

Modulhandbuch für den Studiengang World Heritage Studies (universitäres Profil), Master of Arts, Prüfungsordnung 2008

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Module 37409 Master Thesis

assign to: Total Account

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37409	Mandatory

Modul Title	Master Thesis
	Master-Arbeit
Department	Faculty 2 - Environment and Natural Sciences
Responsible Staff Member	Prof. Dr. Dr.h.c. (NMU, UA) Schmidt, Michael
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	30
Learning Outcome	<p>The Master's thesis is a culmination of the academic and learning experiences acquired through the World Heritage Studies programme. It demonstrates the students' ability to independently and critically deal with a problem of a theoretical or applied nature related to the identification, assessment, protection, management or presentation of cultural or natural heritage, and to propose scientifically founded solutions in this regard.</p> <p>More specifically, the thesis is expected to have the following learning outcomes:</p> <ul style="list-style-type: none"> • Knowledge: students show in depth understanding of a specific research area related to (world) heritage, are able to recognise interrelationships in the larger context and the cross-sectorial nature of heritage protection and management processes; they are able to gather and analyse information concerning their specific research area, to understand complex academic materials and the related theoretical frameworks, but also to reflect on the practical applicability of this knowledge in the professional field; • Methods: students are able to apply scientific research methods (both qualitative and quantitative) and to develop their thesis according to academic standards; they demonstrate that they can independently and successfully complete an assignment within a set deadline, contributing to the development of new ideas. • Critical thinking: students demonstrate the ability to critically discuss the consulted literary sources and their research findings, to independently and coherently formulate a position in regard to a specific topic, • Communication: students are able to articulate the reasoning and process behind their individual research in a clear written and spoken

form, to present the results of their academic work in front of an audience and to respond to questions that may arise in this context.

Contents	<p>The Master's thesis should deal with a problem of a theoretical or applied nature related to the identification, assessment, protection, management or presentation of cultural or natural heritage. The topic of the Master's thesis can be chosen from any of the four study areas of the curriculum: Humanities and Social Sciences; Art, Architecture and Conservation; Natural Heritage and Cultural Landscape; Management. Students will work under the guidance of two academic advisors. The written work must be completed in four months.</p>
Recommended Prerequisites	none
Mandatory Prerequisites	Completion of coursework (90 CP)
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 840 hours
Teaching Materials and Literature	Depending on the individual subject
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<p>The final exam consists of the evaluation of the written work and its oral examination.</p> <p>The final grade is formed by the arithmetical rounded mean of the evaluation of the written work with a weight of 0.75 and the evaluation of the oral examination with a weight of 0.25.</p>
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	None
Components to be offered in the Current Semester	No assignment

Module 37407 Introduction / Coaching

assign to: Mandatory Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37407	Mandatory

Modul Title	Introduction / Coaching Einführung / Coaching
Department	Faculty 5 - Business, Law and Social Sciences
Responsible Staff Member	Prof. Dr. Amelina, Anna
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	The students will develop skills in the critical reading of academic texts and the ability to link conceptual ideas to current phenomena in the field of World Heritage. They will also learn about the most relevant social scientific and interdisciplinary research methods and develop basic methodical skills in applying these methods. In addition, the students will acquire knowledge about standards in scientific techniques and presentation skills.
Contents	<p>The module provides insights into the basic cultural and social scientific approaches to the field of World Heritage. The students will be introduced to the most important theoretical and methodological concepts in this interdisciplinary research field, which differentiate various forms of heritage including material/intangible heritage and official/non-official heritage.</p> <p>In this module, the students will study a number of key approaches to heritage studies and relate them to the field of World Heritage. They will also learn to identify differences and similarities between various approaches, to contribute to the academic debates in this field and to develop their own research questions. In addition, the students will develop a reflexive approach to the literature studied and, in particular, differentiate between academic and policy-related concepts in the field of World Heritage.</p> <p>The seminars in this module involve theoretical discussion of (World) heritage, classical approaches (e.g. the heritage industry), critical heritage studies and the major 'discursive turn' in heritage research, as well as methodological approaches to the study of heritage, such as ethnography, discourse analysis, interviews and grounded theory.</p>

Recommended Prerequisites	None
Mandatory Prerequisites	No successful participation in associated phase-out module <i>37401 Preparatory Humanities and Social Sciences</i> .
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	To be announced at the beginning of the semester
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none">• Presentation, 15 min. (50%)• Essay, 10 pages (50%)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	<ul style="list-style-type: none">• Introduction / Coaching (Seminar)
Components to be offered in the Current Semester	No assignment

Module 37408 World Heritage Studies - Body of Knowledge

assign to: Mandatory Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37408	Mandatory

Modul Title	World Heritage Studies - Body of Knowledge World Heritage Studies - Grundlagen
Department	Faculty 5 - Business, Law and Social Sciences
Responsible Staff Member	Prof. Dr. Amelina, Anna
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	The class provides an overview, in a condensed manner, of the approaches to the protection of cultural and natural heritage and cultural landscapes, looking at both material and immaterial expressions and the diversity of cultures. The module introduces students to the main fields of the UNESCO system of heritage protection, namely material heritage and natural heritage, intangible heritage, documentary heritage and the diversity of cultures. A separate unit illustrates the lessons learnt through an excursion. A common theme of all units is the discussion on expressions of heritage and their evaluation, use and protection.
Contents	The module introduces the UNESCO World Heritage Convention, its background, institutional context, and key concepts, as well as other UNESCO standard-setting instruments relevant for heritage protection. The module includes an excursion. Topics and destinations vary yearly and are announced at the beginning of the semester.
Recommended Prerequisites	None
Mandatory Prerequisites	No successful participation in associated phase-out module 37402 <i>Humanities, Social Sciences and Economics</i> .
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	<ul style="list-style-type: none"> • UNESCO conventions and guidelines • Additional materials are announced at the beginning of the semester
Module Examination	Continuous Assessment (MCA)

Assessment Mode for Module Examination	<ul style="list-style-type: none">• presentation, 15 min. (15%)• handout to presentation, 1 page (15%)• written exam, 90 min (70%)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	<ul style="list-style-type: none">• World Heritage Studies - Body of Knowledge (Integrated lectures)
Components to be offered in the Current Semester	No assignment

Module 37410 Study Project 1

assign to: Mandatory Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37410	Mandatory

Modul Title	Study Project 1 Studienprojekt 1
Department	Faculty 2 - Environment and Natural Sciences
Responsible Staff Member	Prof. Dr. Dr.h.c. (NMU, UA) Schmidt, Michael
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every semester
Credits	12
Learning Outcome	<p>This module will enable students to apply the skills and knowledge they have acquired from the courses of the World Heritage Studies curriculum into the context of a specific heritage site. Students will carry out in-depth analysis on a chosen topic in relation to a cultural or natural heritage property. The interdisciplinary approach will allow them to examine the site not in an isolated context, but in relation to a wide range of stakeholders. Students will learn how to identify threats and opportunities, as well as how to plan and prioritize project tasks. The study project will enable students to develop, through individual and team work, innovative concepts and strategies for the protection and promotion of heritage sites. Students will develop skills and competencies that are required in heritage projects: scientific research and analysis skills, communication skills, problem-solving skills, competencies for concept development and project management.</p>
Contents	<p>The study project has an interdisciplinary approach and focuses on a wide range of topics and study areas. The project must be completed within one semester, during which the students are expected to acquire and enhance the knowledge of the subject by means of intensive research both in class and in the course of independent work (group and individual). By the end of the semester, students are expected to develop their own approaches and ideas for particular topics related to the project. Elaborated strategies, guidelines and ideas have to be presented in a final report. The study project combines various teaching and learning methods, which may include:</p> <ul style="list-style-type: none"> • Seminars,

- Lectures,
- Individual study,
- Group work,
- Workshops,
- Presentations,
- Field trips,
- Work with relevant databases,
- Interviews,
- Research.

The number of teaching hours per week per semester (SWS) will depend on the project-specific teaching and learning methods. They will usually range from 2 to 4 SWS.

Thematically, study projects cover a wide range of topics related to cultural and natural heritage. These include:

- Conservation and management of heritage sites,
- Tourism management,
- Rehabilitation of historic sites and regions,
- Landscape planning,
- Landscape archaeology,
- Art history,
- Museums,
- Urban planning,
- Interpretation and presentation of heritage sites,
- Nomination of sites on the World Heritage List,
- Project management.

A list of the study projects offered each semester is announced to the students by the respective teaching staff in advance. The students choose among the available options and sign up for the project which best suits their personal research interests.

Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Study project - 4 hours per week per semester Self organised studies - 300 hours
Teaching Materials and Literature	Depending on the focus of the project
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none"> • Interim Presentation/s on the subject of the study project (possible formats: individual or group presentations, excursion report, poster presentation, simulation, interview) – usually 50 % of the grade • Study Project (possible formats: report, seminar paper, portfolio, essay, case study) – usually 50 % of the grade <p>Number, format and weighting of partial performance/s for the module examination (module grade) are announced in the respective seminar.</p>
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none

Remarks

Taking into consideration the above-mentioned prerequisites, students are expected to enroll in Study Projects 1 and 2 during the 2nd and 3rd semester of their studies respectively. However, should a student prefer to take both Study Projects within one semester (either 2nd, or 3rd), this option is possible as well.

Plagiarism

Please, note that plagiarism (copying from other sources without properly acknowledging these sources in the text and/ or bibliography) is considered a serious breach of academic working standards in Germany. In case of proven plagiarism the student will fail the course and excluded from further assessments in the respective semester (cf. §16, par. 6 of the BTU General Examination and Study Regulations for Master Programmes, as of December 21, 2010).

Module Components

One of offered projects

**Components to be offered in the
Current Semester**

648104 Design project
KunstStoff - 6 Hours per Term
620308 Excursion
43COM - World Heritage Committee - 6 Hours per Term
620306 Study project
Tourism Redux: Megatrends and Adaptive Responses of Heritage
Destinations - 4 Hours per Term
620309 Study project
43COM - World Heritage Committee - 4 Hours per Term
620312 Study project
Heritage-based Social Practice - 4 Hours per Term
620481 Examination
Examination

Module 37411 Study Project 2

assign to: Mandatory Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37411	Mandatory

Modul Title	Study Project 2 Studienprojekt 2
Department	Faculty 2 - Environment and Natural Sciences
Responsible Staff Member	Prof. Dr. Dr.h.c. (NMU, UA) Schmidt, Michael
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every semester
Credits	12
Learning Outcome	<p>This module will enable students to apply the skills and knowledge they have acquired from the courses of the World Heritage Studies curriculum into the context of a specific heritage site. Students will carry out in-depth analysis on a chosen topic in relation to a cultural or natural heritage property. The interdisciplinary approach will allow them to examine the site not in an isolated context, but in relation to a wide range of stakeholders. Students will learn how to identify threats and opportunities, as well as how to plan and prioritize project tasks. The study project will enable students to develop, through individual and team work, innovative concepts and strategies for the protection and promotion of heritage sites. Students will develop skills and competencies that are required in heritage projects: scientific research and analysis skills, communication skills, problem-solving skills, competencies for concept development and project management.</p>
Contents	<p>The study project has an interdisciplinary approach and focuses on a wide range of topics and study areas. The project must be completed within one semester, during which the students are expected to acquire and enhance the knowledge of the subject by means of intensive research both in class and in the course of independent work (group and individual). By the end of the semester, students are expected to develop their own approaches and ideas for particular topics related to the project. Elaborated strategies, guidelines and ideas have to be presented in a final report. The study project combines various teaching and learning methods, which may include:</p> <ul style="list-style-type: none"> • Seminars,

- Lectures,
- Individual study,
- Group work,
- Workshops,
- Presentations,
- Field trips,
- Work with relevant databases,
- Interviews,
- Research

The number of teaching hours per week per semester (SWS) will depend on the project-specific teaching and learning methods. They will usually range from 2 to 4 SWS. .

Thematically, study projects cover a wide range of topics related to cultural and natural heritage. These include:

- Conservation and management of heritage sites,
- Tourism management,
- Rehabilitation of historic sites and regions,
- Landscape planning,
- Landscape archaeology,
- Art history,
- Museums,
- Urban planning,
- Interpretation and presentation of heritage sites,
- Nomination of sites on the World Heritage List,
- Project management.

A list of the study projects offered each semester is announced to the students by the respective teaching staff in advance. The students choose among the available options and sign up for the project which best suits their personal research interests.

Recommended Prerequisites	Modules 37407 <i>Introduction / Coaching</i> and 37408 <i>World Heritage Studies - Body of Knowledge</i>
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Study project - 4 hours per week per semester Self organised studies - 300 hours
Teaching Materials and Literature	Depending on the focus of the project
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none"> • Interim Presentation/s on the subject of the study project (possible formats: individual or group presentations, excursion report, poster presentation, simulation, interview) – usually 50 % of the grade • Study Project (possible formats: report, seminar paper, portfolio, essay, case study) – usually 50 % of the grade <p>Number, format and weighting of partial performance/s for the module examination (module grade) are announced in the respective seminar.</p>
Evaluation of Module Examination	Performance Verification – graded

Limited Number of Participants	none
Remarks	<p>Taking into consideration the above-mentioned prerequisites, students are expected to enroll in Study Projects 1 and 2 during the 2nd and 3rd semester of their studies respectively. However, should a student prefer to take both Study Projects within one semester (either 2nd, or 3rd), this option is possible as well.</p> <p>Plagiarism Please, note that plagiarism (copying from other sources without properly acknowledging these sources in the text and/ or bibliography) is considered a serious breach of academic working standards in Germany. In case of proven plagiarism the student will fail the course and excluded from further assessments in the respective semester (cf. §16, par. 6 of the BTU General Examination and Study Regulations for Master Programmes, as of December 21, 2010).</p>
Module Components	One of offered projects
Components to be offered in the Current Semester	<p>648104 Design project KunstStoff - 6 Hours per Term</p> <p>620308 Excursion 43COM - World Heritage Committee - 6 Hours per Term</p> <p>620306 Study project Tourism Redux: Megatrends and Adaptive Responses of Heritage Destinations - 4 Hours per Term</p> <p>620309 Study project 43COM - World Heritage Committee - 4 Hours per Term</p> <p>620312 Study project Heritage-based Social Practice - 4 Hours per Term</p> <p>620481 Examination Examination</p>

Module 37101 Intercultural Competence

assign to: Module Area Humanities and Social Sciences

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37101	Compulsory elective

Modul Title	Intercultural Competence Interkulturelle Kompetenz
Department	Faculty 5 - Business, Law and Social Sciences
Responsible Staff Member	Prof. Dr. Amelina, Anna
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<p>Approaching 'the social' as an outcome of interdependencies of classifications, narratives and discourses on the one hand and social practices and institutional contexts on the other, essentialist and holistic views on 'culture' are to be critically reviewed.</p> <p>Within a transcultural lens, culture is the product of hybridization, entanglements and exchanges. Thus, cultures can no longer be understood as homogeneous or separated, but are complex and inner differentiated. Cultures go beyond national borders, their central meaning is permanently fought out by different actors within unequal and transnationally linked power structures.</p> <p>Students will acquire competencies in:</p> <ul style="list-style-type: none"> • Understanding and applying theories and methods of cultural sociology and interdisciplinary theories of culture and society • Understanding dynamics between culture, belonging and power with respect to social phenomena • Analyzing and comparing texts and approaches, applying approaches to the scientific study of social phenomena
Contents	The module will focus on (and differentiate between) various concepts of subject, culture and power. It aims at critically reflecting different fields of application of theories of culture and society. What is more, it deals with different methodologies for analyzing and understanding cultural entanglements from a critical/constructivist perspective and apply them exemplarily.
Recommended Prerequisites	none

Mandatory Prerequisites	none
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	to be announced in class
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none">• Presentation of one text, 15 min (25%)• 5 critical summaries of texts included in the syllabus (15% for each text, 75% in total)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	<ul style="list-style-type: none">• Seminar A Critical Introduction to Intercultural Competence - 2 WLH• Seminar Introduction to Critical Intercultural Communication Studies - 2 WLH
Components to be offered in the Current Semester	510204 Seminar Introduction to Critical Intercultural Communication Studies - 2 Hours per Term 510205 Seminar A Critical Introduction to Intercultural Competence - 2 Hours per Term

Module 37102 Discourses on Culture and Heritage

assign to: Module Area Humanities and Social Sciences

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37102	Compulsory elective

Modul Title	Discourses on Culture and Heritage Diskurse von Kultur und Erbe
Department	Faculty 5 - Business, Law and Social Sciences
Responsible Staff Member	Prof. Dr. Amelina, Anna
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	The students learn various critical approaches to reflect on discourses about culture and heritage. They also learn to apply different methodological tools to examine and compare different forms and practices of heritage. Altogether, the students develop the ability to identify dominant and marginalized discourses on heritage and culture in national and transnational contexts.
Contents	The module introduces students to the field of Critical Heritage Studies. It focuses on cultural and social theories which scrutinize social, political and technological discursive practices through which the field of heritage is constructed along and across national borders. These theories address heritage not as a given entity, but rather as a social field in which the centrality of culture and its relation to identity are constantly negotiated by different powerful actors.
Recommended Prerequisites	<ul style="list-style-type: none"> • Knowledge of the content of module 37407 <i>Introduction / Coaching</i>.
Mandatory Prerequisites	No successful participation in associated phase-out module 37403 <i>Cultural Sciences. Concepts and Applications</i> .
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	<ul style="list-style-type: none"> • Smith, L. (2006): <i>Uses of Heritage</i>, London/New York: Routledge. • Harrison, R. (2012): <i>Heritage: Critical Approaches</i>, London/New York: Routledge. • Further materials and literature will be announced at the beginning of the semester

Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none">• Essay, 10 pages (50%)• Presentation, 15 min (25%)• Critical summary of two texts included in the syllabus, 1 page each (each 12,5%)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	<ul style="list-style-type: none">• 510206 Seminar Interdisciplinary Critical Perspectives on Heritage I - 2 Hours per Week per Semester• 510221 Seminar Interdisciplinary Critical Perspectives on Heritage II - 2 Hours per Week per Semester
Components to be offered in the Current Semester	No assignment

Module 37106 Social Change and Continuity

assign to: Module Area Humanities and Social Sciences

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37106	Compulsory elective

Modul Title	Social Change and Continuity Sozialer Wandel und Kontinuität
Department	Faculty 5 - Business, Law and Social Sciences
Responsible Staff Member	Prof. Dr. rer. pol. habil. Jacobsen, Heike
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<ul style="list-style-type: none"> • Introduction into main topics of the sociological debate on social change • Overview of core theories on social change and continuity • Improve students competence to apply key-concepts for the analysis on social change to specific dimensions, theoretical and empirical problems or ongoing economic and social challenges
Contents	<p>In the wake of increasing globalization of the economy and transformations in the relationship between states and markets, many scholars have become increasingly aware of the need for systematic analysis of the social dimensions of economic institutions and practices. This seminar provides an introduction into main topics of the sociological debate on social change and economic phenomena and gives an overview of core theories in this field.</p> <p>Topics: The (changed) economic and social role of flexible labour markets, processes of rationalization, production regimes and management concepts, finance markets and (informal) networks; comparative analysis of industrial organisations in different countries; capitalism in (non)-western societies; transformation in Eastern Germany and Europe; migration flows and social cohesion.</p>
Recommended Prerequisites	<p>Knowledge:</p> <ul style="list-style-type: none"> • Fundamentals of sociology
Mandatory Prerequisites	none
Forms of Teaching and Proportion	<p>Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester</p>

Self organised studies - 120 hours

Teaching Materials and Literature

- Boltanski, Luc/Chiapello, Eve, 2005: "The New Spirit of Capitalism", International Journal of Politics, Culture, and Society, vol. 18, n° 3-4, pp. 161-188.
- Granovetter, Mark: Economic Institutions as Social Constructions: A Framework for Analysis. In: Acta Sociologica, 1992, Vol. 35, p. 3-11
- Polanyi, Karl, The great Transformation. Dt. 1978 (1944)
- Giddens, Anthony, 1990: The consequences of modernity. Stanford, Calif: Stanford University Press.
- Jackson, Stevi/Scott, Sue, 2001: Gender. A sociological reader. New York: Routledge

Module Examination

Continuous Assessment (MCA)

Assessment Mode for Module Examination

1. Oral presentation, 10 minutes (worth 30%)
2. Essay, 4 pages (worth 30%)
3. Written examination, 60 minutes (worth 40%)

Evaluation of Module Examination

Performance Verification – graded

Limited Number of Participants

none

Remarks

none

Module Components

- Social Change and Continuity (seminar) - It is a lecture/seminar with a seminaristic character.

Components to be offered in the Current Semester

510310 Lecture/Seminar
Social Change and Continuity - 4 Hours per Term

Module 37404 Culture and Globalisation

assign to: Module Area Humanities and Social Sciences

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37404	Compulsory elective

Modul Title	Culture and Globalisation Kultur und Globalisierung
Department	Faculty 5 - Business, Law and Social Sciences
Responsible Staff Member	Prof. Dr. Amelina, Anna
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	Students will learn concepts, theories and methodologies for investigating the phenomenon of globalization and the cultural, social, political and economic consequences. They will gain a comprehensive understanding of the forces and factors that drive globalization and will be able to critically analyze the transformations triggered by the growing interconnectedness of the world and by the development of transnational linkages. Additionally, they will gain insights into competing definitions and debates characterizing current research on the dynamics of culture under the influence of global processes.
Contents	<p>Globalization is an important context for our contemporary understanding of culture. It is a product of cultural activity and at the same time it exercises a major influence on the development of culture. In order to assess this interdependency, the module explores the dynamics, debates, and manifestations of globalization and its cultural impacts.</p> <p>Part 1: Culture and Globalization I</p> <ul style="list-style-type: none"> • Globalization as a cultural and social phenomenon • Transnationalization <p>Part 2: Culture and Globalization II</p> <ul style="list-style-type: none"> • Globalization as conjunctural phenomenon • Formation and transformation of cultures over time • Cultural and social meaning of transnational networks • Hybridization as a relational process • Relations and dynamics between the global and the local

Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	To be announced in class
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none">• Presentation of one text, 15 min (25 %)• 5 critical summaries of texts included in the syllabus (15 % for each text, 75 % in total)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	Participation and active involvement are expected
Module Components	<ul style="list-style-type: none">• Seminar Culture and Globalisation I - 2 Hours per Week per Semester• Seminar Culture and Globalisation II - 2 Hours per Week per Semester
Components to be offered in the Current Semester	510214 Seminar Culture and Globalisation I - 2 Hours per Term 510215 Seminar Culture and Globalisation II - 2 Hours per Term

Module 41407 Legal Aspects of Heritage

assign to: Module Area Humanities and Social Sciences

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	41407	Compulsory elective

Modul Title	Legal Aspects of Heritage Rechtsaspekte des Welterbes
Department	Faculty 5 - Business, Law and Social Sciences
Responsible Staff Member	Prof. Dr. jur. Albrecht, Eike
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<p>Part 1: Advanced Studies of International Environmental Law The objective of the lecture is to provide a deep understanding of the contents and compliance strategies of international environmental agreements established to address global environmental problems such as biodiversity loss, global warming, marine pollution, ozone layer depletion and hazardous substances. Citizens' right to information, public participation, access to justice and the intersection between international environmental law and world trade will be covered. The module is designed to provide an overview of the potential of instruments of environmental law to solve or to support solving regional, national and international environmental problems and additionally of problems in business processes. Also a profound understanding of the limitations of such instruments will be given.</p> <p>Part 2: International Conventions In the field of cultural heritage, international conventions are the most powerful tool for leading the international community to implement what the international community has presumed as important for human development. Furthermore, the tool serves to integrate national approaches into an advanced international strategy aiming at the protection of our common and endangered cultural and natural resources. Meanwhile the adopted international conventions are covering a wide range of peoples lives and shall enhance the awareness that the world has to be holistically understood.</p>
Contents	<p>Part 1: Advanced Studies of International Environmental Law The lecture will introduce international law and international environmental law, creation and development of international environmental law, implementation and enforcement strategies of</p>

international environmental agreements, international environmental agreements with respect to the following topics: biodiversity (Biodiversity Convention/CITES/WHC); marine environment (Convention on the Law of the Sea); climate change (Climate Change Convention/Kyoto Protocol); ozone depletion (Convention for Protecting Ozone Layer/Montreal Protocol); toxic/hazardous substances (Basel Convention on Harzardous Waste); international environmental law and world trade and citizens rights to information, public participation and access to Justice.

Part 2: International Conventions

The seminar will introduce the complex process of preparing, adopting and managing an international convention and the related conceptual, political, legal and managerial issues. It will deal with all recently adopted conventions as well as the 1972 convention. The intangible cultural heritage a new Convention for the protection of cultural diversity will specifically show that this new instrument covers a highly political issue.

Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	<p>Part 1: Advanced Studies of International Environmental Law</p> <ul style="list-style-type: none"> • Albrecht/Egute/Wanki, International environmental law (IEL) – Agreements and introduction. 5th expanded and updated edition, 2016 • Lakshman/Guruswamy/Hendricks, International Environmental Law in a Nutshell 4th ed, 2011 • Hunter/Salzman/Zaelke, International Environmental Law and Policy, 5th ed., 2015 <p>Part 2: International Conventions</p> <ul style="list-style-type: none"> • www.unesco.org/culture/legalprotection • International Conventions, Charters, Declarations
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<p>Part 1: Advanced Studies of International Environmental Law</p> <ul style="list-style-type: none"> • Written examination, 60 min (50%) <p>Part 2: International Heritage Conventions</p> <ul style="list-style-type: none"> • Oral examination, 15 min (50%)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	None
Module Components	<ul style="list-style-type: none"> • Lecture Advanced Studies of International Environmental Law • Lecture/Seminar International Heritage Conventions

**Components to be offered in the
Current Semester**

520211 Lecture

Advanced Studies of International Environmental Law - 2 Hours per
Term

620300 Lecture/Seminar

International Heritage Conventions - 2 Hours per Term

520216 Examination

Advanced Studies of International Environmental Law

Module 11377 History of Architecture

assign to: Module Area Art, Architecture and Conservation

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	11377	Compulsory elective

Modul Title	History of Architecture Geschichte der Architektur
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr.-Ing. Rheidt, Klaus
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	<ul style="list-style-type: none"> • Ability to describe, classify and assess historic architectural monuments. • Ability to analyse historical architecture
Contents	<ul style="list-style-type: none"> • Introduction to the history of architecture • The lectures on the "History of Architecture" explain the historical evolution of architecture/architectural styles based on examples of buildings from different time periods and from various countries. • Examples will focus on European architecture with a comparative view to buildings from countries outside of Europe. • Workshops to train the analysis of historical buildings
Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Study project - 2 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	The bibliography will be presented in class.
Module Examination	Prerequisite + Final Module Examination (MAP)
Assessment Mode for Module Examination	<u>Prerequisite:</u> Sucessful Presentation <u>Final Module Examination:</u> Written Examination (90 Min.)

Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	Attendance in lectures and participation in the project
Components to be offered in the Current Semester	No assignment

Module 11378 Archaeology

assign to: Module Area Art, Architecture and Conservation

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	11378	Compulsory elective

Modul Title	Archaeology Archäologie
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr.-Ing. Rheidt, Klaus
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	Basic knowledge of archaeaeological research methods and their contribution to the creation of heritage.
Contents	The lectures on "archaeology" are intended to familiarize students with fundamental archaeological approaches and methods, including the significance of archaeological research and inherent dangers of archaeological projects at heritage sites.
Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	The bibliography will be presented in class.
Module Examination	Final Module Examination (MAP)
Assessment Mode for Module Examination	Research paper (approximately 15-20 pages)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	Maximum 25 participants

Module Components

Lecture/Seminar Archaeology

**Components to be offered in the
Current Semester**

No assignment

Module 11462 Conservation of Ruins and Archaeological Sites

assign to: Module Area Art, Architecture and Conservation

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	11462	Compulsory elective

Modul Title	Conservation of Ruins and Archaeological Sites Konservierung von Ruinen und Archäologischen Stätten
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr.phil. Schmidt, Leopold
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	The module will allow the students <ul style="list-style-type: none"> • to understand and assess the values and significance of ruins and archaeological sites, • to assess and develop concepts for the physical preservation, conservation and rehabilitation of ruins and archaeological sites, • to assess and develop concepts for the presentation of ruins and archaeological sites.
Contents	<ul style="list-style-type: none"> • The module will provide an introduction into the history of perception and appreciation of ruins and archaeological sites in their wide range of significance for people, encompassing ruins from ancient times as well as medieval, post-medieval and eve contemporary ruins and archaeological sites. • Furthermore it will present and discuss the specific problems that surround the physical preservation of ruins and of archaeological sites. Preventing and retarding decay will be discusses as well as methods of rehabilitating and strengthening ruins without interfering with their cultural significance. This includes discussing the benefits and problems of shelter buildings and other protective structures. • Another field is the task of presenting and interpreting ruins and archaeological sites to visitors. This includes such topics as site design as well as the particular topic of (partial) reconstructions for interpretation or validation purposes.
Recommended Prerequisites	None
Mandatory Prerequisites	None

Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	The bibliography will be presented in class.
Module Examination	Final Module Examination (MAP)
Assessment Mode for Module Examination	Research paper (15-20 pages)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	Conservation of Ruins and Archaeological Sites
Components to be offered in the Current Semester	620113 Seminar Conservation of Ruins - online Lehrveranstaltung - 4 Hours per Term 620484 Examination Examination - Conservation of Ruins

Module 22504 Architecture, City, Space

assign to: Module Area Art, Architecture and Conservation

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	22504	Compulsory elective

Modul Title	Architecture, City, Space Architektur, Stadt, Raum
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr.-Ing. (I) Fein, Raimund
Language of Teaching / Examination	English
Duration	2 semesters
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	This module is aimed to generate a basic understanding of the complexity of architecture, space and urban planning in relation to world heritage sites. A first insight into a wide range of different architectural and urban design topics is meant to enable students to an initial understanding and judgement of architectural and urban environments.
Contents	The module is on the one hand focused on the imparting of basic structural and construction related knowledge as well as a first approach to architectural tools and media and the basic understanding of architectural, urban and spatial concepts. It furthermore deals with the application and deepening of the gained knowledge. With the help of examples architectural, spatial and urban design concepts will be analysed with regard to their design determining factors and conceptional and spatial qualities. The result will be a first valuation of the examined concepts.
Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	Topic related references
Module Examination	Prerequisite + Final Module Examination (MAP)
Assessment Mode for Module Examination	Prerequisite: • Seminar presentation (ca. 15 min) with following discussion

Final modul examination:

- Written essay with graphical components

The form of the written essay will be determined in the first lecture.

Evaluation of Module Examination

Performance Verification – graded

Limited Number of Participants

none

Remarks

none

Module Components

Seminar Architecture City Space. Whose architecture? Whose City?

**Components to be offered in the
Current Semester**

No assignment

Module 24103 Urban Planning - Life, Work and Recreation in the Future

assign to: Module Area Art, Architecture and Conservation

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	24103	Compulsory elective

Modul Title	Urban Planning - Life, Work and Recreation in the Future Stadtplanung - Leben, Arbeiten und Erholen in der Zukunft
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr. phil. Gribat, Nina
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	<p>Our world is becoming more and more urban. Today the urban population already comprises more than fifty per cent of the world population - in 2030 it is predicted to be more than sixty per cent. The module provides insights into the main drivers of these global urbanisation processes and their accompanying phenomena as well as current challenges for sustainable urban development and will discuss and explain strategies and instruments of urban planning applicable in the different spatial contexts. Globalisation and industrialisation, urban growth and sprawl, the environmental damage done and the vulnerability to the impacts of the man-made climate change are some of the key topics to be discussed in the broader context of the goal of sustainable urban development. They will be illustrated by taking a closer look at metropolitan areas especially in the southern hemisphere, where most of the global urbanisation takes part.</p> <p>Students acquire detailed knowledge about general questions and current trends of urban planning and development related to the different elements of sustainable urban development such as urban structure, transport and mobility, resources and energy, environment and climate and the socioeconomic context. The module discusses political, economic, social and cultural trends and projections (e.g. demographic change, leisure and consumer behavior, new forms of work and employment, globalisation) and their spatial impact on the local, national and international level.</p> <p>In addition, the module enables students to realise and understand the urban dynamics and their impact on urban structures with a specific</p>

regard to existing urban structures and values of the built and non-built environment. This module will allow students:

- to identify the factors influencing urban change
- to identify the current challenges of sustainable urban development
- to analyse urban structures and functions
- to understand the concepts, analytical methods and planning tools required for sustainable urban and regional planning
- to understand the impact of urban development on heritage sites and local communities.

Contents

- Forms and processes of sustainable urban development
- Main concepts and approaches as well as methods and instruments of sustainable urban planning
- Identification of the urban/regional profiles and (environmental, physical, social, demographic, economic, cultural setting)
- Stakeholder analysis and participatory approaches to urban and regional planning
- Integrated and strategic planning and management concepts for urban areas.

The participants will contribute to the content with the analysis of sectoral approaches, integrated strategies and relevant case studies. A special focus in this field will be innovative, i.e. future- oriented planning approaches and processes which can be used as a basis for discussing expert opinions and developing concepts within the seminar.

