

CENTER OF THE ARTS AND CULTURE
Bachelor's Degree in Art Studies and Cultural Management

Aims of the Program:

To enable students to build and develop both cultural and educative program that allows them to promote, manage and communicate the arts and the cultural practices, as well as to develop a critical understanding through research of the different arts forms based on applied methodologies in order to share in the diverse social context.

Prospect Profile

Based on the Institutional Policies, a prospect student should apply and take an entrance exam.

Desirable aspects to consider as a prospect student are:

- a. General knowledge on Art History at regional, national and international levels.
- b. Interest on reading
- c. Interest on the arts and cultural forms
- d. Work effectively as a member of a team
- e. A critical understanding of the cultural diversity
- f. Tolerance and responsibility towards cultural diversity

Learning Outcomes

By fully participating in the program students will have developed knowledge and understanding and will be able to:

- g. To design, implement and evaluate artistic educational projects to rebuild the social structures, as well as to preserve the social space and to foster the formal and informal educative process.
- h. To manage and evaluate cultural and artistic program in the state and/or commercial sectors according to the different context.
- i. Develop appropriate research methodologies to analyze important issues and tendencies regarding arts and culture.
- j. Develop arts studies at regional, national and international levels to promote and enhance arts with society
- k. Develop arts and cultural program with technological and communicational support to foster innovative educative and managerial cultural projects.
- l. Develop critical understanding on the policy frameworks to implement and support program related with arts and culture.
- m. Generate and promote a variety of projects to allow students to innovate and provide the business/entrepreneurial skills and attributes to commercialize on their creative and cultural practices and/or knowledge.
- n. Collaborate in multi, inter and trans disciplinary team works to promote the generation of diverse knowledge in the arts fields.
- o. Express clearly through writing skills the arts and culture critical thinking on the diverse arts disciplines and language as well as the historic social stages to promote and communicate effectively.
- p. Listening, talking writing and reading with a second language (English-Spanish)

Knowledge of:

- q. Theory of art, aesthetics and artistic trends in the western world and particularly in Latin America
- r. Elements for the design, implementation and evaluation of arts education programs.
- s. Tools and methodologies relevant to the investigation of art and culture as an object of study.
- t. Processes for the promotion and social inclusion of art and culture through artistic education.
- u. Various currents, discourses and historical-cultural processes of the phenomenon of art and culture.
- v. Administrative processes for the creation of cultural management projects.
- w. Legal framework and international, national, regional and local public policies.

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- x. Information and diffusion technologies
- y. English Language on a basic level.

Code of actions:

- a. Professional ethics.
- b. Creativity and innovation.
- c. Openness and tolerance towards different manifestations of art and culture.
- d. Fundamental and reflexive criticism.
- e. Work effectively as a member of a team
- f. Humanistic perspective and in search of the integral development of people.

Values:

- a. Autonomy and social responsibility.
- b. Pluralism.
- c. Humanism.
- d. Quality.
- e. Equity and equality.

FIELD OF ACTION:

The field of action of the graduates of the Degree in Art Studies and Cultural Management is in public and private educational institutions linked to art and culture, public and private institutions related to the development, promotion and administration of art and culture; in the field of research, conservation, promotion and development of cultural heritage, tangible and intangible, community and union organizations and finally in spaces of art criticism and arts education in the media.

Graduates are competent professionals able to: direct, coordinate, plan and execute actions aimed to facilitate, promote, stimulate, conserve and communicate the different activities and cultural manifestations in conditions of equity. Thus, to stimulate and facilitate individual and collective creation; promote the enjoyment of the expressions, manifestations and cultural goods within the community; develop the legal and constitutional dimension in the field of culture and increase and resolve financial affairs in the life of culture.

TERM:

