

## COURSE OUTLINE

### CULTURAL HERITAGE AND CULTURAL INSTITUTIONS MANAGEMENT

#### 1. GENERAL

<b>SCHOOL</b>	CLASSICS AND HUMANITIES		
<b>DEPARTMENT/UPS</b>	HUMANITIES / DIGITAL APPLICATIONS IN ARTS AND CULTURE		
<b>LEVEL OF STUDIES</b>	UNDERGRADUATE – LEVEL 6		
<b>COURSE CODE</b>	XXXXX	<b>SEMESTER</b>	6 <sup>TH</sup>
<b>COURSE TITLE</b>	CULTURAL HERITAGE AND CULTURAL INSTITUTIONS MANAGEMENT		
<b>TEACHING ACTIVITIES</b> <i>If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits.</i>		<b>TEACHING HOURS PER WEEK</b>	<b>ECTS CREDITS</b>
		3	5
<i>Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.</i>			
<b>COURSE TYPE</b> <i>Background, General Knowledge, Scientific Area, Skill Development</i>	SCIENTIFIC AREA		
<b>PREREQUISITES:</b>	NO		
<b>TEACHING &amp; EXAMINATION LANGUAGE:</b>	GREEK		
<b>COURSE OFFERED TO ERASMUS STUDENTS:</b>	YES		
<b>COURSE URL:</b>	<a href="https://eclass.duth.gr/courses/XXXXXX/">https://eclass.duth.gr/courses/XXXXXX/</a>		

#### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b> <i>Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.</i>	
<p>Upon successful completion of the course, participants will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the role and significance of cultural heritage and cultural institutions.</li> <li>• Identify the basic principles of management and the operation of cultural organizations.</li> <li>• Comprehend the structure and administration of cultural organizations.</li> <li>• Design and implement marketing strategies for promoting cultural organizations.</li> <li>• Develop strategies to attract audiences and promote cultural products and services.</li> <li>• Develop leadership skills for managing change and crises in cultural institutions.</li> <li>• Strategically manage change to enhance efficiency and innovation.</li> <li>• Identify and leverage funding sources for cultural organizations.</li> <li>• Critically evaluate the methods and tools of administration and management in the field of cultural heritage.</li> </ul>	
<b>General Skills</b> <i>Name the desirable general skills upon successful completion of the module</i>	
<i>Search, analysis and synthesis of data and information, ICT Use Adaptation to new situations Decision making Autonomous work Teamwork Working in an international environment Working in an interdisciplinary environment Production of new research ideas</i>	<i>Project design and management Equity and Inclusion Respect for the natural environment Sustainability Demonstration of social, professional and moral responsibility and sensitivity to gender issues Critical thinking Promoting free, creative and inductive reasoning</i>
<ul style="list-style-type: none"> <li>• Search, analysis and synthesis of data and information,</li> <li>• Adaptation to new situations</li> <li>• Autonomous work</li> </ul>	

- Teamwork
- Working in an interdisciplinary environment
- Production of new research ideas
- Project design and management
- Critical thinking and self-reflection
- Equity and Inclusion
- Demonstration of social, professional and moral responsibility and sensitivity to gender issues
- Promoting free, creative and inductive reasoning

### **3. COURSE CONTENT**

#### **Week 1: Introduction to Cultural Heritage Management and Cultural Institutions**

Definition and significance of cultural heritage.  
Purposes and objectives of cultural institutions.  
Basic principles of cultural organization management.

#### **Week 2: Organizational Structure and Management of Cultural Institutions**

Structure and functioning of cultural organizations.  
Roles and responsibilities of management.  
Human resource management in cultural institutions.

#### **Week 3: Strategic Planning for Cultural Heritage Management**

Strategic planning and its role in cultural institutions.  
Developing cultural programs based on strategic priorities.  
Planning future actions and development.

#### **Week 4: Financial Management and Budgeting**

Basic principles of financial management.  
Budget planning and monitoring.  
Utilizing financial resources and developing sustainable financial strategies.

#### **Week 5: Marketing for Cultural Institutions**

Marketing strategies for cultural organizations.  
Digital marketing tools and techniques.  
Enhancing the visitor experience.

#### **Week 6: Creation and Promotion of Cultural Products**

Development of cultural products and services.  
Creating cultural experiences.  
Promoting cultural products to the public.