Recommended Prerequisites

none

Mandatory Prerequisites

none

Forms of Teaching and Proportion

Lecture - 2 hours per week per semester
Study project - 2 hours per week per semester
Self organised studies - 120 hours

Teaching Materials and Literature

Depending on the seminar topic

Module Examination

Continuous Assessment (MCA)

Assessment Mode for Module Examination

- Oral presentation of seminar paper, usually 15 minutes (50%)
- Lyrically and / or graphic elaboration of the topic of seminar paper (50%)

Evaluation of Module Examination

Performance Verification – graded

Limited Number of Participants

none

Remarks

none

Module Components

- Seminar (SP/WHS M1) Urban Dynamics: Challenges of Urban Development in Megacities
- Examination (SP/WHS M1) Urban Dynamics: Challenges of Urban Development in Megacities

Components to be offered in the Current Semester

640103 Lecture/Seminar
Urban and Regional Planning

640188 Examination
Urban and Regional Planning

Module 25106 Conservation / Building in Existing Fabric

assign to: Module Area Art, Architecture and Conservation

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	25106	Compulsory elective

Modul Title	Conservation / Building in Existing Fabric
	Rekonstruktion und Erhaltungsarbeiten / Neubau im Bestand
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr.phil. Schmidt, Leopold
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	The module aims at providing a theoretical basis of methods employed in the conservation of architecture heritage. Transdisciplinary skills are conveyed enabling the students to employ methods for analysing and assessing the cultural significance of architectural heritage and ways and means to retain their significance in these places.
Contents	The history of architectural conservation, in particular the development of the values associated with architectural heritage, forms part of the theoretical background of this module. In addition, the various charters and international standards dealing with the assessment of the cultural significance of historic sites are discussed. Contemporary challenges in the conservation practice, such as the management of change, or the preservation of the values of cultural sites are examined. Study cases provide an insight into the challenges contemporary architects and conservation experts are faced with today when dealing with the conservation of sites and the preservation of the cultural significance manifested in the many historic layers and traces at a site.
Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	Will be announced during the sessions
Module Examination	Final Module Examination (MAP)

Assessment Mode for Module Examination	Written Examination (90 min.)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	<ul style="list-style-type: none">• 620401 Lecture Architectural Conservation - Heritage in Context• 620480 Examination Architectural Conservation - Heritage in Context
Components to be offered in the Current Semester	No assignment

Module 25504 Applied Art History and Museology

assign to: Module Area Art, Architecture and Conservation

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	25504	Compulsory elective

Modul Title	Applied Art History and Museology Angewandte Kunstgeschichte und Museologie
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr. phil. Claus, Sylvia
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	<ul style="list-style-type: none"> • Introduction in main themes/ topics of Muesology • enable students to apply key-concepts to specific dimensions, and / or cases
Contents	<ul style="list-style-type: none"> • History of Museums • The Modern Museum • Museum and Architecture • Questions of Restauration Work • Exhibitions • Museums and Internationality • Museum and Memory
Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	Students will be provided with material during the course
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none"> - Oral presentation and/or minor oral and written tasks (e.g. reading responses, chairing discussions, minutes of meetings) (30%) - In-depth study of a self-chosen topic from the seminar context in the form of a written term paper (70%)
Evaluation of Module Examination	Performance Verification – graded

Limited Number of Participants	none
Remarks	none
Module Components	Seminar "Applied Art History and Museology" and "Culture in Conflict"
Components to be offered in the Current Semester	No assignment

Module 13109 Philosophy of Technology and Nature

assign to: Module Area Natural Heritage and Cultural Landscapes

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	13109	Compulsory elective

Modul Title	Philosophy of Technology and Nature
	Technik- und Naturphilosophie
Department	Faculty 5 - Business, Law and Social Sciences
Responsible Staff Member	Prof. Dr. rer. nat. phil. habil. Schwarz, Astrid
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	<p>This module offers basic knowledge and first experiences with scientific, systemic and analytical reasoning and arguing. With respect of the history of philosophy the main context here is the powerful mainstream of analytical philosophy in the 20th century. System theory helps also to model more precisely in the field of ecology and management. Philosophy of Nature is reflecting about the origin and development of our concept of nature. This concept was a complete other one in ancient times than in modern contemporary cultures. But the meaning of what we conceive as nature also differs considerably between different cultures. With respect to handle ecological and cultural problems a conscious reflection about nature seems to be required. This altogether may need some philosophical knowledge and methods. The class will provide some basics for this task.</p>
Contents	<p>The module offers also an overview about the history and the actual state of contemporary discussion about ethics and moral from a principal and theoretical point of view as well as from actual aspects of fields of conflicts (e.g. ecology versus economy). It is important to learn and to train structures of ethical arguing to be able to apply them to conflict situations in economy, society, politics and culture. How to handle knowledge is an important skill not only in management but also in science. The history of knowledge is shortly sketched and the problem of tradition and handing on knowledge for future generations is discussed. This gives rise to a lot of ethical problems, beside the technical and physical problems the task of selection and waste management of knowledge together with modern technologies of archiving and documentation is put into contrast.</p>

Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	The recommendation for Reading will be listed by the lecturer when the classes are announced.
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	For the calculation of the module grade both partial assessments are equally weighted. <ul style="list-style-type: none">• One written essay, about 10 pages) OR an oral presentation, 15 minutes - part 1 (50%)• One written essay, about 10 pages OR an oral presentation, 15 minutes - part 2 (50%) The assessment criteria will be made public by the instructor at the beginning of the course.
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	Lectures and seminars in the corresponding field.
Components to be offered in the Current Semester	No assignment

Module 41102 Ecology

assign to: Module Area Natural Heritage and Cultural Landscapes

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	41102	Compulsory elective

Modul Title	Ecology Ökologie
Department	Faculty 2 - Environment and Natural Sciences
Responsible Staff Member	Prof. Dr. rer. nat. Birkhofer, Klaus
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<p>Overall Students will be able to understand ecological principles and functioning of ecosystems and to apply them to different ecosystems. The connection between ecosystem integrity, ecosystem functions and resource management will be understood.</p> <p>Part "Terrestrial Ecology" The objective is to outline the fundamentals of ecology, including biodiversity-ecosystem function research in terrestrial ecosystems with a focus on conservation and resource management. Students will gain knowledge about biodiversity as a basic ecological concept, and will be able to understand the different dimensions of biodiversity when focusing on the protection and management of ecosystems. Students will learn about:</p> <ul style="list-style-type: none"> • Ecophysiology & Population Ecology • The different dimensions of biological diversity and their applied role in conservation and ecosystem management • The role of diversity in ecosystem stability and ecosystem functioning • The ethical and economic justifications of biodiversity protection and related management strategies <p>Part "Aquatic Ecology" Students will understand drivers of freshwater evolution and the variability of freshwater ecosystems. They will obtain knowledge on freshwater and marine ecology, principle functioning of lakes and running waters as well as their role in biogeochemical cycling of landscapes. The connection between freshwater organisms and ecosystem services will be understood. Students will be able to apply general principles of ecology to aquatic ecosystems. They can evaluate</p>

the consequences of impacts to aquatic organisms and ecosystem functioning and services.

Contents

Part "Terrestrial Ecology"

- Definitions & measures of biodiversity
- The importance of biodiversity for human well-being
- Management approaches for biodiversity conservation

Part "Aquatic Ecology"

- Running water ecosystems: variability, characteristics and functioning, connected functional compartments,
- Ecosystem engineers, key species, ecosystem services and relation to freshwater management.
- Ponds, Lakes and reservoirs: genesis and typology, physical and chemical properties and biogeochemistry of water and sediment, habitats and organisms
- Lake shores and macropyhte ecology
- Marine ecology

Recommended Prerequisites

Biology, Chemistry, Statistics

Mandatory Prerequisites

none

Forms of Teaching and Proportion

Lecture - 4 hours per week per semester
Excursion - 5 hours
Self organised studies - 115 hours

Teaching Materials and Literature

Part "Terrestrial Ecology"

- Lecture slides (in Moodle)

Recommended readings:

Levin - Encyclopedia of Biodiversity (e-book)
Jorgensen - Encyclopedia of Ecology (e-book available)
Schowalter – Insect Ecology (e-book available)
Coleman - Fundamentals of Soil Ecology (e-book available)
Van Dyke – Conservation Biology (e-book available)

Part "Aquatic Ecology "

- Lecture slides, links to video clips, additional readings, script of lecture and catalogue of questions to support self-organized work and preparation for the exam will be provided in Moodle

Recommended readings:

Dodds, Whiles – Freshwater Ecology (e-book available)
Miller, Wheeler – Biological Oceanography (e-book available)

Module Examination

Final Module Examination (MAP)

Assessment Mode for Module Examination

Written exam at the end of the lecture period (120 min.) covering both parts of the module. Each part (LE Terrestrial Ecology & LE Aquatic Ecology) contributes 50% to the total number of achievable points.

Evaluation of Module Examination

Performance Verification – graded

Limited Number of Participants

none

Remarks

Up-to-date information on deviations from the original plan can be found in Moodle

Module Components

- 240537 Lecture Aquatic Ecology
- 240731 Lecture Terrestrial Ecology
- 240793 Excursion Excursion
- 240766 Examination Ecology

**Components to be offered in the
Current Semester**

240537 Lecture
Aquatic Ecology - 2 Hours per Term
240731 Lecture
Terrestrial Ecology - 2 Hours per Term
240793 Excursion
Excursion
240766 Examination
Ecology

Module 41408 Cultural Landscapes

assign to: Module Area Natural Heritage and Cultural Landscapes

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	41408	Compulsory elective

Modul Title	Cultural Landscapes Kulturlandschaften
Department	Faculty 2 - Environment and Natural Sciences
Responsible Staff Member	Prof. Dr. Dr.h.c. (NMU, UA) Schmidt, Michael
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	<p>Students will be able to understand the concept of cultural landscapes, with particular reference to the UNESCO approach. They will be introduced to the most significant types of cultural landscapes, as corresponding to the following categories: landscapes designed and created intentionally by man, organically evolved landscapes, and associative cultural landscapes.</p> <p>Students will learn how to assess the criteria, OUV, Authenticity and Integrity of these landscapes while being introduced to the concepts and methodologies of Attribute Listing, Attribute Mapping and Comparative Analysis in the framework of cultural landscapes.</p>
Contents	<p>The course is designed as a combination of seminars with key lectures and excursions. During the seminars, key lectures will introduce the categories of cultural landscapes according to the Operational Guidelines, specific risks and conservation measures. Attribute Listing and Attribute Mapping and their application on cultural landscapes will be explained as well as suitable methods for Comparative Analysis of cultural landscapes discussed.</p> <p>In selected excursions the categories of cultural landscapes as well as methods for the description and assessment of value based attributes of cultural landscapes will be introduced.</p> <p>By student group works different categories of cultural landscapes will be examined in the context of OUV, relevant criteria and the attributes conveying the OUV and criteria.</p>

	<p>The following topics, methodologies and scientific approaches are part of the class.</p> <ul style="list-style-type: none"> • The concept of Cultural Landscapes and its categories • Cultural Landscapes and the World Heritage Convention and Operational Guideline • Typology, OUV, Criteria, Authenticity and Integrity • Attribute Listing and Attribute Mapping • Comparative Analysis
Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Seminar - 2 hours per week per semester Excursion - 40 hours Self organised studies - 110 hours
Teaching Materials and Literature	Literature will be recommended during seminars.
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	- Consecutive Group Presentations , 15 minutes per student for each of them (50 %) - Written Essay , Structure: Based on presentation (~ 1800 words per person) (50 %)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	None
Module Components	<ul style="list-style-type: none"> • 2403211 Seminar Cultural Landscapes • 2403213 Excursion Cultural Landscapes
Components to be offered in the Current Semester	No assignment

Module 42414 Geological Heritage

assign to: Module Area Natural Heritage and Cultural Landscapes

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	42414	Compulsory elective

Modul Title	Geological Heritage
	Geologisches Erbe
Department	Faculty 2 - Environment and Natural Sciences
Responsible Staff Member	Prof. Dr. Dr.h.c. (NMU, UA) Schmidt, Michael
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<p>The module helps the students to develop a set of interdisciplinary tools which will enable them to use the obtained knowledge in practice. The students will be able to:</p> <ul style="list-style-type: none"> • gain an understanding of the complex processes taking place in the history of Earth • investigate the various forms of natural and cultural landscapes in relationship to the geological resources • realise the importance of the protection and sustainable development of geotops • understand the importance of geological processes and resources for the development of life and culture on different parts of the Earth.
Contents	<p>The course contains 4 parts:</p> <p>Part 1: Geotops/ Geosites</p> <ul style="list-style-type: none"> • Geological heritage as part of World Heritage • Inventory and conservation of Geosites • Geosites as a mirror of former life on the Earth • Geological features • Geological processes forming the landscape <p>Part 2: Geohazards and World Heritage Protection</p> <ul style="list-style-type: none"> • Earthquakes and volcanic eruptions • Landslides and erosion processes • Weathering and karst processes <p>Part 3: Springs and Wells</p> <ul style="list-style-type: none"> • Types of springs and wells • Water sanctuaries and holy wells

- The use of springs and wells for water supply
- Wells as architectural monuments

Part 4: Dimension and Ornamental Stones

- Kinds of rocks and their formation
- Texture, structure and other properties of stones
- The use of ornamental and dimension stones in historical buildings and monuments in different architectural periods

The module includes an excursion demonstrating the use of dimension and ornamental stones in historical buildings of Berlin.

Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester Excursion - 8 hours Self organised studies - 112 hours
Teaching Materials and Literature	<ul style="list-style-type: none"> • Script of the lecture • Bell, F. G. (1998). Environmental Geology. • Coch, N. K. (1994). Geohazards: Natural and Human. Prentice Hall • Cameron, B. (1989). Building with Stone. Storey Publishing, LL • Maund, J. G.; Eddleston, M. (1998). Geohazards in Engineering Geology. Geological Society Engineering Geology Special Publication 15 • Pelling, M. (2003). Natural Disaster and Development in a Globalizing World. Routledge • Press, F. (2002). Understanding Earth. Freeman and Company • Prikryl, R. (2004). Dimension Stone 2004 - New Perspectives for a Traditional Building Material. Taylor & Francis
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none"> • Written case study, 15-20 pages (40%) • Oral presentation and discussion about content of the case study, 15 min. (45%) • Active participation in class (15%)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	<ul style="list-style-type: none"> • 248483 Excursion Natural stones of buildings in Berlin • 248414 Lecture/Seminar Geological Heritage
Components to be offered in the Current Semester	<p>248483 Excursion Natural stones of buildings in Berlin 248414 Lecture/Seminar Geological Heritage - 4 Hours per Term</p>

Module 25419 Heritage Management and Management Plans

assign to: Module Area Management

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	25419	Compulsory elective

Modul Title	Heritage Management and Management Plans Erbe - Management und Management - Pläne
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Dr. phil. Rudolff, Britta
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	<p>Rationale: Successful management is the basis for the sustainable use and preservation of World Heritage Sites. This module provides students with the necessary tools to develop strategic management frameworks and management plans for World Heritage Sites as well as other places of cultural and/or natural significance.</p> <p>Part 1: Lecture/Seminar: Introduction to World Heritage Management The first part of this module provides a basic introduction to strategies in heritage management and familiarizes students with key terms and processes for the management of both cultural and natural heritage sites. The module aims to enable students to competently participate in professional debates on management planning and understand the necessary requirements of World Heritage Site Management. It further introduces the latest developments in international guidelines and recommendations for heritage management processes.</p> <p>Part 2: Lecture/Seminar: World Heritage Management Plans This second component introduces to strategic and project management processes in Management planning for World Heritage sites and outlines the requirements for World Heritage Management Plans. It also gives students the opportunity to consider heritage management for specific case studies and reflect on the steps necessary for the preparation and implementation of management strategies and actions. Students will be enabled to understand and analyze decision-making processes required to arrive at strategic management objectives and action plans for specific heritage sites and review existing management plans to evaluate their capacity to guide successful site management.</p>

Contents

Part 1: Lecture/Seminar: Introduction to World Heritage Management

In two separate segments this first part of the modules introduces to basic terminologies in the management of cultural and natural World Heritage sites.

- Natural Heritage Management: The introduction to natural heritage management is focused on basic requirements in the management of World Heritage Sites, planning processes, financial and human resources, sustainable use and benefit sharing, tourism management, as well as monitoring and reporting procedures.
- Cultural Heritage management: The cultural heritage component considers planning and management processes for cultural heritage sites including development planning in urban and land-use schemes, conservation management, participatory decision-making, visitor management, risk prepared as well as monitoring and reporting.

Part 2: Lecture/Seminar: World Heritage Management Plans

The second is focused providing a theoretical overview of the different steps and components required to draft management planning tools for World Heritage Sites. Based on strategic management frameworks, concepts of vision, mission, objectives, strategies, policies and action plans are introduced and developed for World Heritage Management planning. Successively, the course will consider the potentials of different approaches to successful site management based on outlines and formats suggested in the available reading materials as well as an analysis of different existing management plans. Specific emphasis is also given to development of monitoring indicators to enable quality assessments for site management factors and management plan implementation.

Recommended Prerequisites

none

Mandatory Prerequisites

none

Forms of Teaching and Proportion

Lecture - 2 hours per week per semester
Seminar - 2 hours per week per semester
Self organised studies - 120 hours

Teaching Materials and Literature

- UNESCO World Heritage Centre: Managing Historic Cites, in World Heritage Papers, vol. 27, 2010, Paris: UNESCO.
- UNESCO World Heritage Centre, United Nations Foundation and IUCN: Enhancing our Heritage Toolkit: Assessing management effectiveness of natural World Heritage sites, 2008, Paris: UNESCO.
- ICOMOS: Guidance on Heritage Impact Assessments for Cultural World Heritage Properties, 2011, Paris: ICOMOS
- UNESCO World Heritage Centre, ICCROM, ICOMOS and IUCN: Preparing World Heritage Nominations, World Heritage Resource Manual, 2011, Paris: UNESCO.
- UNESCO, ICCROM, ICOMOS and IUCN: Managing Natural World Heritage, World Heritage Resource Manual, 2012, Paris: UNESCO.
- Kirpati, T.H.: Management of World Heritage Sites. The Management Plan as an effective tool for the safeguarding of heritage, Saarbrücken, 2008, VDM Verlag.

