

Academic Year/course: 2021/22

60900 - Cultural heritage management

Syllabus Information

Academic Year: 2021/22

Subject: 60900 - Cultural heritage management

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 351 - Master's in Cultural Heritage Management

ECTS: 10.0

Year: 1

Semester: Second Four-month period

Subject Type: Compulsory

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

4.2. Learning tasks

- Theoretical lectures.
- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities

4.3. Syllabus

The course, **Management of Cultural Heritage**, will address the following topics:

- The context of heritage and management.
- Cultural heritage management in the scope of the public administration.
- Cultural tourism.
- The tertiary sector: the foundations.
- The design of a cultural heritage management project.
- Planning. Assessment methods and monitoring of objectives.
- Administrative and economic/financial management.

- The search for financing.
- Planning and management of human resources.
- Marketing and communication.

4.4. Course planning and calendar

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts (*Schedule of classes*: <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Examination schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

4.5. Bibliography and recommended resources

The recommended bibliography can be found on the the University of Zaragoza Library website (<http://psfunizar7.unizar.es/br13/eGrados.php?id=200&p=1>)