

## DESCRIPTION OF COURSES

### MASTER OF ARTS IN ARTS MANAGEMENT (MAAM)

The Master's in Arts Management degree provides art managers, directors of school arts offices, art practitioners, art academics, local government employees in the art sectors, art industry movers and shakers with an in-depth and expansive, theoretical, experiential, and practical knowledge on how to manage and administer art programs in institutional, local, regional and national levels. Students gain transdisciplinary orientation in heritage and tourism management, public administration, culture-based governance, human resource management, art and development studies – all providing the necessary impetus towards the cultivation of culturally informed managers of the different Filipino art forms, and creative expressions.

<b>Code</b>	<b>Units</b>	<b>Title</b>	<b>Description</b>
CBG 200	3	Introduction to Culture-based Public Administration	The course discusses the views of PA, its definition, structural and legal basis; its etymology, nature, scope, and dimensions; the overview on its different areas; its perspectives, governance, and development; its history and context of the development in the Philippines using a culture-based perspective and paradigm. The processes and selected strategies in PA; the Public Institutions, Policies, and Reforms, the orientation on public service will be discussed in critical conjunction with international integration and globalization.
CBG 201	3	Foundation and Principles of Culture-Based Governance	This course maps the important intersections and significant connections between a broad and profound knowledge of cultures and effective and efficient local governance and administration. Through a survey of culture, participants are introduced to the various nuances, types, registers, formations, and positions of culture in individual, communal and national life. In particular, what the course offers is an understanding and appreciation of cultural knowledge and life-ways archive which impact on local governance and administration, education and instruction, tourism and mobility management leading to culturally- sensitive and culturally-informed policies and practices, improved quality of local and national life, prompt delivery of public welfare services, inclusive growth and sustainable development. This course aims to heighten the acquisition of knowledge on cultural education, laws on heritage and culture, and governance issues.

CBG 205	3	Project Management of Culture-Based Governance	<p>The course provides an overview of various culture-based governance programs and projects impacting on societal dimensions such as environment, built heritage, and tourism. It introduces the baseline framework of heritage conservation and sustainable development which consolidates culture and economics. The course traces the historical development of cultural heritage policies of the Philippines from the Spanish colonial period up to the present (<i>Pamamaraan</i>). The thesis Heritage <i>Makakain Ba 'Yan</i> establishes the tenor of heritage as integral to development. This is supported by lectures on culture and environment (<i>Lutang: Developing Cultural Riverscapes</i>), built heritage (<i>Mga Akala sa Heritage at Marami pang Iba: Misconceptions on Heritage</i>), Tourism (Fun Pa More: Heritage, Tourism and Sustainability)</p>
MAAM 201	3	Seminar in Arts Management	<p>Develops tools and techniques necessary for successful pursuit of a management career in visual and performing arts.</p> <p>Introduces wide range of arts organizations, working arts administrators, and institutional models through guest lectures, readings, field trips, and analysis of institutional data.</p> <p>Students gain understanding of organizational structures and functions of arts organizations as well as a theoretical model for general management and practical tools</p>
CBG 202	3	Cultural Heritage and Development	<p>Mentoring/Actual Field Experience and the proposed interventions of student that reflects the synthesis of the concepts, principles, and theories of culture-based learning. This course provides opportunity for students to conduct actual field immersion in which the exemplars and models of culture-based governance will be observed, appreciated, and utilized for the purpose of formulating actual field projects. The student will be mentored by a research supervisor in which the actual implementation of empirical phase of the research will be highlighted. This course deals with advance knowledge in documenting the heritage of a place such as natural, built, intangible, and movable heritages to create awareness and appreciation, as well as to effectively manage these resources.</p>
MAAM 202	3	Arts Policy	<p>Review current state of nonprofit arts field, then familiarizes students with the most common</p>

			rationales for public support of the arts and respective roles of federal, state, and local governments and private policy actors. Examines dilemmas that arts organizations face in balancing the need for government support and artistic integrity with push and pull of the market. Compares policies to those of other developed countries
MAAM 203	3	Arts in Society	Examines the role of visual and performing arts as social and cultural institutions, with emphasis on historic traditions and trends that have most directly influenced contemporary Filipino arts practice. Consideration is given to the essential functions of art in society in an effort to address questions: Why do we require art at all? What constitutes "good" or "bad" art? What is the value of art? What encouragements or impediments does our society offer to the creative artist or arts institution? How do the various forms differ in their traditions, philosophical underpinnings, and current manifestations? How can arts managers participate in the cultural conversation to the benefit of art forms, artists, and the institutions they serve?
MAAM 204	3	Cultural Performance: Measurement and Evaluation	Technical aspects of evaluation and assessment of events and festival management. Topics such as cultural understanding, tourism, sponsorship, fundraising and development, logistics of scheduling and contracts, and the relationship to larger venues, marketing and sales and budgeting must be consider.
MAAM 205	3	Culture-based Public Relations /Marketing Strategies for Arts and Culture Organizations	Conception, planning and implementation/control of platforms to create and manage a holistic communications strategy for arts organizations from a culture-based framework. This includes: Management of Brand, Public Relations, Advertising and the Evolving Marketplace: New Technologies and Theories in Marketing. Teaches strategic way of thinking about arts and its audience, art community, and markets. Structured into four modules, beginning with fundamentals of strategic planning. Students learn about external and internal environments and the interplay among them; discuss marketing fundamentals pertaining to arts audiences; and the fundamentals of applied marketing media and advertising. Designed as fundamentals course for

