60900 - Cultural heritage management

Syllabus Information

Academic Year: 2019/20
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

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

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)