Nine Semesters

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SYLLABUS

First semester					
METHODOLOGIES APPLIED TO ART	2	2	6	C. ART. AND CULT.	ART AND MANAGEMENT
CLASSICAL ART	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT
MANAGEMENT OF ARTISTIC EDUCATION	2	2	6	C. ART. AND CULT.	ART AND MANAGEMENT
CULTURAL MANAGEMENT I	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT
PHILOSOPHY OF CULTURE	4	0	8	C. SOC. Y HUM.	PHILOSOPHY
WRITING WORKSHOP APPLIED TO ART	1	3	5	C. ART. AND CULT.	HISPANIC STUDIES
Institutional Program of Humanist Formation					
Institutional Program of Foreign Languages					
Second semester					
ICONOLOGY AND ICONOGRAPHY	2	2	6	C. ART. AND CULT.	ART AND MANAGEMENT
THEORY OF ART	4	0	8	C. ART. AND CULT.	ART AND MANAGEMENT
ART OF THE MIDDLE AGE	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT
CULTURAL MANAGEMENT II	2	2	6	C. ART. AND CULT.	ART AND MANAGEMENT
MYTHOLOGIES	4	0	8	C. ART. AND CULT.	SOCIO. Y ANTROP.
DIDACTICS OF ARTISTIC EDUCATION	2	2	6	C. SOC. Y HUM.	EDUCATION
HISTORY OF RELIGIONS	4	0	8	C. SOC. Y HUM.	HISTORY
Institutional Program of Humanist Formation					
Institutional Program of Foreign Languages					
Third semester					
ART OF RENAISSANCE	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT
PREHISPANIC ART	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT
INFORMATION TECHNOLOGIES FOR THE ARTISTIC EDUCATION	1	3	5	C. BASICS	INFORMATION SYSTEMS
ARCHIVES AND CATALOGS	3	1	7	C. SOC. Y HUM.	HISTORY
BASIC MARKETING	4	0	8	C. ECO. Y ADMIN.	MARKETING
DESIGN OF EDUCATIONAL PROGRAMS	2	3	7	C. SOC. Y HUM.	EDUCATION
Institutional Program of Humanist Formation					
Institutional Program of Foreign Languages					
Fourth semester					
BAROQUE ART	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT
VIRREINIAL ART	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT
PROJECTS OF INTERVENTION OF ARTISTIC EDUCATION I	2	2	6	C. ART. AND CULT.	ART AND MANAGEMENT
CULTURAL HERITAGE	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT
LEGAL FRAMEWORK OF ART AND CULTURE	4	0	8	C. SOC. Y HUM.	LAW
AESTHETICS I	4	0	8	C. SOC. Y HUM.	PHILOSOPHY
Institutional Program of Humanist Formation					
Institutional Program of Foreign Languages					
Fifth semester					
WORKSHOP OF ANALYSIS AND ART CRITICAL I	2	2	6	C. ART. AND CULT.	ART AND MANAGEMENT
ART OF THE EIGHTEENTH AND NINETEENTH CENTURY	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT
MEXICAN ART	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT
PROJECTS OF INTERVENTION IN ARTISTIC EDUCATION II	2	2	6	C. ART. AND CULT.	ART AND MANAGEMENT
PUBLIC DEVELOPMENT AND DEVELOPMENT FUNDS	2	2	6	C. ART. AND CULT.	ART AND MANAGEMENT
AESTHETICS II	4	0	8	C. SOC. Y HUM.	PHILOSOPHY
HUMAN RIGHTS AND INTELLECTUAL PROPERTY	4	0	8	C. SOC. Y HUM.	LAW
Sixth semester					
WORKSHOP OF ANALYSIS AND CRITICAL ART II	2	2	6	C. ART. AND CULT.	ART AND MANAGEMENT
ART OF THE FIRST HALF OF THE TWENTIETH CENTURY	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT
CULTURAL INDUSTRIES	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT
MANAGEMENT OF GALLERIES	2	2	6	C. ART. AND CULT.	ART AND MANAGEMENT
SOCIAL, POLITICAL AND ECONOMIC HISTORY OF CENTURY XX, I	4	0	8	C. SOC. Y HUM.	HISTORY
MUSEOLOGY	1	3	5	C. ART. AND CULT.	ART AND MANAGEMENT
Institutional Program of Social Service (Induction Course)					

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Seventh semester						
WORKSHOP OF ANALYSIS AND CRITICAL ART II	2	2	6	C. ART. AND CULT.	ART AND MANAGEMENT	
SEMINAR OF RESEARCH IN ART AND MANAGEMENT I	0	4	4	C. ART. AND CULT.	ART AND MANAGEMENT	
CONTEMPORARY ART	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT	
LATIN AMERICAN ART	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT	
OPTIONAL PROFESSIONAL I						
SOCIAL, POLITICAL AND ECONOMIC HISTORY OF CENTURY XX, II	4	0	8	C. SOC. Y HUM.	HISTORY	
Institutional Program of Social Service.						
Institutional Program of Professional Practices (Induction Course)						
Eighth semester						
SEMINAR OF RESEARCH IN ART AND MANAGEMENT II	0	4	4	C. ART. AND CULT.	ART AND MANAGEMENT	
WEST CENTRAL REGIONAL ART	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT	
CULTURAL PROJECTS WORKSHOP I	0	4	4	C. ART. AND CULT.	ART AND MANAGEMENT	
CURATORIAL STUDIES	3	1	7	C. ART. AND CULT.	ART AND MANAGEMENT	
SOCIOLOGY OF ART	4	0	8	C. SOC. Y HUM.	SOCIO. Y ANTROP.	
OPTIONAL PROFESSIONAL II						
Institutional Program of Social Service.						
Institutional Program of Professional Practices						
Ninth semester						
SEMINAR OF RESEARCH IN ART AND MANAGEMENT II	0	4	4	C. ART. AND CULT.	ART AND MANAGEMENT	
CULTURAL PROJECTS WORKSHOP II	0	4	4	C. ART. AND CULT.	ART AND MANAGEMENT	
EXECUTIVE PRODUCTION OF ART AND CULTURE	1	3	5	C. ART. AND CULT.	ART AND MANAGEMENT	
PROFESSIONAL ETHICS	2	2	6	C. SOC. Y HUM.	PHILOSOPHY	
ECONOMY OF CULTURE	4	0	8	C. ECO. Y ADMIN.	ECONOMICS	
DIGITAL MEDIA WORKSHOP FOR CULTURAL DIFFUSION	1	4	6	C. SOC. Y HUM.	COMUNICACION	
Institutional Program of Social Service.						
Institutional Program of Professional Practices						

INSTITUTIONAL PROGRAMS

The student must adhere to the established in the following institutional programs:

- Institutional Foreign Languages Program
- Institutional Humanist Training Program
- Institutional Professional Practices Program
- Social Service Institutional Program
- Institutional Tutoring Program
- Mobility and Academic Exchange

DEGREE REQUIRMENTS

Once accredited all the subjects and requirements indicated in the curriculum of technical, advanced technician and bachelor's degrees, the graduate can request the issuance of his degree in the Department of School Control, after complying with the following elements:

- I. To have fulfilled the requirements of Social Service, Humanistic Training, Professional Practices and Foreign Languages, defined in the institutional programs;
- II. Prove that there is no debt with the Autonomous University of Aguascalientes;
- III. Have covered the entitling expenses established by the corresponding authorities to obtain the title; and
- IV. Have submitted the exit exam.