



# SYLLABUS

## 1. Information concerning the program

1.1 Institution	<b>Babeș-Bolyai University, Cluj-Napoca</b>
1.2 Faculty	<b>European Studies</b>
1.3 Department	<b>European Studies and Governance</b>
1.4 Study field	<b>International Relations and European Studies</b>
1.5 Level	<b>MA</b>
1.6 Study line	<b>Cultural Diplomacy and International Relations</b>

## 2. Information concerning the course

2.1 Name of the course				<b>Cultural Heritage Management</b>			
2.2 Course instructor				Lecturer Radu Albu Comănescu, PhD			
2.3 Seminar instructor				Lecturer Radu Albu Comănescu, PhD			
2.4 Study year	I	2.5 Semester	1	2.6 Evaluation type	Exam	2.7 Course type	Mandatory

## 3. Estimated teaching time per semester

3.1.N° of hours / week	3	3.2. of which : courses	3 hours	3.3.seminars	1 hour
3.4. N° of hours in the curriculum plan	42	3.5. of which courses	28 hours	3.6. seminars	14 hours
<b>Time sequencing</b>					Conventional hours
Courses					28
Further studying (additional readings, etc)					7
Preparing seminars, papers, files, essays					7
Coordinating					2
Examination					2



Other activities	-
<b>3.7. Individual study (total)</b>	66 h
<b>3.8. Hours / semester (total)</b>	56 h
<b>3.9. Credits</b>	6

#### 4. Requirements

4.1. curricular requirements	--
4.2. competence requirements	Knowledge of the English language

#### 5. Conditions for teaching (if the case)

5.1. for teaching the course	--
5.2. for the seminars	--

#### 6. Specific competences to be acquired

Professional competences	<p><b>6.1. Knowledge and understanding</b> Knowing and understanding the specific field of the Cultural Heritage Management ; Understanding the purpose, the actors and the methods involved and used in the Cultural Heritage Management ; Understanding the institutional framework of Cultural Heritage Management ; Becoming familiar with the Cultural Heritage Management ; Becoming acquainted with Romania's assets and policies in Cultural Heritage Management.</p> <p><b>6.2. Explaining and interpreting</b> Explaining and interpreting projects, ideas, processes pertaining to Cultural Heritage Management ; Acquiring theoretical instruments to analyse Cultural Heritage Management performance and activity ; Presenting the most recent instruments of Cultural Heritage Management Explaining intrinsic problems related to Cultural Heritage Management</p>
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	<p><b>6.3. Applicative competences</b></p> <p>Applying, using and mastering methods, techniques and investigation instruments to (judiciously) evaluate policies of Cultural Heritage Management ;</p>
Transversal competences	<p><b>6.4. Approach and attitude</b></p> <p>Acquiring a positive and responsible attitude towards Cultural Heritage Management;</p> <p>Understanding a system of cultural and civic values ;</p> <p>Optimising the student's own creativity and analytical potential ;</p> <p>Involving the student in a mature social and civic partnership with other individuals and with institutions part of the Cultural Heritage Management frame</p> <ol style="list-style-type: none"> <li>Developing a pro-active attitude;</li> <li>Developing communication skills;</li> <li>Developing professional skills;</li> <li>Team-work ;</li> </ol>

## 7. Purpose and Objectives

<b>7.1. General objectives</b>	The course is designed to help students understand Cultural Heritage Management – with its unique features and its specific international context.
<b>7.2. Specific objectives</b>	Gaining knowledge.

## 8. Content

Course	Teaching technique	Observations
Introduction		
1. Conceptualising the heritage site: understanding socio-economic impact (I)	Interactive course	The heritage site (CHS) impact context The macro environmental context The micro environmental context



2. Conceptualising the heritage site: understanding socio-economic impact (II)	Interactive course	Mission, vision and objectives Stakeholders The heritage site's organisational context Heritage management decision making Strategic choice and implementation
3. Conceptualising the heritage site: understanding socio-economic impact (III)	Interactive course	Socio-economic impacts and outcomes A socio-economic impact framework Individual impacts and benefits Economic impacts and benefits Social impacts and benefits Environmental impacts and benefits
4. Meaningful constructs of identity: a consumption model for heritage (I)	Interactive course	Identity construction in heritage An anthropological application in heritage
5. Meaningful constructs of identity: a consumption model for heritage (II)	Interactive course	Experiencing heritage in the context of the everyday The landscape of heritage A consumption model for heritage
6. Heritage as abstract concept (I)	Interactive course	Heritage as idea Heritage as policy
7. Heritage as abstract concept (II)	Interactive course	Heritage as industry Heritage as and in education
8. Economic methods for valuing European cultural heritage sites (I)	Interactive course	Revealed preference methods Travel Cost Analysis
9. Economic methods for valuing European cultural heritage sites (II)	Interactive course	Hedonic Price Method Stated preference methods



11. Defining management in UNESCO World Heritage context. Case study Viscri, Romania	Interactive course	--
12. Defining management in UNESCO World Heritage context. Case study, Monuments of Italy	Interactive course	--
13. Defining management: Europa Nostra (case study)	Interactive course	--
14. Conclusions		
<p>Mandatory bibliography</p> <p><b><i>Managing Cultural World Heritage. A Guide.</i></b> UNESCO, Paris, 2013</p> <p><b><i>J. McLoughlin, J. Kaminski and B. Sodagar</i></b> Heritage Management Series. Perspectives on Impact, Technology and Strategic Management, Archaeolingua, 2007</p> <p><b><i>Erica Avrami, Susan Macdonald, Randall Mason, David Myers</i></b> Values in Heritage Management: Emerging Approaches and Research Directions, Getty Publications, 2019</p> <p><b><i>Peter Howard, Gregory John Ashworth</i></b> European Heritage, Planning and Management, Intellect Books, 1999</p>		
<b>Seminars</b>		
Introduction	Open discussions	
1. Block seminar Heritage Site Management (comparative case)	Guided visit of a cultural establishment opened in industrial areas of Cluj-Napoca (Fabrica de Pensule / Centrul de Interes)	4 hours, local visit
2. Block seminar Heritage Site Management (comparative case)	Guided visit of memorial house and cultural establishment opened in industrial areas in Turda (Rațiu House, Casa Rațiu, Centrul Rațiu, Fabrica de Timp Liber)	8 hours visit outside Cluj-Napoca



## 9. Corroborating the course and seminar activities with principles and criteria of the leading corporate or institutional potential employers

This course immerses students in a broad context of cultural heritage issues, including social, environmental, and economic trends, and provides them with the qualifications needed to assume leadership and management roles in the cultural heritage sector.

## 10. Evaluation

Activity	10.1. Evaluation criteria	10.2. Evaluation methods	10.3. Percentage final grade
10.5. Course	Evaluation based on frequency of attendance, performance during the open discussions, and answers to the questions addressed	Evaluation based on a specific algorithm; or written examination	60%
10.6. Seminar	Evaluation based on performance during the seminars		40%
Minimal performance standards			
For a 5 :  <i>Attending 50% of classes and the largest of the block seminars ;</i>  <i>Taking the final exam and answering to at least 50% of the questions ;</i>  <i>Reading the mandatory bibliography</i>		For a 10 :  <i>Attending at least 80% of classes and all the seminars ;</i> <i>Seminar activity ;</i>  <i>Taking the final exam and answering to at least 80% of the questions ;</i>  <i>Reading the mandatory bibliography</i>	



Final version presented on September 23, 2020

Course instructor [signature]

Seminar instructor [signature]

Agreed  
[signature]

Head of the Department