makers	
Subtotal		9
Elective		
Select one of the following:		3
COMM 228	Principles of Creative Advertising	
COMM 235	Introduction to Digital Design	
COMM 407	Social Media Network Analytics	
ENGL 429	Grant and Proposal Writing	
MRKT 332	Business Marketing	
MRKT 333	Consumer Behavior	
NLPA 325	Social and Ethical Issues in Philanthropy and Fundraising	
Total Hours		78

¹ Course counts for 50% of Major requirements and Major GPA

² Taken concurrently with DANC 323.

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

CO-CURRICULAR AND EXPERIENTIAL LEARNING

Students are encouraged to explore additional curricular and co-curricular opportunities. There is a strong correlation between long-term student success and participation in the following types of programs and activities:

1. Career education and development
2. Field Experiences
3. Guest artist residencies and repertory experiences
4. High-Impact Practice (HIP) courses and activities
5. International study programs (short-term, semester)
6. Internships and Independent Study
7. Residential Dance Companies
8. Service opportunities
9. Student-faculty research and creative projects
10. Student leadership development and opportunities
11. Summer dance intensives and workshops

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to

ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

Dance - BFA (5355)

Concentration in Dance Entrepreneurship (DAEN)

This program is effective as of Summer 2023

Revised 05.19.2023

UCC 01.31.2023

Recommended Four-Year Plan

Course	Title	Hours
First Year		
Fall		
DANC 101	Wellness for Dancers	3
DANC 220	Modern Dance Technique: Level II	2
DANC 221	Ballet II	2
DANC 222	Jazz Dance II	2
ENGL 102	Critical Writing	3
SUBJ 139	Foundations of Academic Discovery ¹	3
	Creative & Aesthetic Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)	3
Hours		18
Spring		
DANC 216	Principles of Dance Production	3
DANC 220	Modern Dance Technique: Level II	2
DANC 221	Ballet II	2
DANC 224	Improvisation	3
DANC 299	Dance Rehearsal and Production	1
ENGL 104	Critical Reading	3
	Select one of the following:	3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
	Computer Competency Requirement	0-1
Hours		17-18
Second Year		
Fall		
DANC 200	Dance Composition I	3
DANC 301	Dances of Selected Cultures	2
DANC 320	Modern Dance Technique: Level III	2
DANC 321	Ballet III (Elective) ⁵	2
MATH 117	Quantitative Reasoning	3
SCI 101	Science of Life	3
	Humanities Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)	3
	Declare a Thematic Thread ²	
Hours		18
Spring		
DANC 199	LMA/Performance Techniques	3
DANC 322	Jazz Dance III	2
DANC 321	Ballet III ⁵	2

DANC 320	Modern Dance Technique: Level III	2
DANC 324	Music for Dance	3
Required Dance Entrepreneurship Course ⁴		3
Select one of the following: ³		1-3
DANC 305	Society and Social Dance	
DANC 390	Experimental	
DANC 399	Repertory ⁵	
SCI 102	Understanding the Physical World	3
*Additional credits beyond 18 require an extra fee		

Hours 19-21

Third Year

Fall

DANC 420	Modern Dance Technique: Level IV	2
DANC 421	Ballet IV (Concentration Requirement)	2
DANC 424	Contemporary Partnering ⁶	2
DANC 300	Dance Composition II	3
Required Dance Entrepreneurship Course ⁴		3
Select one of the following: ³		1-3
DANC 271	Dance Technology	
DANC 318	Dance in the Political World	
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3

Hours 16-18

Spring

DANC 326	Dance Kinesiology	3
DANC 419	Dance in Contemporary Times	3
DANC 420	Modern Dance Technique: Level IV	2
DANC 422 or DANC 421	Jazz Dance IV or Ballet IV	2
DANC 223	Creative Dance for Children	3
DANC 399	Repertory ⁵	2
Required Dance Entrepreneurship Course ⁴		3

Hours 18

Fourth Year

Fall

DANC 323	Teaching of Dance	3
DANC 350	Field Experience in Dance Technique	1
DANC 425	Senior Capstone I: Dance Research	3
DANC 426	Modern Dance Technique: Level V	2
DANC 421	Ballet IV (Advanced Technique Proficiency Requirement)	2
DANC 499	Dance Rehearsal and Production	1
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3

Hours 15

Spring

DANC 428	Modern Dance Technique: Level VI (Advanced Technique Proficiency Requirement)	2
DANC 422	Jazz Dance IV (Advanced Technique Proficiency Requirement)	2
DANC 430	BFA Capstone II: Performance, Choreography, and Entrepreneurship	3

Required Dance Entrepreneurship Course ⁴		3
Optional Performance, Choreography & Entrepreneurship Electives: ⁵		1
DANC 450	Dance Internship	
DANC 490	Independent Study	
DANC 499	Dance Rehearsal and Production	
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Hours		17
Total Hours**		138-143

¹ Course offered in multiple subjects; cannot take course in first major subject.

² Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year.

³ In addition, majors must complete two of the following courses: DANC 271 (Offered in Fall Semester) DANC 305 (Offered in Spring Semester), DANC 318 (Offered in Fall semester of even years), and/or DANC 390. Please work with your academic adviser to plan accordingly.

⁴ **Dance Entrepreneurship Concentration**

**Select three of the following: ACCT 209, MRKT 230, COMM 231, MGMT 351, MGMT 370, MGMT 341, NLPA 305, COMM 307.

***Select one of the following: COMM 228, COMM 235, NLPA 325, MRKT 332, MRKT 333, COMM 407, ENGL 429.

⁵ Need 8 credits from any combination of the following courses (at least 2 credits must be Rehearsal and Production (DANC 299/DANC 499) and/or Repertory (DANC 399): DANC 299, DANC 321, DANC 322, DANC 399, DANC 450, DANC 490, DANC 495, DANC 499

⁶ DANC 424 is offered fall semester of even years.

- All BFA students must progressively develop technical competencies and reach proficiency standards in Modern Dance to the highest Level of DANC 428-Modern VI in order to graduate. Additionally, BFA-DAEN students must reach level IV proficiency in Ballet **OR** Jazz techniques.
- Dance Elective courses provide opportunities for students to choose the coursework appropriate to their individual needs and interests; while remaining consistent with the goals and objectives of the professional undergraduate degree program being followed.

** This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.

Major Code: 5153

Concentration Code: DAEN

Revision date: 05.23.2023