			elective concentration in culture-based public relations and marketing
MAAM 206	3	Budgeting /Finance for Arts and Culture Organizations	<p>Introduces accounting fundamentals, financial statement preparation and interpretation, along with financial health indicators specifically related to needs of arts organizations. Provides overview of accounting as tool to manage and control arts organizations.</p> <p>Involves laboratory component for teaching software application frequently encountered in fiscal operation of arts organizations.</p>
MAAM 209	3	Culture-based Human Resource Management	<p>This course deals with the concepts and process involved in a culture-based human resource management. The focus discussion includes the evolution or historical development of human resource management, recruitment, selection, hiring and training, and development of employees, performance, evaluation, wage and salary administration, personnel action, employee welfare and benefits, and labor relations in the light of Filipino cultural values, world / meaning-making practices and sociality.</p>
MAAM 207	3	Fundraising /Development in Arts and Culture Initiatives	<p>Overview for students seeking general knowledge, as well as introductory course for those who will complete the fundraising component in an arts and culture organization and institution. Teaches the role of fund-raising as cultural management function and part of overall strategic intention of arts and culture organizations, presenting fundraising as a multifaceted, team-based process. Analyzes tools and techniques for effective culture-based fundraising.</p> <p>Strategic decision-making within the complex web of social, political, economic, personal and ethical financial or human-resource, and skill-sourcing. Analysis of cases, using learned approaches in planning, financial and strategic analysis, resource- allocation and fundraising techniques.</p>
MAAM 208	3	Managing Culture-based Technology Transfer	<p>Lecture course in discovering and developing entrepreneurial skills in the arts and culture. Special focus will be given to developing communication skills, planning strategies, and nurturing the skills and attitudes that enable students to creatively solve problems and identify opportunities. Their final project will include adding a revenue model, developing revenue streams, constructing a partnership acquisition strategy and</p>

			technical/IT strategy to their business plan strategy.
CBG 212	3	Cultural Heritage Tourism	The course encapsulates the concepts, theories, and principles taken from the foundation course and approaches in culture-based governance. This requires the students to synthesize issues and concerns as well as challenges and opportunities culled from the preceding studies that enable them to propose, implement, and monitor community-based projects for the growth and sustainable development of the local as well as communal resources. The outcome of this course will be the governance project that reflects cultural learning, awareness, and competence of government leaders and managers of this 21st century environment. This course aims to develop awareness on the culture and heritage of the province and to promote sense of patriotism thru the study of the significant cultural elements of the destination.

#### SUMMARY OF UNITS (MAAM)

Courses	No. of Subjects	Equivalent Units per Subject	Total Number of Units
<b>A. Core Professional Education Courses</b>			<b>12</b>
PA 201 - Introduction to Culture-based Public Administration	1	3	
CBG 201 – Foundation, and Principles of Culture Based Governance	1	3	
CBG 205 – Project Management of Culture Based Governance	1	3	
MAAM 201 - Seminar in Arts Management	1	3	
<b>B. Specialization/Major Courses</b>			<b>12</b>
CBG 202 - Cultural Heritage Development	1	3	
MAAM 202 Arts Policy	1	3	
MAAM 203 - Arts in Society	1	3	
MAAM 204 – Cultural Performance: Measurement and Evaluation	1	3	
MAAM 205 - Public Relations/ Marketing Strategies for Arts and Culture Organizations			
MAAM 206 - Budgeting/ Finance for Arts Organizations			
MAAM 209 – Principle of Culture-based Human Resource Management			
<b>C. Elective</b>			
<b>D. Cognate/Seminars</b>			<b>6</b>

<b>Courses</b>	<b>No. of Subjects</b>	<b>Equivalent Units per Subject</b>	<b>Total Number of Units</b>
MAAM 207 – Fundraising Development in the Arts and Culture	1	3	
MAAM 208 - Managing Culture-based Technology Transfer	1	3	
CBG 212 - Cultural Heritage Tourism			
<b>E. Thesis</b>			<b>6</b>
<i>Thesis Work</i>	1	3	
<i>Dissertation Writing</i>	1	3	

<b>SUMMARY OF UNIT</b>	
<b>A. Professional Education Courses</b>	12
<b>B. Specialization/Major Courses</b>	12
<b>C. Elective</b>	6
<b>D. Cognate/Seminar</b>	6
<b>E. Thesis</b>	
<b>TOTAL</b>	<b>36</b>