- Ringbeck, Birgitta: management Plans for World Heritage Sites. A practical guide, 2008, Bonn: German UNESCO Commission.
- Henry Cleere: Archaeological Heritage Management in the Modern World, 2005, New York: Taylor and Francis
- Leask, Anna and Alan Fyall: Managing World Heritage Sites, 2006, Oxford: Butterworth-Heinemann.
- Shackley, Mira: Visitor Management: Case studies from World Heritage Sites, 2003, Oxford: Butterworth-Heinemann.
- Tourtellot, Jonathan: "Part threat, part hope: the challenge of tourism" in: World Heritage Review No. 58, p. 8-19, Feb. 2011, Paris: UNESCO Publishing.
- Dudley, Nigel: Guidelines for Applying Protected Area Management Categories, 2008, Gland: IUCN.
- UNESCO, Shell Foundation: Business Planning for Natural World Heritage Sites: A Toolkit, 2008, Paris: UNESCO
- Mitchell, Nora; Rössler, Mechtild and Pierre-Marie Tricaud: World Heritage Cultural Landscapes: a handbook for conservation and management. World Heritage Papers Series No. 26, 2009, Paris: UNESCO.
- Hockings, Marc, Stolton, Sue and Fiona Leverington et al.: Evaluating Effectiveness: A framework for Assessing Management Effectiveness of Protected Areas, 2006, Gland: IUCN.

Module Examination	Final Module Examination (MAP)
Assessment Mode for Module Examination	One integrated examination, 135 minutes (consisting of an oral group examination, 45 minutes and an individual written examination, 90 minutes).
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	<ul style="list-style-type: none"> • Lecture/Seminar Heritage Management Plans • Lecture/Seminar International Standards in Heritage Management • Examination Heritage Management and Management Plans
Components to be offered in the Current Semester	No assignment

Module 37405 Tourism

assign to: Module Area Management

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37405	Compulsory elective

Modul Title	Tourism
	Tourismus
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Dr. jur. Köstlin, Thomas
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	<p>Students will be introduced to the basic concepts and methods of tourism management and to the current trends of the industry. They will learn to apply these to selected world heritage sites and use different development and mitigation strategies. They will be able to develop models of good practice for tourism management at heritage properties, balancing the tourist use, the regional development and the protection of the sites in the interest of sustainable tourism.</p> <p>While taking a systematic approach this module will look at definitions of tourism, types, attitudes and interests of visitors, supply and demand in tourism, sustainable tourism and destination development. A special focus will be on the impact of tourism on economy, community and environment. Moreover, the module seeks to develop students' understanding of issues, tools and strategies in visitor management. It introduces dimensions of visitor management and outlines principles and approaches to the management of visitors at different scales focusing on heritage areas. By the end of the module, students will be able to:</p> <ul style="list-style-type: none"> • Develop a systematic understanding of international and domestic tourism • Identify different forms and types of tourism • Recognize the different interests of visitors according to their attitudes and motives • Develop an understanding on tourism demand and supply, destination development and the influence of the tourism generating region. • Understand the economic, socio-cultural and environmental impacts of tourism • Critically assess and evaluate various approaches to visitor management

	<ul style="list-style-type: none"> • Develop touristic strategies
Contents	<p>An overview of the following aspects of tourism management</p> <ul style="list-style-type: none"> • definition and system of tourism • tourists and tourism – market environment • touristic strategy and target audience orientation • tourism supply (incl. intermediaries in the tourism system) • tourism generating regions • destination development and management • economic, environmental, social and cultural impacts of tourism • visitor management • tourism marketing • public sector involvement and tourism policy
Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	<p>Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester Self organised studies - 120 hours</p>
Teaching Materials and Literature	<p>Textbooks</p> <ul style="list-style-type: none"> - Du Cros, Hilary/ McKercher, Bob, Cultural Tourism, 2nd ed.; London et al./Routledge/2015 - Goeldner, Charles/Ritchie, Brent, Tourism: Principles, Practices, Philosophies; New Jersey/Wiley & Sons/12 ed., 2012 - Inkson, Clare/Minnaert Lynn, Tourism Management – an introduction, London/Sage/2018 – additional material online: https://study.sagepub.com/inkson/student-resources - Page, Stephen, Tourism Management – an introduction, 5th edition, Elsevier/Oxford 2015 (4th ed.2011 online download via BTU library) - Weaver, David/Lawton, Laura, Tourism Management, 5th ed. , Milton Qld, Wiley, 2014 <p>Special literature</p> <ul style="list-style-type: none"> - Black, Graham, The Engaging Museum. Developing Museums for Visitor Involvement, London, New York, Routledge, 2005 - Fernandez, Ricardo Núñez, Management of tourism in heritage sites, Mod.2 Caribbean Capacity Building Programme, https://whc.unesco.org/uploads/activities/documents/activity-475-6.pdf - Leask, Anna: Progress in Visitor Attraction Research, in: Tourism Management 31 (2010) 155-166 (Zeitschriftenzugang online) - Leask, Anna/Fyall, Alan/Garrod, Brian, Managing Visitor Attractions – New Directions, Amsterdam et al./Elsevier et al./2008 - Leask, Anna/Fyall, Alan, Managing World Heritage Sites, Amsterdam et al./Elsevier et al./2006 - Markham, A., Osipova, E., Lafrenz Samuels, K. and Caldas, A., World Heritage and Tourism in a Changing Climate. Paris et al./UNESCO-UNEP/2016, whc.unesco.org/en/tourism-climate-change - Mason, Peter: Visitor Management in Protected Areas: From 'Hard' to 'Soft' Approaches, in: Current Issues in Tourism 8 No.2 and 3 (2005), p.181 - 194 (Zeitschriftenzugang online) - Mathieson, Alister; Wall, Geoffrey: Tourism, Economic, Physical and Social Impacts; London et al./Longman 1982

- Pedersen, Arthur, Managing Tourism at World Heritage Sites. A Practical Manual for World Heritage Site Managers, Paris/UNESCO World Heritage Centre/2002, online: whc.unesco.org/series/1
- De Rojas, Carmen; Carmarero, Carmen: Visitors' Experience, Mood, Satisfaction in a Heritage Context: Evidence from an Interpretation Center, in: Tourism Management 29 (2008), 505 – 537 (Zeitschriftenzugang online)
- Shackley, Myra (ed.), Visitor Management: Case Studies from World Heritage Sites. Oxford: Butterworth-Heinemann, 2002

Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none">• Group Work presentation (Groups of 4-6 – five minutes per person/ personal evaluation) – topic will be assigned to the group about two weeks in advance (40 %)• Final essay (4000 – 5000 words) – – six weeks work period during February and March. Assignment and deadline will be announced in February. (60 %)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	The course is recommended to students who do not hold a degree in tourism or management with a specialization in tourism. Students holding such a degree are recommended to take one of the more general specialized modules “25419 Heritage Management and Management Plans”, “37406 Fundraising and Finance for Heritage”, “38424 – Marketing, Public Relations and Media”
Module Components	<ul style="list-style-type: none">• 2403221 Lecture/Seminar Heritage Tourism• 620306 Lecture/Seminar Sustainable Tourism and Visitor Management
Components to be offered in the Current Semester	No assignment

Module 37406 Fundraising and Finance for Heritage

assign to: Module Area Management

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37406	Compulsory elective

Modul Title	Fundraising and Finance for Heritage Mittelbeschaffung und Finanzierung für Erbstätten
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Dr. phil. Rudolff, Britta
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<p>Objectives Students will acquire a set of basic skills in budgeting, financial management and fundraising, which will allow them to estimate and acquire budgets, manage financial processes and present the economic impact and sustainability of heritage interventions. In this context the course emphasizes budgeting and financial administration requirements of major donor organizations for cultural heritage (EU, World Bank etc) and raises student's awareness concerning the cultural diversity of global and regional approaches to fundraising and financing.</p> <p>Part 1: Finance for Heritage Management Students will gain familiarity with the key-concepts, terminologies and procedures of financial management as relevant to heritage projects. On the basis of exercises and scenarios, students will gain experience in budget estimation and allocation, cost categories, principles of accounting and financial reporting, as well as better understanding of auditing procedures.</p> <p>Part 2: Heritage Economics In this part of the course students will consider the economic impact of heritage conservation as well as its documentation to donors and decision-making. Concepts discussed include economic valuation models for heritage resources and tools to promote the economic valuation of heritage interventions, including economic impact analysis, feasibility studies, cost-benefit analysis as well as value chain models.</p> <p>Part 3: Fundraising for Cultural Heritage In the course on fundraising for cultural heritage students will be introduced to the ethics of fundraising activities in different contexts, including varying definitions of charitable organizations and purposes. They will understand the application requirements of major donor</p>

organizations in the cultural heritage field and will acquire competence to develop individual fundraising campaigns and understand different aspects of philanthropy, private investments, donor behaviour, and incentive models.

Contents

Part 1: Finance for Heritage Management

Budget estimation and allocation, budget structures and cost categories, accounting and financial reporting, auditing procedures and other processes of financial management

Part 2: Heritage Economics

Economic valuation models, economic impact analysis, cost-benefit analysis, feasibility studies, Economic sustainability concepts

Part 3: Fundraising for Cultural Heritage

Principles of fundraising, philanthropy, private investments and tax deduction schemes, CSR, online fundraising, event fundraising, Heritage grant and funding schemes

Recommended Prerequisites

None

Mandatory Prerequisites

none

Forms of Teaching and Proportion

Lecture - 2 hours per week per semester
Seminar - 2 hours per week per semester
Self organised studies - 120 hours

Teaching Materials and Literature

Will be announced

Module Examination

Continuous Assessment (MCA)

Assessment Mode for Module Examination

- Written examination (part 1: financing) (30% of overall grade)
- Return of two worksheets (part 2: economics) (30% of overall grade)
- Group presentation (about 10min per student) (part 3: fundraising) (40% of overall grade)

Evaluation of Module Examination

Performance Verification – graded

Limited Number of Participants

none

Remarks

none

Module Components

- Lecture/Seminar Financing and Fundraising for Heritage Management

Components to be offered in the Current Semester

620305 Lecture/Seminar
Financing and Fundraising for Heritage - 4 Hours per Term

Module 37501 Cultural Management

assign to: Module Area Management

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37501	Compulsory elective

Modul Title	Cultural Management Kulturmanagement
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Dr. jur. Köstlin, Thomas
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	Successful management is the basis for the sustainable use of cultural resources, the management of cultural institutions and the organization of cultural events. This module introduces students with the necessary tools to develop and implement projects in the cultural sector as well as successfully manage affairs in cultural institutions like cultural ministries, heritage and memorial sites, museums, foundations or establishments of fine and performing arts. Students will learn the essential basics of cultural management: vision/goals, product/program, customers, customers' benefits, unique selling proposition, market environment, marketing, organization, finances.
Contents	The course program will be following the lines of a business plan process: - strategy design and analysis strategic management - vision mission statement goals – objectives - target audiences – target audience orientation - cultural offerings – value propositions – unique selling proposition - market environment market segmentation - marketing program-, communications-, distribution- and price-policies - organisational structures governance essential functions - financial framework
Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester

Self organised studies - 120 hours

Teaching Materials and Literature

- Andreasen, Alan R/Kotler, Philip., Strategic Marketing for nonprofit organizations, 7th ed., Harlow/Pearson/2015
- Barringer, Bruce, Preparing successful business plans: an entrepreneurial approach, Upper Saddle River/Pearson/2009
- Barrow, Colin, Peterson, Steven, Tiffany, Paul, Business Plan for Dummies, 3rd ed., Chichester/Wiley 2012
- Courtney, Roger, Strategic Management for Voluntary Nonprofit Organizations, London-New York, Routledge, 2002
- Leask, Anna/Yeoman, Ian (Ed.), Heritage Visitor Attractions. An Operations Management Perspective, London et al./Continuum/1999
- Scarborough, Norman, Essentials of Entrepreneurship and Small Business Management, 7th ed., Boston et al./Pearson/2014
- Ritson, Neil, Strategic Management, 2013, Ventus Publishing - online download via bookboon.com
- Porter, Albert. Operations Management 2008, Ventus Publishing, - online download via bookboon.com
- Alexander Edward Porter and Alexander, Mary, Museums in motion. An introduction to the history and functions of museums, 2nd ed., Plymouth/Altamira/2008
- Black, Graham, The engaging museum - developing museums for visitor involvement, London-NY/Routledge/2005
- Turn, Julia et al (Ed.), Management of Events Operations , Amsterdam/Elsevier/2006
- Yeoman, Ian et al (Ed), Festival and events management: an international arts and culture perspective, Amsterdam et al., Elsevier, 2004 – online available
- ICOM, International Committee on Museum Security, David Liston (Ed.), Museum security and protection. A handbook for cultural heritage institutions, London, ICOM 2004

Module Examination

Continuous Assessment (MCA)

Assessment Mode for Module Examination

- Group Work presentation (Groups of 4-6 – five minutes per person/ personal evaluation) – topic will be assigned to the group about three weeks in advance (40 %)
- Final essay (4000 – 5000 words) – six week work period in February and March. Assignment and deadline will be announced in February. (60 %)

Evaluation of Module Examination

Performance Verification – graded

Limited Number of Participants

none

Remarks

The course is recommended to students who do not hold a degree in either business, general management, marketing or cultural/arts management. Students holding such a degree are recommended to take one of the more specialized modules “25419 Heritage Management and Management Plans”, “37405 - Tourism“ (HCSM: “11459 Principles of Tourism and Visitor Management”), “37406 Fundraising and Finance for Heritage”, “38424 – Marketing, Public Relations and Media”.

Module Components

- Seminar Project Management

- Vorlesung/Seminar Management in Cultural Institutions
- Prüfung Cultural Management

**Components to be offered in the
Current Semester**

No assignment

Module 38424 Marketing, PR and Media

assign to: Module Area Management

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	38424	Compulsory elective

Modul Title	Marketing, PR and Media
	Marketing, PR und Medien
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Dr. jur. Köstlin, Thomas
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<p>This module acquaints students with a modern concept of heritage marketing that at the same time</p> <ul style="list-style-type: none"> - respects and safeguards the material substance and intangible values of heritage site and - develops its program (services and products of the site) according to the the requirements and needs of their customers and stakeholders. Heritage marketing is not restricted to promotion or public relations, but reaches out to influence the entire program of the heritage site. Mediating between heritage and markets is an important function of heritage marketing – enhancing the understanding and experience of heritage is a central contribution of heritage marketing to the good conservation of heritage. <p>On this basis the module will enable students to acquire the skills for understanding the particularities of the heritage market and adapt marketing tools to the advantage of heritage.</p>
Contents	<p>The course program will cover::-</p> <ul style="list-style-type: none"> - key concepts of strategic heritage marketing- market environment - consumer and visitor behaviour - segmentation, targeting and positioning of heritage - market research - heritage products, services, program – branding and packaging - marketing communication and promotional tools, including media - distribution policies for heritage - price policies - marketing planning, implementation and control - sustainable marketing

Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	<p>Teaching Materials and Literature</p> <p>Although there is an abundance of good textbooks in marketing, there is comparatively little literature on marketing of cultural heritage or non-profit organisations. The following list is therefore a suggestion from which students should choose those which they find most helpful for their taste.</p> <p>1. <i>Marketing for culture, heritage or non-profit organisation</i></p> <ul style="list-style-type: none"> - Andreasen, Alan R/Kotler, Philip., Strategic Marketing for nonprofit organizations, 7th ed., Harlow/Pearson/2015 - French, Ylva/Runyard, Sue, Marketing and Public Relations for Museums, Galleries, Cultural and Heritage Attractions, London/Routledge/2011 - Kotler, Neil/Kotler, Philip, Museum Strategy and Marketing. Designing Missions, building Audiences, Generating Revenue and Resources, San Francisco/Jossey-Bass/20 - Misiura, Sashi, Heritage Marketing, Oxford/Elsevier/2006, online resource- - Parowicz, Izabella, CulturalHeritage Marketing – a relationship marketing approach to conservation services, Cham/Springer/2019 <p>2. <i>General Marketing Textbooks</i></p> <ul style="list-style-type: none"> - Baines, Paul/Fill, Chris/Rosengren, Sara, marketing, 4th ed.; Oxford/Oxford University Press/2017 - Blythe, Jim, Principles and Practice of Marketing, 3rd. ed., London et al./Sage/2014 - Blythe, Jim/Sethna, Zubin, Consumer Behavior, 3rd ed., London et al./Sage/2016 - Homburg, Christian/Kuester, Sabine/Krohmer, Harley, Marketing Management. A Contemporary Perspective, 2nd ed., London/McGraw-Hill/2013 - Lee, Nancy R./Kotler, Philip, Social Marketing. Changing Behaviors for Good, 5th ed., Los Angeles et al./Sage/2016 - Masterson, Rosalind/Phillips, Nicola/Pickton, David, Marketing: an introduction, London et al. /Sage/2017 - Smith, Nick/Wollan, Robert/Zhou, Catherine, The Social Media Management Handbook – Everything you need to know to get social media working in your business, Hoboken/Wiley/2011
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<p>1) Presentation (Groups of 4-6 – five minutes per person/personal evaluation) – topic will be assigned to the group about two/three weeks in advance (40 %)</p> <p>2) Written Homework (4000 – 5000 words) – Topic will be announced by end of semester – deadline six weeks later (60 %)</p>

Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	The course is recommended to students who do not yet hold a degree in marketing. Students with a marketing degree are recommended to take one of the more general modules “25419 Heritage Management and Management Plans”, “37405 - Tourism“ (HCSM: “11459 Principles of Tourism and Visitor Management”), “37406 Fundraising and Finance for Heritage”,
Module Components	- Lecture/Seminar- Examination
Components to be offered in the Current Semester	620304 Lecture/Seminar Marketing - 4 Hours per Term 620384 Examination Marketing, PR and Media

Module 11377 History of Architecture

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	11377	Compulsory elective

Modul Title	History of Architecture Geschichte der Architektur
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr.-Ing. Rheidt, Klaus
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	<ul style="list-style-type: none"> • Ability to describe, classify and assess historic architectural monuments. • Ability to analyse historical architecture
Contents	<ul style="list-style-type: none"> • Introduction to the history of architecture • The lectures on the "History of Architecture" explain the historical evolution of architecture/architectural styles based on examples of buildings from different time periods and from various countries. • Examples will focus on European architecture with a comparative view to buildings from countries outside of Europe. • Workshops to train the analysis of historical buildings
Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Study project - 2 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	The bibliography will be presented in class.
Module Examination	Prerequisite + Final Module Examination (MAP)
Assessment Mode for Module Examination	<u>Prerequisite:</u> Sucessful Presentation <u>Final Module Examination:</u> Written Examination (90 Min.)

Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	Attendance in lectures and participation in the project
Components to be offered in the Current Semester	No assignment

Module 11378 Archaeology

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	11378	Compulsory elective

Modul Title	Archaeology Archäologie
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr.-Ing. Rheidt, Klaus
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	Basic knowledge of archaeaeological research methods and their contribution to the creation of heritage.
Contents	The lectures on "archaeology" are intended to familiarize students with fundamental archaeological approaches and methods, including the significance of archaeological research and inherent dangers of archaeological projects at heritage sites.
Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	The bibliography will be presented in class.
Module Examination	Final Module Examination (MAP)
Assessment Mode for Module Examination	Research paper (approximately 15-20 pages)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	Maximum 25 participants

Module Components

Lecture/Seminar Archaeology

**Components to be offered in the
Current Semester**

No assignment

Module 11390 Building Archaeology

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	11390	Compulsory elective

Modul Title	Building Archaeology Bauforschung
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr.-Ing. Rheidt, Klaus
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	At the end of the module the student are able to analyse historical buildings, fabrics and constructions. They know the methodology of architectural survey.
Contents	<ul style="list-style-type: none"> • Introduction to architectural survey methods • Introduction to documentation methods e.g. Raumbuch • Building information systems
Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Exercise - 2 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	The bibliography will be presented in class.
Module Examination	Final Module Examination (MAP)
Assessment Mode for Module Examination	Research paper (10-20 pages)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	10
Remarks	none

Module Components

Attendance in lectures and participation in the exercises (workshops)

**Components to be offered in the
Current Semester**

No assignment

Module 11461 Museum Architecture and Exhibition Design

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	11461	Compulsory elective

Modul Title	Museum Architecture and Exhibition Design Museumsarchitektur und Ausstellungsdesign
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr. phil. Claus, Sylvia
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	This module is aimed to generate a basic understanding of the complexity of presenting artefacts at a museums context and in exhibitions of historical and contemporary topics. A first insight into presenting and communicating the ideas of different artefacts like paintings, sculptures, design objects and pieces of historical context will be given. Students will be taught the how to observe and understand artefacts that are to be presented to visitors, be they members of the same cultural context or coming with a different cultural background.
Contents	<p>The idea to collect artefacts is as old as mankind. Presenting collections is quite old, too. The term „museum“, for example, is derived from the sanctuary of Muse – goddesses of the arts. The popular idea of presenting collections started at the end of the 18th century in the beginning off the 19th century. Age of reasons forced aristocracy and rich merchants to open their collections to the public, thus becoming part off the new education system.</p> <p>Presenting artefacts has always been related to the fields of architecture and design and to the idea of how to communicate the value and significance of the different pieces of a collection. Communication systems changed totally in the last 100 year and especially in the last 25 years.</p> <p>In the seminar, the field of museology will be combined with the field of architecture and exhibition design. Every second week we shall visit a museum or an exhibition. By means of catalogues of museums and exhibitions, students will be introduced to and discuss structures, classification systems, information systems, spaces itself and results of communication. The result will be a first valuation of the examined different concept of art presentations.</p>

Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	Topic related references
Module Examination	Final Module Examination (MAP)
Assessment Mode for Module Examination	<ul style="list-style-type: none">• Written essay
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	Module Code: HCSM - 231
Module Components	<ul style="list-style-type: none">• 240105 Seminar Museum Architecture and Exhibition Design
Components to be offered in the Current Semester	620503 Seminar #closedbutopen. Museums during Lockdown - 4 Hours per Term

Module 11462 Conservation of Ruins and Archaeological Sites

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	11462	Compulsory elective

Modul Title	Conservation of Ruins and Archaeological Sites Konservierung von Ruinen und Archäologischen Stätten
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr.phil. Schmidt, Leopold
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	The module will allow the students <ul style="list-style-type: none"> • to understand and assess the values and significance of ruins and archaeological sites, • to assess and develop concepts for the physical preservation, conservation and rehabilitation of ruins and archaeological sites, • to assess and develop concepts for the presentation of ruins and archaeological sites.
Contents	<ul style="list-style-type: none"> • The module will provide an introduction into the history of perception and appreciation of ruins and archaeological sites in their wide range of significance for people, encompassing ruins from ancient times as well as medieval, post-medieval and eve contemporary ruins and archaeological sites. • Furthermore it will present and discuss the specific problems that surround the physical preservation of ruins and of archaeological sites. Preventing and retarding decay will be discusses as well as methods of rehabilitating and strengthening ruins without interfering with their cultural significance. This includes discussing the benefits and problems of shelter buildings and other protective structures. • Another field is the task of presenting and interpreting ruins and archaeological sites to visitors. This includes such topics as site design as well as the particular topic of (partial) reconstructions for interpretation or validation purposes.
Recommended Prerequisites	None
Mandatory Prerequisites	None

Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	The bibliography will be presented in class.
Module Examination	Final Module Examination (MAP)
Assessment Mode for Module Examination	Research paper (15-20 pages)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	Conservation of Ruins and Archaeological Sites
Components to be offered in the Current Semester	620113 Seminar Conservation of Ruins - online Lehrveranstaltung - 4 Hours per Term 620484 Examination Examination - Conservation of Ruins

Module 11464 Heritage Conservation

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	11464	Compulsory elective

Modul Title	Heritage Conservation Erhalt des Kulturerbes
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr.phil. Schmidt, Leopold
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	The module will allow the students: <ul style="list-style-type: none"> • to enhance their skills in analysing historic buildings and structures in order to consider their values, • to map out strategies regarding planning for historic buildings and building in context.
Contents	There are two separate lecture series, the one providing basic knowledge about preservation of historic buildings and the other examples for different strategies regarding planning for historic buildings and for building in historic context. The presented methods in the field of architectural conservation are then discussed in seminars. The students write a paper in which they analyse and discuss examples of the way in which historic buildings have been converted.
Recommended Prerequisites	None
Mandatory Prerequisites	None
Forms of Teaching and Proportion	Lecture - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	The bibliography will be presented in class.
Module Examination	Final Module Examination (MAP)
Assessment Mode for Module Examination	<ul style="list-style-type: none"> • Written Examination (90 min.)

Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	None
Module Components	Lecture Architectural Conservation - Heritage in Context
Components to be offered in the Current Semester	No assignment

Module 11466 Strategic Planning and Site Management Plans

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	11466	Compulsory elective

Modul Title	Strategic Planning and Site Management Plans
	Strategische Planung und Managementpläne für Kulturerbestätten
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Dr. phil. Rudolff, Britta
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<p>At the end of the module the student are able to:</p> <ul style="list-style-type: none"> • Understand the benefit of strategic planning for heritage sites • Develop visions, missions and value statements for heritage site management processes • Design strategic objectives for site management and develop these into strategies and action plan • Develop monitoring indicators and frameworks to allow for quality assurance of site management plans • Assess the contents of site management plans and judge their capacity to provide for effective management mechanisms • Draft management plans for archaeological heritage sites
Contents	<p>The module will focus on the following contents:</p> <p>Introduction to Strategic Planning</p> <ul style="list-style-type: none"> • Processes in strategic planning • SWOT and other analysis methods • Stakeholder consultation • Designing of vision, mission and/or strategic goals • Identifying fields of action and the suitable implementing measures • Controlling/Monitoring of Quality <p>Heritage Site Management Plans</p> <ul style="list-style-type: none"> • Management Plan Components Management Plan Formats • Translating challenges into strategies • Best practice management plans • Analysis of management plans
Recommended Prerequisites	none

Mandatory Prerequisites	none
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	<p>Teaching Materials and Literature</p> <p>Although there is an abundance of good textbooks in marketing, there is comparatively little literature on marketing of cultural heritage or non-profit organisations. The following list is therefore a suggestion from which students should choose those which they find most helpful for their taste.</p> <p>1. <i>Strategic Planning</i></p> <p>- Andreasen, Alan R/Kotler, Philip., Strategic Marketing for nonprofit organizations, 7th ed., Harlow/Pearson/2015.- Clegg, Stewart/Schweitzer, Jochen/Whittle, Andrea/Pitelis, Christos, Strategy, Theory and Practice, 2nd edition, Los Angeles/Sage/2017. - Freedman, Lawrence, Strategy – A History, Oxford/Oxford University Press/2015. - Salaman, Graeme/Asch, David, Strategy and Capability. Sustaining Organizational Change, Malden, Ma./Blackwell/2003.</p> <p>2. <i>Site Management</i></p> <p>- Feilden, Bernhard M., and Jukka Jokilehto. Management Guidelines for Cultural World Heritage Sites. Rome: ICCROM, 1998.</p> <p>- HerO (Scheffler, Nils). Cultural Heritage Integrated Management Plans: Thematic Report 4. Brussels: European Union, 2010.</p> <p>- Ringbeck, Birgitta. Management Plans for World Heritage Sites. A Practical Guide. Bonn: German UNESCO Commission, 2008.</p> <p>- Fitzroy, Peter, James M. Hulbert, and Abby Ghobadian. "Creating Future Direction". In Strategic Management: the Challenge of Creating Value, 252-291. Oxon: Routledge, 2012.</p> <p>- Karpati, Thomas. Management of World Heritage Sites. The Management Plan as an Effective Tool for the Safeguarding of Heritage. Saarbrücken: VDM Verlag, 2008.</p>
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<p>1) Strategic Planning (50 %) Strategy Analysis – Oral presentation of topic and analysis method in class during the semester followed by a Seminar paper (4000 – 5000 words)</p> <p>2) Site Management Plans (50 %) Oral group presentation of 45 minutes (corresponding to 15 minutes per person)</p>
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	<ul style="list-style-type: none"> • Seminar Introduction to Strategic Planning • Seminar Heritage Site Management Plans

**Components to be offered in the
Current Semester**

620302 Seminar
Introduction to Strategic Planning - 2 Hours per Term
620307 Seminar
Heritage Site Management Plans - 2 Hours per Term

Module 11467 Heritage Legislation

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	11467	Compulsory elective

Modul Title	Heritage Legislation Kulturerberecht
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Dr. phil. Rudolff, Britta
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<p>At the end of the module the student are able to:</p> <ul style="list-style-type: none"> • Understand the content and scope of application of the most important standard-setting instruments for heritage • Utilise legal terminology in professional discussions • Understand the legal protection status of heritage sites • Understand the basic legal references of the World Heritage Convention • Apply procedure of the World Heritage Convention required for heritage listing processes • Consider the relevance and applicability of national and international heritage legislation • Participate in drafting committee for legal amendments
Contents	<p>The module will focus on the following contents:</p> <p>International Cultural Heritage Legislation</p> <ul style="list-style-type: none"> • Introduction to international treaties • Declaration and Convention • 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict • The Hague and its two protocols • 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property • 1982 Mexico City Declaration on Cultural Policies, World Conference on Cultural Policies, Mexico City • 2001 UNESCO Convention on the protection of the Underwater Cultural Heritage • 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage

- 2005 Council of Europe Framework Convention on the Value of Cultural Heritage for Society, Faro

Procedures and processes of the UNESCO World Heritage Convention

- Framework of the World Heritage Convention
- Operational Guidelines for its implementation
- Rules of Procedures of UNESCO organs
- Nomination formats
- Criteria, authenticity and integrity
- Periodic Reporting
- State of Conservation Reports
- International Assistance Requests

Recommended Prerequisites

none

Mandatory Prerequisites

none

Forms of Teaching and Proportion

Lecture - 2 hours per week per semester
Seminar - 2 hours per week per semester
Self organised studies - 120 hours

Teaching Materials and Literature

- “Convention for the Protection of Cultural Property in the Event of Armed Conflict” in: Final Act of the Intergovernmental Conference on the Protection of Cultural Property in the event of Armed Conflict, The Hague, 1954
- Protocol to the Convention for the Protection of Cultural Property in the Event of Armed Conflict, The Hague, 1954
- Second Protocol to the Hague Convention of 1954 for the Protection of Cultural Property in the Event of Armed Conflict, The Hague, 26 March 1999
- “Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property”, in UNESCO: Records of the General Conference, sixteenth session 1970, Paris: UNESCO, p. 130-136
- UNIDROIT Convention on stolen or illegally exported cultural objects, Rome, 24 June 1995
- Michel Batisse, “Recollections of a (conventional) marriage”, in: The Invention of World Heritage, 2005, Paris: Association of former UNESCO Staff Members, p. 13-42
- Gerard Bolla, “Episodes of a painstaking gestation”, in : The Invention of World Heritage, 2005, Paris: Association of former UNESCO Staff Members, p. 67-94
- Convention concerning the Protection of the World Cultural and Natural Heritage, 16 November 1972, Paris: UNESCO General Conference
- Operational Guidelines for the Implementation of the World Heritage Convention, 2012, Paris: UNESCO
- Mexico City Declaration on Cultural Policies, World Conference on Cultural Policies, 1982, Mexico City: UNESCO
- 2001 UNESCO Convention on the protection of the Underwater Cultural Heritage, 2001, Paris: UNESCO General Conference
- 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage, Paris: UNESCO General Conference

- Council of Europe Framework Convention on the Value of Cultural Heritage for Society, Faro 27 October 2005, Council of Europe

Module Examination

Final Module Examination (MAP)

Assessment Mode for Module Examination

Integrated examination in the form of a written essay, consisting of legal advise (1000 words) and draft of a tentative list proposal or state of conservation report (according to UNESCO Format, max. 3000 words).

Evaluation of Module Examination

Performance Verification – graded

Limited Number of Participants

none

Remarks

none

Module Components

- Lecture Procedures and processes of the UNESCO World Heritage Convention
- Lecture/Seminar International Heritage Conventions

Components to be offered in the Current Semester

620300 Lecture/Seminar
International Heritage Conventions - 2 Hours per Term
620301 Lecture/Seminar
Procedures and processes of the UNESCO World Heritage Convention -
2 Hours per Term

Module 13109 Philosophy of Technology and Nature

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	13109	Compulsory elective

Modul Title	Philosophy of Technology and Nature Technik- und Naturphilosophie
Department	Faculty 5 - Business, Law and Social Sciences
Responsible Staff Member	Prof. Dr. rer. nat. phil. habil. Schwarz, Astrid
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	<p>This module offers basic knowledge and first experiences with scientific, systemic and analytical reasoning and arguing. With respect of the history of philosophy the main context here is the powerful mainstream of analytical philosophy in the 20th century. System theory helps also to model more precisely in the field of ecology and management. Philosophy of Nature is reflecting about the origin and development of our concept of nature. This concept was a complete other one in ancient times than in modern contemporary cultures. But the meaning of what we conceive as nature also differs considerably between different cultures. With respect to handle ecological and cultural problems a conscious reflection about nature seems to be required. This altogether may need some philosophical knowledge and methods. The class will provide some basics for this task.</p>
Contents	<p>The module offers also an overview about the history and the actual state of contemporary discussion about ethics and moral from a principal and theoretical point of view as well as from actual aspects of fields of conflicts (e.g. ecology versus economy). It is important to learn and to train structures of ethical arguing to be able to apply them to conflict situations in economy, society, politics and culture. How to handle knowledge is an important skill not only in management but also in science. The history of knowledge is shortly sketched and the problem of tradition and handing on knowledge for future generations is discussed. This gives rise to a lot of ethical problems, beside the technical and physical problems the task of selection and waste management of knowledge together with modern technologies of archiving and documentation is put into contrast.</p>

Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	The recommendation for Reading will be listed by the lecturer when the classes are announced.
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	For the calculation of the module grade both partial assessments are equally weighted. <ul style="list-style-type: none">• One written essay, about 10 pages) OR an oral presentation, 15 minutes - part 1 (50%)• One written essay, about 10 pages OR an oral presentation, 15 minutes - part 2 (50%) The assessment criteria will be made public by the instructor at the beginning of the course.
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	Lectures and seminars in the corresponding field.
Components to be offered in the Current Semester	No assignment

Module 22504 Architecture, City, Space

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	22504	Compulsory elective

Modul Title	Architecture, City, Space Architektur, Stadt, Raum
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr.-Ing. (I) Fein, Raimund
Language of Teaching / Examination	English
Duration	2 semesters
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	This module is aimed to generate a basic understanding of the complexity of architecture, space and urban planning in relation to world heritage sites. A first insight into a wide range of different architectural and urban design topics is meant to enable students to an initial understanding and judgement of architectural and urban environments.
Contents	The module is on the one hand focused on the imparting of basic structural and construction related knowledge as well as a first approach to architectural tools and media and the basic understanding of architectural, urban and spatial concepts. It furthermore deals with the application and deepening of the gained knowledge. With the help of examples architectural, spatial and urban design concepts will be analysed with regard to their design determining factors and conceptional and spatial qualities. The result will be a first valuation of the examined concepts.
Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	Topic related references
Module Examination	Prerequisite + Final Module Examination (MAP)
Assessment Mode for Module Examination	Prerequisite: • Seminar presentation (ca. 15 min) with following discussion

Final modul examination:

- Written essay with graphical components

The form of the written essay will be determined in the first lecture.

