

60900 - Cultural heritage management

Información del Plan Docente

Academic Year	2016/17
Academic center	103 - Facultad de Filosofía y Letras
Degree	351 - Master's in Cultural Heritage Management
ECTS	10.0
Course	1
Period	Indeterminate
Subject Type	Compulsory
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

See "Learning activities " and "Syllabus".

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

5.2.Learning activities

- Theoretical lectures.

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- Practical lectures.
- Individual work.
- Personal study.

Assessment activities

5.3.Program

Management of Cultural Heritage:

- The context of heritage and management.
- Cultural heritagemanagement in the scope of the public administration.
- Cultural tourism.
- The thirdsector: 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.

5.4.Planning and scheduling

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.

5.5. Bibliography and recommended resources