

# De La Salle-College of Saint Benilde

Bachelor of Arts in Arts Management

## Program Specification

Awarding Institution	De La Salle-College of Saint Benilde
School	School of Design and Arts
Program Accreditation	
Name of Final Award	Bachelor of Arts in Arts Management (AB-AM)
Program Title	Bachelor of Arts in Arts Management (AB-AM)
Description of the Program	<p>Being a learner-centered international standards-based curriculum that caters to the cultural, arts, and creative industry sectors, the Arts Management Program aims to hone its students to become:</p> <ol style="list-style-type: none"> <li>1. Proactive arts managers for the government, private, and non-government sectors.</li> <li>2. Visionary leaders who respond to local and international needs.</li> <li>3. Innovative entrepreneurs who embody the spirit of perseverance, boldness, and resourcefulness to respond to challenges of development and sustainability.</li> <li>4. Collaborative individuals equipped with best practices, strong ethical responsibility, and active engagement in the sector.</li> </ol>

## Expected Program Learning Outcomes

Upon completion of the **BACHELOR OF ARTS IN ARTS MANAGEMENT**, students are expected to:

- PO1. Apply system analysis and design concepts through various data gathering methodologies, standard convention and modelling languages to create a software documentation.
- PO1. Apply arts management practices to recommend/create/evaluate policies in managing the arts through research, personal interviews, site visits, and participation in actual events.
- PO2. Analyze efficient organizational models, strategic plans, and existing creative industries projects to write relevant research through review of relevant documents, attending seminars, participation in actual events or projects, mission-vision exercises, and creation of strategic plans.
- PO3. Develop projects for artistic and creative industries to contribute to social change through production of actual events, on-the-job training, internships, artist mentorships, and art writing workshops.
- PO4. Assess pros, cons, do's and don'ts, and relevant information to exhibit learned foundations of roles, best practices, measures, and tools through case studies evaluative reports and presentations, immersions, and field studies.
- PO5. Generate new ideas and best practices in entrepreneurship to recognize appropriate market opportunities and appropriate business models through generating feasible ideas and strategies that will capture the identified market opportunities.
- PO6. Exhibit effective oral and written communication skills to analyze relevant measures and tools in identifying art forms and expressions through presentation of evaluative reports that discuss the relationships between business and service.
- PO7. Showcase appropriate and effective negotiation skills to heighten awareness and develop professionalism and ethical values through case studies and mock negotiations of resolving issues and concerns relevant to arts, culture, and creative industry sectors.

## Admission Requirements

All students must pass the **Benildean Entrance Exam (BEE)**. The information regarding application, admission timetable, and application results may be viewed at **Benilde Admissions Center**. Downloadable forms and school brochures are available from this site.

<p><b>Admission Requirements</b></p>	<p>Applicants applying to any degree or non-degree program offered by DLS-CSB are expected to provide a complete medical disclosure of past or present conditions that may have an effect on student learning and their intention to be a member of the Benildean community.</p> <p>During the students' first term, they must book an appointment with Benilde Wellness Office.</p>														
<p><b>Program Overview</b></p>	<p>The BA Arts Management Program curriculum is outcomes-based and international. It is patterned after Commission on Higher Education's Memorandum Order No. 44 Series of 1997 namely Policies and Standards for Humanities, Social Sciences, and Communication Education (HSC/HUSOCOM). Some standards of this curriculum are adapted from the Association of Arts Administrators Educators (AAAE)'s Standards for Arts Administration Undergraduate Program Curricula (2012) and Commission on Higher Education's Memorandum Order No. 39 Series of 2006 (Policies, Standards and Guidelines for Bachelor of Science in Business Administration). The aforementioned adaptations are considered to align the courses under this curriculum with both local and international standards for current practices and thinking in arts management.</p> <p>The program consists of 177 units (174 academic units and 3 non-academic units) distributed as follows:</p> <table data-bbox="597 1003 1284 1245"> <thead> <tr> <th></th> <th style="text-align: right;"><b>Units</b></th> </tr> </thead> <tbody> <tr> <td>CHED GE Mandated Courses</td> <td style="text-align: right;"><b>56</b></td> </tr> <tr> <td>DLS-CSB Institutional Courses</td> <td style="text-align: right;"><b>19</b></td> </tr> <tr> <td>Design Foundation Courses</td> <td style="text-align: right;"><b>9</b></td> </tr> <tr> <td>Major Courses</td> <td style="text-align: right;"><b>90</b></td> </tr> <tr> <td>Internship</td> <td style="text-align: right;"><b>3</b></td> </tr> <tr> <td colspan="2">*(It should 10 units for non-academic)</td> </tr> </tbody> </table>		<b>Units</b>	CHED GE Mandated Courses	<b>56</b>	DLS-CSB Institutional Courses	<b>19</b>	Design Foundation Courses	<b>9</b>	Major Courses	<b>90</b>	Internship	<b>3</b>	*(It should 10 units for non-academic)	
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<p><b>Curriculum and Program Structure</b></p>	<p>The curriculum and program structure are outlined in the program checklist. The curriculum map shows the alignment between the courses in the program and the program outcomes.</p>														
<p><b>Teaching and Learning Strategy, Assessment</b></p>	<p>Students are immersed and are active participants in the learning process. Course instructors are facilitators and mentors of students as they learn through varied modes of instruction, activities, projects, and meaningful experiences. The courses aim to develop students' higher-order thinking skills in arts management with application of best practices, active participation in interdisciplinary productions, activities, projects, internships, case studies, and other relevant potential avenues for meaningful learning.</p>														
<p><b>Date of Revision</b></p>	<p>AY 2018-2019</p>														