#### **Week 7: Digital Culture and Cultural Data Management**

Digitization of cultural resources.  
Management of digital collections and data.  
Using digital tools to manage cultural institutions.

#### **Week 8: Leadership and Management in Cultural Institutions**

Developing leadership skills for managing cultural organizations.  
Leadership strategies and team management.  
Leading change and innovation.

#### **Week 9: Educational Programs in Cultural Institutions**

Design and organization of educational programs.  
Collaborations with educational communities.  
Community engagement through education.

**Week 10: Sustainability and Environmental Resource Management**

Integrating sustainable practices into cultural resource management.  
 Environmental sustainability strategies for cultural institutions.  
 The relationship between cultural and environmental protection.

**Week 11: Innovation and Technology in the Cultural Sector**

Use of new technologies for managing cultural resources (VR, AR).  
 Innovative approaches to promoting cultural institutions.  
 Digital platforms and applications to attract visitors.

**Week 12: Event and Cultural Activity Management**

Planning and organizing cultural events.  
 Strategies for promoting and successfully managing events.  
 Managing visitor experience during events.

**Week 13: Presentations and Conclusions**

Presentations of student projects and case studies.  
 Conclusions and review of the key principles of cultural heritage management.  
 Discussion on future challenges and prospects in the field.

**4. LEARNING & TEACHING METHODS - EVALUATION**

<p style="text-align: center;"><b>TEACHING METHOD</b> <i>Face to face, Distance learning, etc.</i></p>	<ul style="list-style-type: none"> <li>Lectures and seminars: Presentation of theory and practical examples using audiovisual materials.</li> <li>Workshops: Hands-on application through group projects.</li> <li>Guest speakers: Entrepreneurs and experts in the field of culture.</li> </ul>														
<p style="text-align: center;"><b>USE OF INFORMATION &amp; COMMUNICATIONS TECHNOLOGY (ICT)</b> <i>Use of ICT in Teaching, in Laboratory Education, in Communication with students</i></p>	<p>Use of ICT in teaching and communication with students</p> <ul style="list-style-type: none"> <li>PPT presentations</li> <li>Use of digital tools and platforms</li> <li>Teaching material, announcements and communication through the eClass platform</li> <li>Student study of supplementary material related to course content</li> <li>Communication with students via email</li> </ul>														
<p style="text-align: center;"><b>TEACHING ORGANIZATION</b> <i>The ways and methods of teaching are described in detail.</i> <i>Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research &amp; analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc.</i></p> <p><i>The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards.</i></p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Activity</i></th> <th style="text-align: center;"><i>Workload/semester</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td style="text-align: center;">39</td> </tr> <tr> <td>Final Project</td> <td style="text-align: center;">30</td> </tr> <tr> <td>Weekly Projects / Tests</td> <td style="text-align: center;">38</td> </tr> <tr> <td>Bibliographic research &amp; analysis</td> <td style="text-align: center;">40</td> </tr> <tr> <td>Written examination</td> <td style="text-align: center;">3</td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: center;"><b>150</b></td> </tr> </tbody> </table>	<i>Activity</i>	<i>Workload/semester</i>	Lectures	39	Final Project	30	Weekly Projects / Tests	38	Bibliographic research & analysis	40	Written examination	3	<b>Total</b>	<b>150</b>
<i>Activity</i>	<i>Workload/semester</i>														
Lectures	39														
Final Project	30														
Weekly Projects / Tests	38														
Bibliographic research & analysis	40														
Written examination	3														
<b>Total</b>	<b>150</b>														
<p style="text-align: center;"><b>STUDENT EVALUATION</b> <i>Description of the evaluation process</i></p> <p><i>Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Presentation in audience, Laboratory Report, Clinical examination of a patient, Artistic interpretation, Other/Others</i></p>	<p>Formative</p> <ul style="list-style-type: none"> <li><b>Group Projects:</b> Collaboration among students to create a management plan for a cultural institution that will promote the activities of a cultural organization. Students will need to consider aspects such as sustainability, technology use, and community engagement.</li> <li><b>Independent Case Studies:</b> Analysis of successful and unsuccessful strategies in the management of</li> </ul>														

Please indicate all relevant information about the course assessment and how students are informed

cultural resources and the promotion of cultural institutions. Students will focus on case studies of cultural institutions that have faced challenges or opportunities in their development, examining their strategies.