Evaluation of Module Examination

Performance Verification – graded

Limited Number of Participants

none

Remarks

none

Module Components

Seminar Architecture City Space. Whose architecture? Whose City?

**Components to be offered in the
Current Semester**

No assignment

Module 24103 Urban Planning - Life, Work and Recreation in the Future

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	24103	Compulsory elective

Modul Title	Urban Planning - Life, Work and Recreation in the Future Stadtplanung - Leben, Arbeiten und Erholen in der Zukunft
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr. phil. Gribat, Nina
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	<p>Our world is becoming more and more urban. Today the urban population already comprises more than fifty per cent of the world population - in 2030 it is predicted to be more than sixty per cent. The module provides insights into the main drivers of these global urbanisation processes and their accompanying phenomena as well as current challenges for sustainable urban development and will discuss and explain strategies and instruments of urban planning applicable in the different spatial contexts. Globalisation and industrialisation, urban growth and sprawl, the environmental damage done and the vulnerability to the impacts of the man-made climate change are some of the key topics to be discussed in the broader context of the goal of sustainable urban development. They will be illustrated by taking a closer look at metropolitan areas especially in the southern hemisphere, where most of the global urbanisation takes part.</p> <p>Students acquire detailed knowledge about general questions and current trends of urban planning and development related to the different elements of sustainable urban development such as urban structure, transport and mobility, resources and energy, environment and climate and the socioeconomic context. The module discusses political, economic, social and cultural trends and projections (e.g. demographic change, leisure and consumer behavior, new forms of work and employment, globalisation) and their spatial impact on the local, national and international level.</p> <p>In addition, the module enables students to realise and understand the urban dynamics and their impact on urban structures with a specific</p>

regard to existing urban structures and values of the built and non-built environment. This module will allow students:

- to identify the factors influencing urban change
- to identify the current challenges of sustainable urban development
- to analyse urban structures and functions
- to understand the concepts, analytical methods and planning tools required for sustainable urban and regional planning
- to understand the impact of urban development on heritage sites and local communities.

Contents

- Forms and processes of sustainable urban development
- Main concepts and approaches as well as methods and instruments of sustainable urban planning
- Identification of the urban/regional profiles and (environmental, physical, social, demographic, economic, cultural setting)
- Stakeholder analysis and participatory approaches to urban and regional planning
- Integrated and strategic planning and management concepts for urban areas.

The participants will contribute to the content with the analysis of sectoral approaches, integrated strategies and relevant case studies. A special focus in this field will be innovative, i.e. future- oriented planning approaches and processes which can be used as a basis for discussing expert opinions and developing concepts within the seminar.

Recommended Prerequisites

none

Mandatory Prerequisites

none

Forms of Teaching and Proportion

Lecture - 2 hours per week per semester
Study project - 2 hours per week per semester
Self organised studies - 120 hours

Teaching Materials and Literature

Depending on the seminar topic

Module Examination

Continuous Assessment (MCA)

Assessment Mode for Module Examination

- Oral presentation of seminar paper, usually 15 minutes (50%)
- Lyrically and / or graphic elaboration of the topic of seminar paper (50%)

Evaluation of Module Examination

Performance Verification – graded

Limited Number of Participants

none

Remarks

none

Module Components

- Seminar (SP/WHS M1) Urban Dynamics: Challenges of Urban Development in Megacities
- Examination (SP/WHS M1) Urban Dynamics: Challenges of Urban Development in Megacities

Components to be offered in the Current Semester

640103 Lecture/Seminar
Urban and Regional Planning

640188 Examination
Urban and Regional Planning

Module 25106 Conservation / Building in Existing Fabric

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	25106	Compulsory elective

Modul Title	Conservation / Building in Existing Fabric
	Rekonstruktion und Erhaltungsarbeiten / Neubau im Bestand
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr.phil. Schmidt, Leopold
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	The module aims at providing a theoretical basis of methods employed in the conservation of architecture heritage. Transdisciplinary skills are conveyed enabling the students to employ methods for analysing and assessing the cultural significance of architectural heritage and ways and means to retain their significance in these places.
Contents	The history of architectural conservation, in particular the development of the values associated with architectural heritage, forms part of the theoretical background of this module. In addition, the various charters and international standards dealing with the assessment of the cultural significance of historic sites are discussed. Contemporary challenges in the conservation practice, such as the management of change, or the preservation of the values of cultural sites are examined. Study cases provide an insight into the challenges contemporary architects and conservation experts are faced with today when dealing with the conservation of sites and the preservation of the cultural significance manifested in the many historic layers and traces at a site.
Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	Will be announced during the sessions
Module Examination	Final Module Examination (MAP)

Assessment Mode for Module Examination	Written Examination (90 min.)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	<ul style="list-style-type: none">• 620401 Lecture Architectural Conservation - Heritage in Context• 620480 Examination Architectural Conservation - Heritage in Context
Components to be offered in the Current Semester	No assignment

Module 25419 Heritage Management and Management Plans

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	25419	Compulsory elective

Modul Title	Heritage Management and Management Plans Erbe - Management und Management - Pläne
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Dr. phil. Rudolff, Britta
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	<p>Rationale: Successful management is the basis for the sustainable use and preservation of World Heritage Sites. This module provides students with the necessary tools to develop strategic management frameworks and management plans for World Heritage Sites as well as other places of cultural and/or natural significance.</p> <p>Part 1: Lecture/Seminar: Introduction to World Heritage Management The first part of this module provides a basic introduction to strategies in heritage management and familiarizes students with key terms and processes for the management of both cultural and natural heritage sites. The module aims to enable students to competently participate in professional debates on management planning and understand the necessary requirements of World Heritage Site Management. It further introduces the latest developments in international guidelines and recommendations for heritage management processes.</p> <p>Part 2: Lecture/Seminar: World Heritage Management Plans This second component introduces to strategic and project management processes in Management planning for World Heritage sites and outlines the requirements for World Heritage Management Plans. It also gives students the opportunity to consider heritage management for specific case studies and reflect on the steps necessary for the preparation and implementation of management strategies and actions. Students will be enabled to understand and analyze decision-making processes required to arrive at strategic management objectives and action plans for specific heritage sites and review existing management plans to evaluate their capacity to guide successful site management.</p>

Contents

Part 1: Lecture/Seminar: Introduction to World Heritage Management

In two separate segments this first part of the modules introduces to basic terminologies in the management of cultural and natural World Heritage sites.

- Natural Heritage Management: The introduction to natural heritage management is focused on basic requirements in the management of World Heritage Sites, planning processes, financial and human resources, sustainable use and benefit sharing, tourism management, as well as monitoring and reporting procedures.
- Cultural Heritage management: The cultural heritage component considers planning and management processes for cultural heritage sites including development planning in urban and land-use schemes, conservation management, participatory decision-making, visitor management, risk prepared as well as monitoring and reporting.

Part 2: Lecture/Seminar: World Heritage Management Plans

The second is focused providing a theoretical overview of the different steps and components required to draft management planning tools for World Heritage Sites. Based on strategic management frameworks, concepts of vision, mission, objectives, strategies, policies and action plans are introduced and developed for World Heritage Management planning. Successively, the course will consider the potentials of different approaches to successful site management based on outlines and formats suggested in the available reading materials as well as an analysis of different existing management plans. Specific emphasis is also given to development of monitoring indicators to enable quality assessments for site management factors and management plan implementation.

Recommended Prerequisites

none

Mandatory Prerequisites

none

Forms of Teaching and Proportion

Lecture - 2 hours per week per semester
Seminar - 2 hours per week per semester
Self organised studies - 120 hours

Teaching Materials and Literature

- UNESCO World Heritage Centre: Managing Historic Cites, in World Heritage Papers, vol. 27, 2010, Paris: UNESCO.
- UNESCO World Heritage Centre, United Nations Foundation and IUCN: Enhancing our Heritage Toolkit: Assessing management effectiveness of natural World Heritage sites, 2008, Paris: UNESCO.
- ICOMOS: Guidance on Heritage Impact Assessments for Cultural World Heritage Properties, 2011, Paris: ICOMOS
- UNESCO World Heritage Centre, ICCROM, ICOMOS and IUCN: Preparing World Heritage Nominations, World Heritage Resource Manual, 2011, Paris: UNESCO.
- UNESCO, ICCROM, ICOMOS and IUCN: Managing Natural World Heritage, World Heritage Resource Manual, 2012, Paris: UNESCO.
- Kirpati, T.H.: Management of World Heritage Sites. The Management Plan as an effective tool for the safeguarding of heritage, Saarbrücken, 2008, VDM Verlag.

- Ringbeck, Birgitta: management Plans for World Heritage Sites. A practical guide, 2008, Bonn: German UNESCO Commission.
- Henry Cleere: Archaeological Heritage Management in the Modern World, 2005, New York: Taylor and Francis
- Leask, Anna and Alan Fyall: Managing World Heritage Sites, 2006, Oxford: Butterworth-Heinemann.
- Shackley, Mira: Visitor Management: Case studies from World Heritage Sites, 2003, Oxford: Butterworth-Heinemann.
- Tourtelot, Jonathan: "Part threat, part hope: the challenge of tourism" in: World Heritage Review No. 58, p. 8-19, Feb. 2011, Paris: UNESCO Publishing.
- Dudley, Nigel: Guidelines for Applying Protected Area Management Categories, 2008, Gland: IUCN.
- UNESCO, Shell Foundation: Business Planning for Natural World Heritage Sites: A Toolkit, 2008, Paris: UNESCO
- Mitchell, Nora; Rössler, Mechtild and Pierre-Marie Tricaud: World Heritage Cultural Landscapes: a handbook for conservation and management. World Heritage Papers Series No. 26, 2009, Paris: UNESCO.
- Hockings, Marc, Stolton, Sue and Fiona Leverington et al.: Evaluating Effectiveness: A framework for Assessing Management Effectiveness of Protected Areas, 2006, Gland: IUCN.

Module Examination	Final Module Examination (MAP)
Assessment Mode for Module Examination	One integrated examination, 135 minutes (consisting of an oral group examination, 45 minutes and an individual written examination, 90 minutes).
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	<ul style="list-style-type: none"> • Lecture/Seminar Heritage Management Plans • Lecture/Seminar International Standards in Heritage Management • Examination Heritage Management and Management Plans
Components to be offered in the Current Semester	No assignment

Module 25504 Applied Art History and Museology

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	25504	Compulsory elective

Modul Title	Applied Art History and Museology Angewandte Kunstgeschichte und Museologie
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Prof. Dr. phil. Claus, Sylvia
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	<ul style="list-style-type: none"> • Introduction in main themes/ topics of Muesology • enable students to apply key-concepts to specific dimensions, and / or cases
Contents	<ul style="list-style-type: none"> • History of Museums • The Modern Museum • Museum and Architecture • Questions of Restauration Work • Exhibitions • Museums and Internationality • Museum and Memory
Recommended Prerequisites	none
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	Students will be provided with material during the course
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none"> - Oral presentation and/or minor oral and written tasks (e.g. reading responses, chairing discussions, minutes of meetings) (30%) - In-depth study of a self-chosen topic from the seminar context in the form of a written term paper (70%)
Evaluation of Module Examination	Performance Verification – graded

Limited Number of Participants	none
Remarks	none
Module Components	Seminar "Applied Art History and Museology" and "Culture in Conflict"
Components to be offered in the Current Semester	No assignment

Module 37101 Intercultural Competence

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37101	Compulsory elective

Modul Title	Intercultural Competence Interkulturelle Kompetenz
Department	Faculty 5 - Business, Law and Social Sciences
Responsible Staff Member	Prof. Dr. Amelina, Anna
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<p>Approaching ‘the social’ as an outcome of interdependencies of classifications, narratives and discourses on the one hand and social practices and institutional contexts on the other, essentialist and holistic views on ‘culture’ are to be critically reviewed.</p> <p>Within a transcultural lens, culture is the product of hybridization, entanglements and exchanges. Thus, cultures can no longer be understood as homogeneous or separated, but are complex and inner differentiated. Cultures go beyond national borders, their central meaning is permanently fought out by different actors within unequal and transnationally linked power structures.</p> <p>Students will acquire competencies in:</p> <ul style="list-style-type: none"> • Understanding and applying theories and methods of cultural sociology and interdisciplinary theories of culture and society • Understanding dynamics between culture, belonging and power with respect to social phenomena • Analyzing and comparing texts and approaches, applying approaches to the scientific study of social phenomena
Contents	The module will focus on (and differentiate between) various concepts of subject, culture and power. It aims at critically reflecting different fields of application of theories of culture and society. What is more, it deals with different methodologies for analyzing and understanding cultural entanglements from a critical/constructivist perspective and apply them exemplarily.
Recommended Prerequisites	none

Mandatory Prerequisites	none
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	to be announced in class
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none">• Presentation of one text, 15 min (25%)• 5 critical summaries of texts included in the syllabus (15% for each text, 75% in total)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	<ul style="list-style-type: none">• Seminar A Critical Introduction to Intercultural Competence - 2 WLH• Seminar Introduction to Critical Intercultural Communication Studies - 2 WLH
Components to be offered in the Current Semester	510204 Seminar Introduction to Critical Intercultural Communication Studies - 2 Hours per Term 510205 Seminar A Critical Introduction to Intercultural Competence - 2 Hours per Term

Module 37102 Discourses on Culture and Heritage

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37102	Compulsory elective

Modul Title	Discourses on Culture and Heritage Diskurse von Kultur und Erbe
Department	Faculty 5 - Business, Law and Social Sciences
Responsible Staff Member	Prof. Dr. Amelina, Anna
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	The students learn various critical approaches to reflect on discourses about culture and heritage. They also learn to apply different methodological tools to examine and compare different forms and practices of heritage. Altogether, the students develop the ability to identify dominant and marginalized discourses on heritage and culture in national and transnational contexts.
Contents	The module introduces students to the field of Critical Heritage Studies. It focuses on cultural and social theories which scrutinize social, political and technological discursive practices through which the field of heritage is constructed along and across national borders. These theories address heritage not as a given entity, but rather as a social field in which the centrality of culture and its relation to identity are constantly negotiated by different powerful actors.
Recommended Prerequisites	<ul style="list-style-type: none"> • Knowledge of the content of module 37407 <i>Introduction / Coaching</i>.
Mandatory Prerequisites	No successful participation in associated phase-out module 37403 <i>Cultural Sciences. Concepts and Applications</i> .
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	<ul style="list-style-type: none"> • Smith, L. (2006): <i>Uses of Heritage</i>, London/New York: Routledge. • Harrison, R. (2012): <i>Heritage: Critical Approaches</i>, London/New York: Routledge. • Further materials and literature will be announced at the beginning of the semester

Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none">• Essay, 10 pages (50%)• Presentation, 15 min (25%)• Critical summary of two texts included in the syllabus, 1 page each (each 12,5%)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	<ul style="list-style-type: none">• 510206 Seminar Interdisciplinary Critical Perspectives on Heritage I - 2 Hours per Week per Semester• 510221 Seminar Interdisciplinary Critical Perspectives on Heritage II - 2 Hours per Week per Semester
Components to be offered in the Current Semester	No assignment

Module 37106 Social Change and Continuity

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37106	Compulsory elective

Modul Title	Social Change and Continuity Sozialer Wandel und Kontinuität
Department	Faculty 5 - Business, Law and Social Sciences
Responsible Staff Member	Prof. Dr. rer. pol. habil. Jacobsen, Heike
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<ul style="list-style-type: none"> • Introduction into main topics of the sociological debate on social change • Overview of core theories on social change and continuity • Improve students competence to apply key-concepts for the analysis on social change to specific dimensions, theoretical and empirical problems or ongoing economic and social challenges
Contents	<p>In the wake of increasing globalization of the economy and transformations in the relationship between states and markets, many scholars have become increasingly aware of the need for systematic analysis of the social dimensions of economic institutions and practices. This seminar provides an introduction into main topics of the sociological debate on social change and economic phenomena and gives an overview of core theories in this field.</p> <p>Topics: The (changed) economic and social role of flexible labour markets, processes of rationalization, production regimes and management concepts, finance markets and (informal) networks; comparative analysis of industrial organisations in different countries; capitalism in (non)-western societies; transformation in Eastern Germany and Europe; migration flows and social cohesion.</p>
Recommended Prerequisites	Knowledge: <ul style="list-style-type: none"> • Fundamentals of sociology
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester

Self organised studies - 120 hours

Teaching Materials and Literature

- Boltanski, Luc/Chiapello, Eve, 2005: "The New Spirit of Capitalism", International Journal of Politics, Culture, and Society, vol. 18, n° 3-4, pp. 161-188.
- Granovetter, Mark: Economic Institutions as Social Constructions: A Framework for Analysis. In: Acta Sociologica, 1992, Vol. 35, p. 3-11
- Polanyi, Karl, The great Transformation. Dt. 1978 (1944)
- Giddens, Anthony, 1990: The consequences of modernity. Stanford, Calif: Stanford University Press.
- Jackson, Stevi/Scott, Sue, 2001: Gender. A sociological reader. New York: Routledge

Module Examination

Continuous Assessment (MCA)

Assessment Mode for Module Examination

1. Oral presentation, 10 minutes (worth 30%)
2. Essay, 4 pages (worth 30%)
3. Written examination, 60 minutes (worth 40%)

Evaluation of Module Examination

Performance Verification – graded

Limited Number of Participants

none

Remarks

none

Module Components

- Social Change and Continuity (seminar) - It is a lecture/seminar with a seminaristic character.