# PROGRAM CHECKLIST

## Bachelor of Arts in Arts Management

### Term 1

Course Code	Course Title	Units	Pre-requisite	Co-requisite
UNDSELF	Understanding the Self	3		
HISTORY	Philippine History	3		
CONWORL	The Contemporary World	3		
MATWRLD	Mathematics in the Modern World	3		
ARTAPRI	Art Appreciation	3		
PEONEPF	Physical Fitness	2		
AMINTRO	Arts Management and the Creative Industries	3		

### Term 2

Course Code	Course Title	Units	Pre-requisite	Co-requisite
AMORGMA	Organizational Management for Artistic and Creative Industries	3	AMINTRO	
VIDGRAP	Video, Computer Graphics and Photography Techniques	3		
FSARTH1	History of 1	3		
CSBLIFE	College of Saint Benilde Student Life	3		
MARFAMI	Marriage and Family	3		
BIBCHUR	Bible and Church	3		
CRITHINK	Critical and Creative Thinking	2		

### Term 3

Course Code	Course Title	Units	Pre-requisite	Co-requisite
CREAWRI	Creative Writing	3		
FSARTH2	History of Art 2	3		
JORIZAL	Life and Works of Rizal	3		
ASEANST	ASEAN Studies	3		
REEXSPI (Elective)	Religions, Religious Experiences and Spirituality	3		
SCITECH	Science Technology and the Society	3		
PETWODA	Dance Area	2		

### Term 4

Course Code	Course Title	Units	Pre-requisite	Co-requisite
CRENRE	Creative Entrepreneurship and Business Planning	3		
PRINACC	Principles of Accounting	3		
FSTHEOR	Theory in Art and Design	3		
PURPCOM	Purposive Communication	3		
IETHICS	Ethics	3		
NSTP-01	National Service Taining Program 1	3		
PETRIID	Individual/Dual Sports	2		

### Term 5

Course Code	Course Title	Units	Pre-requisite	Co-requisite
AMCULTR	Philippine Culture and Society	3		
AMANTRO	Current Studies in Anthropology	3		
AMLEADR	Leadership and Strategic Planning for Artistic and Creative Industries	3	AMINTRO	
AMELEC1	Arts Management Elective1 (History or Theory of Art Form)	3		
AMELEC2	Arts Management Elective 2 (History or Theory of Art Form)	3		
INTEFIL	Interaktibong Filipino sa Multidisiplinaryong Larangan	3		
PEFORTS	Physical Education Elective 2	2		

### Term 6

Course Code	Course Title	Units	Pre-requisite	Co-requisite
AMCRITM	Art Theory, Criticism and Censorship	3		
AMFINMA	Financial Accounting and Management for Artistic and Creative Industries	3	AMINTRO	
AMMKTPR	Marketing and Public Relations for Artistic and Creative Industries	3	AMINTRO	
AMALEC3	Arts Management Elective 3 (History or Theory of Art Form)	3		
AMELEC4	Arts Management Elective 4 (Production)	3		
PANTIK	Literatura at Kulturang Popular	3		
NSTP-02	National Service Training Program2	3		

### Term 7

Course Code	Course Title	Units	Pre-requisite	Co-requisite
AMTOURS	Cultural Tourism	3		
AMDIPLO	Cultural Diplomacy	3		
AMPROJM	Project Management for Artistic and Creative Industries	3		
AMLANG1	Foreign Language 1	3		
RESMETO	Research Methods and Computer Applications	3		
AMELEC5	Arts Management Elective 5 (Production)	3		
MASIPAG	Masining na Pagpapahayag	3		

