

# Bachelor of Arts in Arts Management

School of Design and Arts

The Arts Management degree program prepares students to be proficient in art history, theory and criticism. Students will likewise be taught about cultural programming and its resources. They also learn about design and arts management techniques and technologies.



**PROGRAM LENGTH**  
11 Trimesters

## CAREERS

Art Critic  
Cultural Attaché  
Curator  
Entrepreneur  
Event Producer  
Exhibition Manager

## FOUNDATION SUBJECTS

Basic and Digital Video  
Computer Graphics  
Basic and Digital Photography  
History of Art and Design 1 and 2  
Philippine Art and Design History  
Design Profession & Code of Ethics  
Design & Arts Management

Disclaimer: There are general education and institutional courses not listed. Courses may change without prior notice. For complete information, please purchase a copy of the program flowchart.

For more information, please contact:

**Benilde Admissions Center**

2305100 local 1801, 1802, 1803

admissions@benilde.edu.ph

<http://admissions.benilde.edu.ph>

## MAJOR SUBJECTS

Organizational Design  
Planning and Development in Arts Organization  
Financial Management in Arts Organization  
Principles of Marketing for Arts Management  
Project Management  
Publicity and Public Relations  
Philippine Art Forms in Performing Arts  
Philippine Art Forms in Visual Arts  
Philippine Arts Forms in Media Arts  
Art Policy  
Concept Development for Arts Management  
Introduction to Arts Administration  
Management for Performing Arts  
Management for Visual Arts  
Management for Media Arts  
Practical Research in Arts Management 1 and 2  
Research Methodology in Arts Management  
Workshop in Media Arts  
Workshop in the Performing Arts  
Workshop in Visual Arts  
Seminar on Arts Management  
Seminar on Cultural Resource Management  
Seminar on Cultural Policy  
Arts Law 1 and 2  
Arts Management Statistics  
Arts Management Practicum 1 and 2  
Basic Anthropology  
Creative Writing  
Philippine Culture  
Principles of Accounting  
Technical Writing