60900 - Cultural heritage management

Academic Year	2017/18
Faculty / School	103 - Facultad de Filosofía y Letras
Degree	351 - Master's in Cultural Heritage Management
ECTS	10.0
Year	1
Semester	Indeterminate
Subject Type	Compulsory
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

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

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

See "Learning activities " and "Syllabus".

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

5.2.Learning tasks

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

5.3.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.

5.4.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.

5.5.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)