Components to be offered in the Current Semester

510310 Lecture/Seminar
Social Change and Continuity - 4 Hours per Term

Module 37404 Culture and Globalisation

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37404	Compulsory elective

Modul Title	Culture and Globalisation Kultur und Globalisierung
Department	Faculty 5 - Business, Law and Social Sciences
Responsible Staff Member	Prof. Dr. Amelina, Anna
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	Students will learn concepts, theories and methodologies for investigating the phenomenon of globalization and the cultural, social, political and economic consequences. They will gain a comprehensive understanding of the forces and factors that drive globalization and will be able to critically analyze the transformations triggered by the growing interconnectedness of the world and by the development of transnational linkages. Additionally, they will gain insights into competing definitions and debates characterizing current research on the dynamics of culture under the influence of global processes.
Contents	<p>Globalization is an important context for our contemporary understanding of culture. It is a product of cultural activity and at the same time it exercises a major influence on the development of culture. In order to assess this interdependency, the module explores the dynamics, debates, and manifestations of globalization and its cultural impacts.</p> <p>Part 1: Culture and Globalization I</p> <ul style="list-style-type: none"> • Globalization as a cultural and social phenomenon • Transnationalization <p>Part 2: Culture and Globalization II</p> <ul style="list-style-type: none"> • Globalization as conjunctural phenomenon • Formation and transformation of cultures over time • Cultural and social meaning of transnational networks • Hybridization as a relational process • Relations and dynamics between the global and the local

Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Seminar - 4 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	To be announced in class
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none">• Presentation of one text, 15 min (25 %)• 5 critical summaries of texts included in the syllabus (15 % for each text, 75 % in total)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	Participation and active involvement are expected
Module Components	<ul style="list-style-type: none">• Seminar Culture and Globalisation I - 2 Hours per Week per Semester• Seminar Culture and Globalisation II - 2 Hours per Week per Semester
Components to be offered in the Current Semester	510214 Seminar Culture and Globalisation I - 2 Hours per Term 510215 Seminar Culture and Globalisation II - 2 Hours per Term

Module 37405 Tourism

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37405	Compulsory elective

Modul Title	Tourism
	Tourismus
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Dr. jur. Köstlin, Thomas
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	<p>Students will be introduced to the basic concepts and methods of tourism management and to the current trends of the industry. They will learn to apply these to selected world heritage sites and use different development and mitigation strategies. They will be able to develop models of good practice for tourism management at heritage properties, balancing the tourist use, the regional development and the protection of the sites in the interest of sustainable tourism.</p> <p>While taking a systematic approach this module will look at definitions of tourism, types, attitudes and interests of visitors, supply and demand in tourism, sustainable tourism and destination development. A special focus will be on the impact of tourism on economy, community and environment. Moreover, the module seeks to develop students' understanding of issues, tools and strategies in visitor management. It introduces dimensions of visitor management and outlines principles and approaches to the management of visitors at different scales focusing on heritage areas. By the end of the module, students will be able to:</p> <ul style="list-style-type: none"> • Develop a systematic understanding of international and domestic tourism • Identify different forms and types of tourism • Recognize the different interests of visitors according to their attitudes and motives • Develop an understanding on tourism demand and supply, destination development and the influence of the tourism generating region. • Understand the economic, socio-cultural and environmental impacts of tourism • Critically assess and evaluate various approaches to visitor management

	<ul style="list-style-type: none"> • Develop touristic strategies
Contents	<p>An overview of the following aspects of tourism management</p> <ul style="list-style-type: none"> • definition and system of tourism • tourists and tourism – market environment • touristic strategy and target audience orientation • tourism supply (incl. intermediaries in the tourism system) • tourism generating regions • destination development and management • economic, environmental, social and cultural impacts of tourism • visitor management • tourism marketing • public sector involvement and tourism policy
Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	<p>Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester Self organised studies - 120 hours</p>
Teaching Materials and Literature	<p>Textbooks</p> <ul style="list-style-type: none"> - Du Cros, Hilary/ McKercher, Bob, Cultural Tourism, 2nd ed.; London et al./Routledge/2015 - Goeldner, Charles/Ritchie, Brent, Tourism: Principles, Practices, Philosophies; New Jersey/Wiley & Sons/12 ed., 2012 - Inkson, Clare/Minnaert Lynn, Tourism Management – an introduction, London/Sage/2018 – additional material online: https://study.sagepub.com/inkson/student-resources - Page, Stephen, Tourism Management – an introduction, 5th edition, Elsevier/Oxford 2015 (4th ed.2011 online download via BTU library) - Weaver, David/Lawton, Laura, Tourism Management, 5th ed. , Milton Qld, Wiley, 2014 <p>Special literature</p> <ul style="list-style-type: none"> - Black, Graham, The Engaging Museum. Developing Museums for Visitor Involvement, London, New York, Routledge, 2005 - Fernandez, Ricardo Núñez, Management of tourism in heritage sites, Mod.2 Caribbean Capacity Building Programme, https://whc.unesco.org/uploads/activities/documents/activity-475-6.pdf - Leask, Anna: Progress in Visitor Attraction Research, in: Tourism Management 31 (2010) 155-166 (Zeitschriftenzugang online) - Leask, Anna/Fyall, Alan/Garrod, Brian, Managing Visitor Attractions – New Directions, Amsterdam et al./Elsevier et al./2008 - Leask, Anna/Fyall, Alan, Managing World Heritage Sites, Amsterdam et al./Elsevier et al./2006 - Markham, A., Osipova, E., Lafrenz Samuels, K. and Caldas, A., World Heritage and Tourism in a Changing Climate. Paris et al./UNESCO-UNEP/2016, whc.unesco.org/en/tourism-climate-change - Mason, Peter: Visitor Management in Protected Areas: From 'Hard' to 'Soft' Approaches, in: Current Issues in Tourism 8 No.2 and 3 (2005), p.181 - 194 (Zeitschriftenzugang online) - Mathieson, Alister; Wall, Geoffrey: Tourism, Economic, Physical and Social Impacts; London et al./Longman 1982

- Pedersen, Arthur, Managing Tourism at World Heritage Sites. A Practical Manual for World Heritage Site Managers, Paris/UNESCO World Heritage Centre/2002, online: whc.unesco.org/series/1
- De Rojas, Carmen; Carmarero, Carmen: Visitors' Experience, Mood, Satisfaction in a Heritage Context: Evidence from an Interpretation Center, in: Tourism Management 29 (2008), 505 – 537 (Zeitschriftenzugang online)
- Shackley, Myra (ed.), Visitor Management: Case Studies from World Heritage Sites. Oxford: Butterworth-Heinemann, 2002

Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none">• Group Work presentation (Groups of 4-6 – five minutes per person/ personal evaluation) – topic will be assigned to the group about two weeks in advance (40 %)• Final essay (4000 – 5000 words) – – six weeks work period during February and March. Assignment and deadline will be announced in February. (60 %)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	The course is recommended to students who do not hold a degree in tourism or management with a specialization in tourism. Students holding such a degree are recommended to take one of the more general specialized modules “25419 Heritage Management and Management Plans”, “37406 Fundraising and Finance for Heritage”, “38424 – Marketing, Public Relations and Media”
Module Components	<ul style="list-style-type: none">• 2403221 Lecture/Seminar Heritage Tourism• 620306 Lecture/Seminar Sustainable Tourism and Visitor Management
Components to be offered in the Current Semester	No assignment

Module 37406 Fundraising and Finance for Heritage

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37406	Compulsory elective

Modul Title	Fundraising and Finance for Heritage Mittelbeschaffung und Finanzierung für Erbstätten
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Dr. phil. Rudolff, Britta
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<p>Objectives Students will acquire a set of basic skills in budgeting, financial management and fundraising, which will allow them to estimate and acquire budgets, manage financial processes and present the economic impact and sustainability of heritage interventions. In this context the course emphasizes budgeting and financial administration requirements of major donor organizations for cultural heritage (EU, World Bank etc) and raises student's awareness concerning the cultural diversity of global and regional approaches to fundraising and financing.</p> <p>Part 1: Finance for Heritage Management Students will gain familiarity with the key-concepts, terminologies and procedures of financial management as relevant to heritage projects. On the basis of exercises and scenarios, students will gain experience in budget estimation and allocation, cost categories, principles of accounting and financial reporting, as well as better understanding of auditing procedures.</p> <p>Part 2: Heritage Economics In this part of the course students will consider the economic impact of heritage conservation as well as its documentation to donors and decision-making. Concepts discussed include economic valuation models for heritage resources and tools to promote the economic valuation of heritage interventions, including economic impact analysis, feasibility studies, cost-benefit analysis as well as value chain models.</p> <p>Part 3: Fundraising for Cultural Heritage In the course on fundraising for cultural heritage students will be introduced to the ethics of fundraising activities in different contexts, including varying definitions of charitable organizations and purposes. They will understand the application requirements of major donor</p>

organizations in the cultural heritage field and will acquire competence to develop individual fundraising campaigns and understand different aspects of philanthropy, private investments, donor behaviour, and incentive models.

Contents

Part 1: Finance for Heritage Management

Budget estimation and allocation, budget structures and cost categories, accounting and financial reporting, auditing procedures and other processes of financial management

Part 2: Heritage Economics

Economic valuation models, economic impact analysis, cost-benefit analysis, feasibility studies, Economic sustainability concepts

Part 3: Fundraising for Cultural Heritage

Principles of fundraising, philanthropy, private investments and tax deduction schemes, CSR, online fundraising, event fundraising, Heritage grant and funding schemes

Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	Will be announced
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none"> • Written examination (part 1: financing) (30% of overall grade) • Return of two worksheets (part 2: economics) (30% of overall grade) • Group presentation (about 10min per student) (part 3: fundraising) (40% of overall grade)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	<ul style="list-style-type: none"> • Lecture/Seminar Financing and Fundraising for Heritage Management
Components to be offered in the Current Semester	620305 Lecture/Seminar Financing and Fundraising for Heritage - 4 Hours per Term

Module 37501 Cultural Management

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	37501	Compulsory elective

Modul Title	Cultural Management Kulturmanagement
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Dr. jur. Köstlin, Thomas
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	Successful management is the basis for the sustainable use of cultural resources, the management of cultural institutions and the organization of cultural events. This module introduces students with the necessary tools to develop and implement projects in the cultural sector as well as successfully manage affairs in cultural institutions like cultural ministries, heritage and memorial sites, museums, foundations or establishments of fine and performing arts. Students will learn the essential basics of cultural management: vision/goals, product/program, customers, customers' benefits, unique selling proposition, market environment, marketing, organization, finances.
Contents	The course program will be following the lines of a business plan process: - strategy design and analysis strategic management - vision mission statement goals – objectives - target audiences – target audience orientation - cultural offerings – value propositions – unique selling proposition - market environment market segmentation - marketing program-, communications-, distribution- and price-policies - organisational structures governance essential functions - financial framework
Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester

Self organised studies - 120 hours

Teaching Materials and Literature

- Andreasen, Alan R/Kotler, Philip., Strategic Marketing for nonprofit organizations, 7th ed., Harlow/Pearson/2015
- Barringer, Bruce, Preparing successful business plans: an entrepreneurial approach, Upper Saddle River/Pearson/2009
- Barrow, Colin, Peterson, Steven, Tiffany, Paul, Business Plan for Dummies, 3rd ed., Chichester/Wiley 2012
- Courtney, Roger, Strategic Management for Voluntary Nonprofit Organizations, London-New York, Routledge, 2002
- Leask, Anna/Yeoman, Ian (Ed.), Heritage Visitor Attractions. An Operations Management Perspective, London et al./Continuum/1999
- Scarborough, Norman, Essentials of Entrepreneurship and Small Business Management, 7th ed., Boston et al./Pearson/2014
- Ritson, Neil, Strategic Management, 2013, Ventus Publishing - online download via bookboon.com
- Porter, Albert. Operations Management 2008, Ventus Publishing, - online download via bookboon.com
- Alexander Edward Porter and Alexander, Mary, Museums in motion. An introduction to the history and functions of museums, 2nd ed., Plymouth/Altamira/2008
- Black, Graham, The engaging museum - developing museums for visitor involvement, London-NY/Routledge/2005
- Turn, Julia et al (Ed.), Management of Events Operations , Amsterdam/Elsevier/2006
- Yeoman, Ian et al (Ed), Festival and events management: an international arts and culture perspective, Amsterdam et al., Elsevier, 2004 – online available
- ICOM, International Committee on Museum Security, David Liston (Ed.), Museum security and protection. A handbook for cultural heritage institutions, London, ICOM 2004

Module Examination

Continuous Assessment (MCA)

Assessment Mode for Module Examination

- Group Work presentation (Groups of 4-6 – five minutes per person/ personal evaluation) – topic will be assigned to the group about three weeks in advance (40 %)
- Final essay (4000 – 5000 words) – six week work period in February and March. Assignment and deadline will be announced in February. (60 %)

Evaluation of Module Examination

Performance Verification – graded

Limited Number of Participants

none

Remarks

The course is recommended to students who do not hold a degree in either business, general management, marketing or cultural/arts management. Students holding such a degree are recommended to take one of the more specialized modules “25419 Heritage Management and Management Plans”, “37405 - Tourism“ (HCSM: “11459 Principles of Tourism and Visitor Management”), “37406 Fundraising and Finance for Heritage”, “38424 – Marketing, Public Relations and Media”.

