



Republic of the Philippines

Department of Education

DepEd Complex, Meralco Avenue, Pasig City

STRENGTHENED SENIOR HIGH SCHOOL CURRICULUM

LEADERSHIP AND MANAGEMENT IN THE ARTS

Grade 11

Course Description:

This course explores the fundamental concepts, contexts, and processes of production and events management. Through experiential learning and collaborative projects, learners will engage in the planning, organization, and execution of artistic productions, leading to the development of essential skills in resource management, coordination, and problem-solving. The course also highlights the importance of building partnerships and linkages within local communities and the creative industries to sustain arts organizations and their practices. By integrating real-world applications, learners will gain hands-on experience in managing artistic events, preparing them for future roles in arts administration and production management.

Elective: Academic

Prerequisite: None

Time Allotment: 80 hours for one semester, 4 hours per week

Schedule: First Semester / Second Semester

QUARTER 1

CONTENT STANDARD	The learners demonstrate understanding of the fundamental concepts, processes, and contextual factors in production and events management, including planning, organization, resource allocation, and evaluation in artistic productions.	
PERFORMANCE STANDARD	The learners develop a production management plan that integrates strategic planning, resource coordination, and evaluation to ensure the effective execution of an artistic production or event.	
LEARNING COMPETENCIES		CONTENT
1. analyze the key functions of management and their application in arts organizations, productions, and events	Management Basics A. Definition B. Objectives C. Functions 1. Planning • Strategic management concepts in situation analysis internal and external 2. Organizing	

	<ul style="list-style-type: none"> 3. Staffing 4. Directing 5. Controlling D. Leadership Roles and Functions
<p>2. assess the internal and external conditions influencing the planning and execution of an artistic production</p>	<p>Arts Production</p> <ul style="list-style-type: none"> A. Examples of Arts Productions <ul style="list-style-type: none"> 1. Contextualizing arts production within environment B. Situational Analysis <ul style="list-style-type: none"> 1. The internal conditions of production <ul style="list-style-type: none"> a. Human resources and talents to hire b. Time c. Facilities and equipment d. Funds e. Technology 2. The external conditions of production <ul style="list-style-type: none"> a. Stakeholders b. Audience research c. Location d. Socio-political-economic conditions
<p>3. create a production management plan that outlines objectives, resource allocation, staffing, logistics, and evaluation strategies</p>	<p>Production Brief</p> <ul style="list-style-type: none"> 1. Rationale and objectives (S.M.A.R.T.) 2. Strategies (activities, steps, and tasks) 3. Setting targets and times 4. Production staff (structure) <ul style="list-style-type: none"> a. Vertically hierarchy b. Horizontal working and communication relationship 5. Output 6. Production costs and budget allocation

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| | <ul style="list-style-type: none">7. Risk management: Safety and security in the production site8. Evaluation<ul style="list-style-type: none">a. The importance of evaluating a productionb. Indicators of success in a productionC. Production Management Plan<ul style="list-style-type: none">1. Project title2. Date, time, and venue3. Artists and talents4. Set design5. Materials and resources needed6. Technical requirements7. Logistics8. Communications9. Budget and funding (include expenses: costume, venue styling, stage design, market and promotion, ticket design, etc.) |
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QUARTER 2

CONTENT STANDARD:	The learners demonstrate an understanding of the principles and processes of production and events management, including team organization, resource allocation, execution, and evaluation.	
PERFORMANCE STANDARD	The learners implement the production management plan by applying management skills and techniques to execute the production and assess its effectiveness based on set objectives and documented progress.	
LEARNING COMPETENCIES		CONTENT
1. apply management skills and techniques to execute the production plan	<p>A. Production Meeting</p> <ol style="list-style-type: none"> 1. Creation of a production team 2. Assignment of roles and responsibilities 3. Dissemination of Tasks 4. Consideration of Production Requirements <p>B. Production Implementation</p>	
2. evaluate the production by identifying the strengths and areas of improvement	<p>C. Evaluation of Production Resources and Processes:</p> <ol style="list-style-type: none"> 1. Project title 2. Date, time, and venue 3. Artists and talents 4. Set design 5. Materials and resources Needed 6. Technical requirements 7. Logistics 8. Communications 9. Budget and funding <p>D. Challenges of Production Management Execution</p> <ol style="list-style-type: none"> 1. Promotion and marketing 2. Leadership roles and functions <p>E. Arts Management in Organizations</p>	

GLOSSARY

<i>Arts Management</i>	the process of effectively managing people, resources, and systems in the arts
<i>Arts Production</i>	the creation and distribution of art across various mediums, especially in the context of fine arts, music, theater, film, or digital media
<i>Collaborative Project</i>	multiple individuals or groups towards a common goal
<i>Controlling</i>	a function of management that pertains to checking on progress against established standards and correcting deviations from those standards to ensure the achievement of organizational goals
<i>Directing</i>	a function of management that involves guiding, supervising, and motivating team members to achieve organizational goals
<i>Events Management</i>	the process of planning, organizing, and coordinating events
<i>Experiential Learning</i>	the process of learning by doing
<i>Management</i>	the art of knowing what to do and when to do it, and then seeing that it is done in the most efficient way possible
<i>Organizing</i>	a function of management that involves bringing together physical, financial, and human resources and developing productive relationships among them for the achievement of organizational goals
<i>Planning</i>	a function of management that deals with deciding courses of action to achieve desired goals
<i>Production Brief</i>	a document that outlines the essential information needed to execute a production project
<i>Production Implementation</i>	the actual execution of the production management plan where the production team carries out assigned tasks, manages logistics, utilizes resources, and oversees technical and artistic components to realize the envisioned event or output

Production Management	the actions an organization takes to manage its production process from the moment raw resources are acquired to the moment final products are delivered to customers
Production Management Plan (PMP)	a comprehensive document outlining the processes, resources, schedules, and policies necessary to manage production activities efficiently
Production Meeting	a gathering of key individuals involved in the production process to discuss and plan various aspects of the project
Promotion	the entire set of activities that communicate products, brands, or services to the users
Resource Management	the practice of planning, allocating, and controlling resources (e.g. people, money, and technology) for a project or program
Situational Analysis	the collection and examination of economic, social, and political data that affect an organization's market to decide on the best plan of action for the organization's future
Staffing	the managerial function that ensures the right people are assigned to the right job

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