

60900 - Cultural heritage management

Syllabus Information

Academic year: 2024/25

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

The Cultural Heritage Management subject aims to design, implement and manage a cultural project or company, both in the private and public spheres. To this end, the course addresses the various management models as well as an introduction to the business aspects that every cultural management project should have.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>), specifically 5 and 10, through activities related to universal access to cultural heritage. The acquisition of the learning results of the subject provides training and competence to contribute to some extent to their achievement.

2. Learning results

-To demonstrate advanced knowledge of cultural heritage management, specifically planning, project development, implementation and assessment of different types of institutions, both public and private: museums, interpretation centres, cultural foundations, etc.

-To demonstrate skills in the performance of management tasks, exhibition curatorship, or other tasks of a cultural heritage manager.

- To know how to plan and develop, individually or in teams, an academic work at an advanced level.

- To be able to apply the critical canons and ethical codes of the discipline, in accordance with the scientific method, to an individual work of initiation to the management of cultural heritage that constitutes an original contribution.

3. Syllabus

1. Heritage and management context
2. The management of cultural heritage within the scope of administration
3. Cultural tourism
4. The third sector: foundations
5. The design of a cultural heritage management project
6. Planning Assessment methods and control of objectives
7. Administrative and economic-financial management
8. Search for financing
9. Human resources planning and management
10. Marketing and communication

4. Academic activities

1. Master Classes

Oral presentations based on the presentation of contents by a teacher or invited expert.

2. Problems and cases

Organization of two seminars focused on cultural mediation and new technologies applied to heritage.

3. Special practices

Two-day training trip to learn about cases of cultural heritage management.

4. Teaching work

Development of a cultural management project using a methodology based on collaborative work. All the students enrolled in subjects of the master's program will participate in this work.

5. Study and personal work

Preparation of two individual works and the final group project.

5. Assessment system

First Call:

a. continuous assessment through the following activities:

Individual subject work: 70% of the final grade.

It consists of two works:

First: development of an academic paper on a heritage element or the development of a cultural mediation activity.

Second: develop a model for the financing and budgeting of an activity.

Evaluation criteria: Clarity, conciseness, order and precision in the exposition of the contents will be assessed, as well as the use of information sources in an appropriate manner. In both cases, it is important to show that the methodologies of each field of knowledge are adequately managed.

Group work: 30 % of the final grade.

Production of a group work as a result of the Integrated Workshop on Cultural Heritage Project Management. This work will have a global and transversal character including aspects related to all the subjects of the master.

Assessment criteria: The organisation and management of information in accordance with the methodology explained in class; the use of new technologies in the search for information including a critical analysis of the sources and the use of appropriate tools in the creation and presentation of content will be assessed.

B) Overall assessment

a) Submission of a single work document with assignments related to the subject. (70% of the grade). The deadline will be the same as the examination date set by the University.

b) Group work (30%). Production of a group work as a result of the Integrated Workshop on Cultural Heritage Project Management. (30% of the grade)

Second call: overall assessment identical to that of the first call.

6. Sustainable Development Goals

5 - Gender Equality

10 - Reduction of Inequalities