Module Components

- Seminar Project Management

- Vorlesung/Seminar Management in Cultural Institutions
- Prüfung Cultural Management

**Components to be offered in the
Current Semester**

No assignment

Module 38424 Marketing, PR and Media

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	38424	Compulsory elective

Modul Title	Marketing, PR and Media
	Marketing, PR und Medien
Department	Faculty 6 - Architecture, Civil Engineering and Urban Planning
Responsible Staff Member	Dr. jur. Köstlin, Thomas
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<p>This module acquaints students with a modern concept of heritage marketing that at the same time</p> <ul style="list-style-type: none"> - respects and safeguards the material substance and intangible values of heritage site and - develops its program (services and products of the site) according to the the requirements and needs of their customers and stakeholders. Heritage marketing is not restricted to promotion or public relations, but reaches out to influence the entire program of the heritage site. Mediating between heritage and markets is an important function of heritage marketing – enhancing the understanding and experience of heritage is a central contribution of heritage marketing to the good conservation of heritage. <p>On this basis the module will enable students to acquire the skills for understanding the particularities of the heritage market and adapt marketing tools to the advantage of heritage.</p>
Contents	<p>The course program will cover::-</p> <ul style="list-style-type: none"> key concepts of strategic heritage marketing- market environment - consumer and visitor behaviour - segmentation, targeting and positioning of heritage - market research - heritage products, services, program – branding and packaging - marketing communication and promotional tools, including media - distribution policies for heritage - price policies - marketing planning, implementation and control - sustainable marketing

Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	<p>Teaching Materials and Literature</p> <p>Although there is an abundance of good textbooks in marketing, there is comparatively little literature on marketing of cultural heritage or non-profit organisations. The following list is therefore a suggestion from which students should choose those which they find most helpful for their taste.</p> <p>1. <i>Marketing for culture, heritage or non-profit organisation</i></p> <ul style="list-style-type: none"> - Andreasen, Alan R/Kotler, Philip., Strategic Marketing for nonprofit organizations, 7th ed., Harlow/Pearson/2015 - French, Ylva/Runyard, Sue, Marketing and Public Relations for Museums, Galleries, Cultural and Heritage Attractions, London/Routledge/2011 - Kotler, Neil/Kotler, Philip, Museum Strategy and Marketing. Designing Missions, building Audiences, Generating Revenue and Resources, San Francisco/Jossey-Bass/20 - Misiura, Sashi, Heritage Marketing, Oxford/Elsevier/2006, online resource- Parowicz, Izabella, CulturalHeritage Marketing – a relationship marketing approach to conservation services, Cham/Springer/2019 <p>2. <i>General Marketing Textbooks</i></p> <ul style="list-style-type: none"> - Baines, Paul/Fill, Chris/Rosengren, Sara, marketing, 4th ed.; Oxford/Oxford University Press/2017 - Blythe, Jim, Principles and Practice of Marketing, 3rd. ed., London et al./Sage/2014 - Blythe, Jim/Sethna, Zubin, Consumer Behavior, 3rd ed., London et al./Sage/2016 - Homburg, Christian/Kuester, Sabine/Krohmer, Harley, Marketing Management. A Contemporary Perspective, 2nd ed., London/McGraw-Hill/2013 - Lee, Nancy R./Kotler, Philip, Social Marketing. Changing Behaviors for Good, 5th ed., Los Angeles et al./Sage/2016 - Masterson, Rosalind/Phillips, Nicola/Pickton, David, Marketing: an introduction, London et al. /Sage/2017 - Smith, Nick/Wollan, Robert/Zhou, Catherine, The Social Media Management Handbook – Everything you need to know to get social media working in your business, Hoboken/Wiley/2011
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<p>1) Presentation (Groups of 4-6 – five minutes per person/personal evaluation) – topic will be assigned to the group about two/three weeks in advance (40 %)</p> <p>2) Written Homework (4000 – 5000 words) – Topic will be announced by end of semester – deadline six weeks later (60 %)</p>

Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	The course is recommended to students who do not yet hold a degree in marketing. Students with a marketing degree are recommended to take one of the more general modules “25419 Heritage Management and Management Plans”, “37405 - Tourism“ (HCSM: “11459 Principles of Tourism and Visitor Management”), “37406 Fundraising and Finance for Heritage”,
Module Components	- Lecture/Seminar- Examination
Components to be offered in the Current Semester	620304 Lecture/Seminar Marketing - 4 Hours per Term 620384 Examination Marketing, PR and Media

Module 41102 Ecology

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	41102	Compulsory elective

Modul Title	Ecology Ökologie
Department	Faculty 2 - Environment and Natural Sciences
Responsible Staff Member	Prof. Dr. rer. nat. Birkhofer, Klaus
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<p>Overall Students will be able to understand ecological principles and functioning of ecosystems and to apply them to different ecosystems. The connection between ecosystem integrity, ecosystem functions and resource management will be understood.</p> <p>Part "Terrestrial Ecology" The objective is to outline the fundamentals of ecology, including biodiversity-ecosystem function research in terrestrial ecosystems with a focus on conservation and resource management. Students will gain knowledge about biodiversity as a basic ecological concept, and will be able to understand the different dimensions of biodiversity when focusing on the protection and management of ecosystems. Students will learn about:</p> <ul style="list-style-type: none"> • Ecophysiology & Population Ecology • The different dimensions of biological diversity and their applied role in conservation and ecosystem management • The role of diversity in ecosystem stability and ecosystem functioning • The ethical and economic justifications of biodiversity protection and related management strategies <p>Part "Aquatic Ecology" Students will understand drivers of freshwater evolution and the variability of freshwater ecosystems. They will obtain knowledge on freshwater and marine ecology, principle functioning of lakes and running waters as well as their role in biogeochemical cycling of landscapes. The connection between freshwater organisms and ecosystem services will be understood. Students will be able to apply general principles of ecology to aquatic ecosystems. They can evaluate</p>

the consequences of impacts to aquatic organisms and ecosystem functioning and services.

Contents

Part "Terrestrial Ecology"

- Definitions & measures of biodiversity
- The importance of biodiversity for human well-being
- Management approaches for biodiversity conservation

Part "Aquatic Ecology"

- Running water ecosystems: variability, characteristics and functioning, connected functional compartments,
- Ecosystem engineers, key species, ecosystem services and relation to freshwater management.
- Ponds, Lakes and reservoirs: genesis and typology, physical and chemical properties and biogeochemistry of water and sediment, habitats and organisms
- Lake shores and macropyhte ecology
- Marine ecology

Recommended Prerequisites

Biology, Chemistry, Statistics

Mandatory Prerequisites

none

Forms of Teaching and Proportion

Lecture - 4 hours per week per semester
Excursion - 5 hours
Self organised studies - 115 hours

Teaching Materials and Literature

Part "Terrestrial Ecology"

- Lecture slides (in Moodle)

Recommended readings:

Levin - Encyclopedia of Biodiversity (e-book)
Jorgensen - Encyclopedia of Ecology (e-book available)
Schowalter – Insect Ecology (e-book available)
Coleman - Fundamentals of Soil Ecology (e-book available)
Van Dyke – Conservation Biology (e-book available)

Part "Aquatic Ecology "

- Lecture slides, links to video clips, additional readings, script of lecture and catalogue of questions to support self-organized work and preparation for the exam will be provided in Moodle

Recommended readings:

Dodds, Whiles – Freshwater Ecology (e-book available)
Miller, Wheeler – Biological Oceanography (e-book available)

Module Examination

Final Module Examination (MAP)

Assessment Mode for Module Examination

Written exam at the end of the lecture period (120 min.) covering both parts of the module. Each part (LE Terrestrial Ecology & LE Aquatic Ecology) contributes 50% to the total number of achievable points.

Evaluation of Module Examination

Performance Verification – graded

Limited Number of Participants

none

Remarks

Up-to-date information on deviations from the original plan can be found in Moodle

Module Components

- 240537 Lecture Aquatic Ecology
- 240731 Lecture Terrestrial Ecology
- 240793 Excursion Excursion
- 240766 Examination Ecology

**Components to be offered in the
Current Semester**

240537 Lecture
Aquatic Ecology - 2 Hours per Term
240731 Lecture
Terrestrial Ecology - 2 Hours per Term
240793 Excursion
Excursion
240766 Examination
Ecology

Module 41407 Legal Aspects of Heritage

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	41407	Compulsory elective

Modul Title	Legal Aspects of Heritage Rechtsaspekte des Welterbes
Department	Faculty 5 - Business, Law and Social Sciences
Responsible Staff Member	Prof. Dr. jur. Albrecht, Eike
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<p>Part 1: Advanced Studies of International Environmental Law The objective of the lecture is to provide a deep understanding of the contents and compliance strategies of international environmental agreements established to address global environmental problems such as biodiversity loss, global warming, marine pollution, ozone layer depletion and hazardous substances. Citizens' right to information, public participation, access to justice and the intersection between international environmental law and world trade will be covered. The module is designed to provide an overview of the potential of instruments of environmental law to solve or to support solving regional, national and international environmental problems and additionally of problems in business processes. Also a profound understanding of the limitations of such instruments will be given.</p> <p>Part 2: International Conventions In the field of cultural heritage, international conventions are the most powerful tool for leading the international community to implement what the international community has presumed as important for human development. Furthermore, the tool serves to integrate national approaches into an advanced international strategy aiming at the protection of our common and endangered cultural and natural resources. Meanwhile the adopted international conventions are covering a wide range of peoples lives and shall enhance the awareness that the world has to be holistically understood.</p>
Contents	<p>Part 1: Advanced Studies of International Environmental Law The lecture will introduce international law and international environmental law, creation and development of international environmental law, implementation and enforcement strategies of</p>

international environmental agreements, international environmental agreements with respect to the following topics: biodiversity (Biodiversity Convention/CITES/WHC); marine environment (Convention on the Law of the Sea); climate change (Climate Change Convention/Kyoto Protocol); ozone depletion (Convention for Protecting Ozone Layer/Montreal Protocol); toxic/hazardous substances (Basel Convention on Harzardous Waste); international environmental law and world trade and citizens rights to information, public participation and access to Justice.

Part 2: International Conventions

The seminar will introduce the complex process of preparing, adopting and managing an international convention and the related conceptual, political, legal and managerial issues. It will deal with all recently adopted conventions as well as the 1972 convention. The intangible cultural heritage a new Convention for the protection of cultural diversity will specifically show that this new instrument covers a highly political issue.

Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester Self organised studies - 120 hours
Teaching Materials and Literature	<p>Part 1: Advanced Studies of International Environmental Law</p> <ul style="list-style-type: none"> • Albrecht/Egute/Wanki, International environmental law (IEL) – Agreements and introduction. 5th expanded and updated edition, 2016 • Lakshman/Guruswamy/Hendricks, International Environmental Law in a Nutshell 4th ed, 2011 • Hunter/Salzman/Zaelke, International Environmental Law and Policy, 5th ed., 2015 <p>Part 2: International Conventions</p> <ul style="list-style-type: none"> • www.unesco.org/culture/legalprotection • International Conventions, Charters, Declarations
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<p>Part 1: Advanced Studies of International Environmental Law</p> <ul style="list-style-type: none"> • Written examination, 60 min (50%) <p>Part 2: International Heritage Conventions</p> <ul style="list-style-type: none"> • Oral examination, 15 min (50%)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	None
Module Components	<ul style="list-style-type: none"> • Lecture Advanced Studies of International Environmental Law • Lecture/Seminar International Heritage Conventions

**Components to be offered in the
Current Semester**

520211 Lecture

Advanced Studies of International Environmental Law - 2 Hours per
Term

620300 Lecture/Seminar

International Heritage Conventions - 2 Hours per Term

520216 Examination

Advanced Studies of International Environmental Law

Module 41408 Cultural Landscapes

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	41408	Compulsory elective

Modul Title	Cultural Landscapes Kulturlandschaften
Department	Faculty 2 - Environment and Natural Sciences
Responsible Staff Member	Prof. Dr. Dr.h.c. (NMU, UA) Schmidt, Michael
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every winter semester
Credits	6
Learning Outcome	<p>Students will be able to understand the concept of cultural landscapes, with particular reference to the UNESCO approach. They will be introduced to the most significant types of cultural landscapes, as corresponding to the following categories: landscapes designed and created intentionally by man, organically evolved landscapes, and associative cultural landscapes.</p> <p>Students will learn how to assess the criteria, OUV, Authenticity and Integrity of these landscapes while being introduced to the concepts and methodologies of Attribute Listing, Attribute Mapping and Comparative Analysis in the framework of cultural landscapes.</p>
Contents	<p>The course is designed as a combination of seminars with key lectures and excursions. During the seminars, key lectures will introduce the categories of cultural landscapes according to the Operational Guidelines, specific risks and conservation measures. Attribute Listing and Attribute Mapping and their application on cultural landscapes will be explained as well as suitable methods for Comparative Analysis of cultural landscapes discussed.</p> <p>In selected excursions the categories of cultural landscapes as well as methods for the description and assessment of value based attributes of cultural landscapes will be introduced.</p> <p>By student group works different categories of cultural landscapes will be examined in the context of OUV, relevant criteria and the attributes conveying the OUV and criteria.</p>

	<p>The following topics, methodologies and scientific approaches are part of the class.</p> <ul style="list-style-type: none"> • The concept of Cultural Landscapes and its categories • Cultural Landscapes and the World Heritage Convention and Operational Guideline • Typology, OUV, Criteria, Authenticity and Integrity • Attribute Listing and Attribute Mapping • Comparative Analysis
Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Seminar - 2 hours per week per semester Excursion - 40 hours Self organised studies - 110 hours
Teaching Materials and Literature	Literature will be recommended during seminars.
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	- Consecutive Group Presentations , 15 minutes per student for each of them (50 %) - Written Essay , Structure: Based on presentation (~ 1800 words per person) (50 %)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	None
Module Components	<ul style="list-style-type: none"> • 2403211 Seminar Cultural Landscapes • 2403213 Excursion Cultural Landscapes
Components to be offered in the Current Semester	No assignment

Module 42414 Geological Heritage

assign to: Further Compulsory Elective Modules

Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	42414	Compulsory elective

Modul Title	Geological Heritage Geologisches Erbe
Department	Faculty 2 - Environment and Natural Sciences
Responsible Staff Member	Prof. Dr. Dr.h.c. (NMU, UA) Schmidt, Michael
Language of Teaching / Examination	English
Duration	1 semester
Frequency of Offer	Every summer semester
Credits	6
Learning Outcome	<p>The module helps the students to develop a set of interdisciplinary tools which will enable them to use the obtained knowledge in practice. The students will be able to:</p> <ul style="list-style-type: none"> • gain an understanding of the complex processes taking place in the history of Earth • investigate the various forms of natural and cultural landscapes in relationship to the geological resources • realise the importance of the protection and sustainable development of geotops • understand the importance of geological processes and resources for the development of life and culture on different parts of the Earth.
Contents	<p>The course contains 4 parts:</p> <p>Part 1: Geotops/ Geosites</p> <ul style="list-style-type: none"> • Geological heritage as part of World Heritage • Inventory and conservation of Geosites • Geosites as a mirror of former life on the Earth • Geological features • Geological processes forming the landscape <p>Part 2: Geohazards and World Heritage Protection</p> <ul style="list-style-type: none"> • Earthquakes and volcanic eruptions • Landslides and erosion processes • Weathering and karst processes <p>Part 3: Springs and Wells</p> <ul style="list-style-type: none"> • Types of springs and wells • Water sanctuaries and holy wells

- The use of springs and wells for water supply
- Wells as architectural monuments

Part 4: Dimension and Ornamental Stones

- Kinds of rocks and their formation
- Texture, structure and other properties of stones
- The use of ornamental and dimension stones in historical buildings and monuments in different architectural periods

The module includes an excursion demonstrating the use of dimension and ornamental stones in historical buildings of Berlin.

Recommended Prerequisites	None
Mandatory Prerequisites	none
Forms of Teaching and Proportion	Lecture - 2 hours per week per semester Seminar - 2 hours per week per semester Excursion - 8 hours Self organised studies - 112 hours
Teaching Materials and Literature	<ul style="list-style-type: none"> • Script of the lecture • Bell, F. G. (1998). Environmental Geology. • Coch, N. K. (1994). Geohazards: Natural and Human. Prentice Hall • Cameron, B. (1989). Building with Stone. Storey Publishing, LL • Maund, J. G.; Eddleston, M. (1998). Geohazards in Engineering Geology. Geological Society Engineering Geology Special Publication 15 • Pelling, M. (2003). Natural Disaster and Development in a Globalizing World. Routledge • Press, F. (2002). Understanding Earth. Freeman and Company • Prikryl, R. (2004). Dimension Stone 2004 - New Perspectives for a Traditional Building Material. Taylor & Francis
Module Examination	Continuous Assessment (MCA)
Assessment Mode for Module Examination	<ul style="list-style-type: none"> • Written case study, 15-20 pages (40%) • Oral presentation and discussion about content of the case study, 15 min. (45%) • Active participation in class (15%)
Evaluation of Module Examination	Performance Verification – graded
Limited Number of Participants	none
Remarks	none
Module Components	<ul style="list-style-type: none"> • 248483 Excursion Natural stones of buildings in Berlin • 248414 Lecture/Seminar Geological Heritage
Components to be offered in the Current Semester	<p>248483 Excursion Natural stones of buildings in Berlin 248414 Lecture/Seminar Geological Heritage - 4 Hours per Term</p>

Erläuterungen

Das Modulhandbuch bildet als Teil der Prüfungsordnung die Rechtsgrundlage für ein ordnungsgemäßes Studium. Darüber hinaus soll es jedoch auch Orientierung bei der Gestaltung des Studiums geben.

Dieses Modulhandbuch wurde am 03. Juni 2020 automatisch für den Master (universitär)-Studiengang World Heritage Studies (universitäres Profil), PO-Version 2008, aus dem Prüfungsverwaltungssystem auf Basis der Prüfungsordnung generiert. Es enthält alle zugeordneten Module einschließlich der ausführlichen Modulbeschreibungen mit Stand vom 03. Juni 2020. Neben der Zusammensetzung aller Veranstaltungen zu einem Modul wird zusätzlich das Veranstaltungsangebot für das jeweils aktuelle Semester gemäß dem Verzeichnis der BTU ausgegeben.

The module catalogue is part of the examination regulation and as such establishes the legal basis for studies according to the rules. Furthermore, it should also give orientation for the organisation of the studies.

This module catalogue was generated automatically by the examination administration system on the base of the examination regulation on the 3 June 2020, for the Master (universitär) of World Heritage Studies (research-oriented profile). The examination version is the 2008, Catalogue contains all allocated modules including the detailed module descriptions from 3 June 2020. Apart from the composition of all components of a module, the list of lectures, seminars and events for the current semester according to the catalogue of lectures of the BTU is displayed.