- **Assessment:**
- **Group Project (40%):** Development of a management plan for a cultural organization focusing on attracting visitors and promoting cultural products or services.
- **Individual Assignment (30%):** An in-depth case study of an existing cultural organization or a successful cultural heritage promotion campaign. The assignment will include an analysis of the organization's management strategies, the effectiveness of educational programs, the use of technologies, and community involvement.
- **Final Written Exam (30%):** The final exam will include theoretical questions covering all the course's thematic units.

## 5. SUGGESTED BIBLIOGRAPHY

1. A. GriffinR., EbertR. (2024) Διοίκηση επιχειρήσεων. Αρχές σύγχρονου μάντζμεντ και εταιρικής διακυβέρνησης. ΕΚΔΟΣΕΙΣ Α.ΠΑΠΑΖΗΣΗΣ. Έκδοση: 1η έκδ./2024. Επιστημονική Επιμέλεια: Δημητρίου Δ., Σαρτζετάκη Μ. ISBN: 9789600243963
2. A. Arthur A., Jr. Thompson, John E. Gamble, Margaret A. Peteraf. (2024). Στρατηγικό μάντζμεντ. Ανάλυση ανταγωνισμού και αποτίμηση εταιρικών στρατηγικών. Θεωρία και μελέτες περίπτωσης. ΕΚΔΟΣΕΙΣ Α.ΠΑΠΑΖΗΣΗΣ. Έκδοση: 1η έκδ./2024. Επιστημονική Επιμέλεια: Δημητρίου Δ., Σαρτζετάκη Μ. ISBN: 9789600243710.

## ANNEX OF THE COURSE OUTLINE

### Alternative ways of examining a course in emergency situations

<b>Teacher (full name):</b>	M. Sartzetaki
<b>Contact details:</b>	<a href="mailto:msartze@econ.duth.gr">msartze@econ.duth.gr</a>
<b>Supervisors: (1)</b>	YES
<b>Evaluation methods: (2)</b>	<p>•<b>Group Project (40%)</b>: Development of a management plan for a cultural organization focusing on attracting visitors and promoting cultural products or services.</p> <p>•<b>Individual Assignment (30%)</b>: An in-depth case study of an existing cultural organization or a successful cultural heritage promotion campaign. The assignment will include an analysis of the organization’s management strategies, the effectiveness of educational programs, the use of technologies, and community involvement.</p> <p>•<b>Final Written Exam (30%)</b>: The final exam will include theoretical questions covering all the thematic units of the course.</p>
<b>Implementation Instructions: (3)</b>	<p>Written assessments and the final exam will be conducted via eClass on a date and time that will be announced in advance. Students will be informed of the exam duration and content well ahead of the scheduled exam.</p> <p>The assignment must be submitted through eClass by a specified deadline.</p>

(1) Please write YES or NO

(2) Note down the evaluation methods used by the teacher, e.g.

➤ *written assignment* or/and exercises

➤ written or oral examination with distance learning methods, provided that the integrity and reliability of the examination are ensured.

(3) In the **Implementation Instructions** section, the teacher notes down clear instructions to the students:

a) in case of **written assignment and / or exercises**: the deadline (e.g. the last week of the semester), the means of submission, the grading system, the grade percentage of the assignment in the final grade and any other necessary information.

b) in case of **oral examination with distance learning methods**: the instructions for conducting the examination (e.g. in groups of X people), the way of administration of the questions to be answered, the distance learning platforms to be used, the technical means for the implementation of the examination (microphone, camera, word processor, internet connection, communication platform), the hyperlinks for the examination, the duration of the exam, the grading system, the percentage of the oral exam in the final grade, the ways in which the inviolability and reliability of the exam are ensured and any other necessary information.

c) in case of **written examination with distance learning methods**: the way of administration of the questions to be answered, the way of submitting the answers, the duration of the exam, the grading system, the percentage of the written exam of the exam in the final grade, the ways in which the integrity and reliability of the exam are ensured and any other necessary information.

There should be an attached list with the Student Registration Numbers only of students eligible to participate in the examination.