### Term 8

Course Code	Course Title	Units	Pre-requisite	Co-requisite
AMEDUCO	Arts Education and Community Outreach	3		
AMIDEAS	History of Ideas	3		
AMELEC6	Arts Management Elective 6 (Production)	3		
AMLANG2	Foreign Language1	3		
PRACRE1	Thesis Ideation and Proposal	3	RESMETO	
FILDISI	Filipino sa Iba't-ibang Disiplina	3		
LITSTOR	The Art of Storytelling	3		

### Term 9

Course Code	Course Title	Units	Pre-requisite	Co-requisite
AMPRACT	Arts Management Internship	3		
PRACRE2	Thesis Defense	3	PRACRE1	
TECHWRI	Technical Writing	3		
AMLAWPO	Law and Policy for Artistic and Creative Industries	3	AMINTRO	
CSBGRAD	College of St. Benile Graduating Students	1	CSBLIFE	

# CURRICULUM MAP

## Bachelor of Arts in Arts Management

I.	Core Business and Management Courses	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
1	Arts Management and the Creative Industries (AMINTRO)		✓	✓	✓		✓	
2	Organizational Management for Artistic and Creative Industries (AMORGMA)		✓	✓	✓		✓	
3	Leadership and Strategic Planning for Artistic and Creative Industries (AMLEADR)		✓	✓	✓		✓	✓
4	Financial Accounting and Management for Artistic and Creative Industries (AMFINMA)		✓	✓	✓		✓	
5	Marketing and Public Relations for Artistic and Creative Industries (AMMKTPR)		✓	✓	✓	✓	✓	✓
6	Project Management for Artistic and Creative Industries (AMPROJM)		✓	✓	✓		✓	✓
7	Law and Policy for Artistic and Creative Industries (AMLAWPO)			✓			✓	✓
8	Research Methodologies and Computer Applications (RESMETO)	✓				✓	✓	
9	Thesis Ideation and Proposal (PRACRE1)	✓		✓		✓	✓	
10	Thesis Defense (PRACRE2)	✓		✓		✓	✓	

II.	Business Core Course	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
1	Creative Writing (CREAWRI)					✓	✓	✓
2	Creative Entrepreneurship (CRENTRE)		✓	✓	✓	✓	✓	✓
3	Principles of Accounting (PRINACC)				✓			
4	Philippine Culture and Society (AMCULTR)	✓	✓				✓	
5	Current Studies in Anthropology (AMANTRO)	✓	✓				✓	
6	Art Criticism, Theory, and Censorship (AMCRITM)					✓	✓	
7	Cultural Tourism (AMTOURS)	✓	✓	✓				
8	Cultural Diplomacy (AMDIPLO)	✓		✓				✓
9	Arts Education and Community Outreach (AMEDUCO)		✓			✓		
10	A History of Ideas (AMIDEAS)						✓	
11	Technical Writing (TECHWRI)					✓		✓

<p>AMELEC1 to 6: Arts Management Electives*</p> <p>Free choice but with restrictions: AMELEC1 to 3 have to be about Theory or History of Select Art Form</p> <p>Some choices for 1 to 3: Philippine Photography (FILFOTO) History and Concepts of Photography (HISTPHO) Looking at Photographs (LOOKPHO) Philippine Music (PHILMUS)</p>								
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	Musical Theater (INTROMU) History of Western Music (WESTMUS) AMELEC4 to 6 have to be about the Production of Select Art Form							
12	Some choices for 4 to 6: Basic Acting (BASICAC) Basic Groove Training (BASICGT) Video and Dance (VIDEDAN) Computer Graphics (SCOMGRP)  Basic Computer Aided (ABASICD) Design - 2D Drawing CAD1 StreetDance Funkstyles (FUNKDAN)  Lighting Design (LIGHTDS) Street Dance Voguing (VOGUING) Sound Design (SOUNDES) Dance Workshop in Contemporary Forms (CONTFOR) Streetdance Advance Groove Training (AGROOVE) Streetdance Hall and Street Jazz (DANCEJA) Events Management (EVENMAN) Audio and Sound Design (AUDSOND) Basic Puppetry (FSPUPET)	✓	✓	✓	✓	✓	✓	
<b>III.</b>	<b>Practicum</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>
1	Arts Management Internship (AMPRACT)	✓	✓	✓	✓	✓	✓	✓