



# Modulhandbuch für den Studiengang World Heritage Studies (universitäres Profil), Master of Arts, Prüfungsordnung 2021

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# Module 12817 Master Thesis (Online)

assign to: Total Account

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	12817	Mandatory

Modul Title Master Thesis (Online)

Master-Arbeit (Online)

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 30

**Learning Outcome** 

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.

More specifically, the thesis is expected to have the following learning outcomes:

- 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

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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 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.

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

The final exam consists of the evaluation of the written work to be handed in online via E-Mail and its live online oral examination via an

online conference platform.

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.

Evaluation of Module Examination Performance Verification – graded

Limited Number of Participants none

Part of the Study Programme Master (universitär) - Fernstudium / World Heritage Studies /

Prüfungsordnung 2021

Remarks This module will be offered entirely online. More information and regular

updates will be posted in the module entry on Moodle.

Module Components None

Components to be offered in the

Current Semester

No assignment

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# Module 12813 Study Project 1 (Online)

assign to: Mandatory Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	12813	Mandatory

Modul Title Study Project 1 (Online)

Studienprojekt 1 (Online)

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 semester

Credits 12

Learning Outcome 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.

Contents 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:

· Seminars.

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- · 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/ A list of recommended literature will be provided at the beginning of the course.

**Module Examination** 

Continuous Assessment (MCA)

Assessment Mode for Module Examination

- Interim Presentation/s on the subject off he study project (possible formats: individual or group presentations, excursion report, poster presentation, simulation, interview) – usually 50 % of the grade via an online conference system / platform
- Study Project (possible formats: report, seminar paper, portfolio, essay, case study) ) to be handed in online via the respective Moodle course of the module or by email – usually 50 % of the grade

Number, format and weighting of partial performance/s for the module examination (module grade) are announced in the respective seminar.

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Evaluation of Module Examination Performance Verification – graded

Limited Number of Participants none

Part of the Study Programme Master (universitär) - Fernstudium / World Heritage Studies /

Prüfungsordnung 2021

Remarks This module will be offered entirely online and will rely exclusively on

asynchronous elements (pre-recorded video materials, digital reading materials, online activities in response to lecture contents). More information and regular updates will be posted in the module entry on

Moodle.

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 September 12, 2016).

Module Components Offer in the 2rd semester; One of offered projects

Components to be offered in the

**Current Semester** 

620302 Study project

Writing Heritage - 4 Hours per Term

620304 Study project

Study Project: European Heritage Volunteers - 4 Hours per Term

620309 Study project

Study Project 46COM - World Heritage Committee - 6 Hours per Term

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# Module 12816 Study Project 2 (Online)

assign to: Mandatory Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	12816	Mandatory

**Modul Title** Study Project 2 (Online)

Studienprojekt 2 (Online)

Faculty 6 - Architecture, Civil Engineering and Urban Planning Department

Dr. phil. Rudolff, Britta **Responsible Staff Member** 

Language of Teaching / Examination **English** 

1 semester **Duration** 

Frequency of Offer Every semester

Credits 12

**Learning Outcome** 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.

The study project has an interdisciplinary approach and focuses on a Contents

> 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:

· Seminars,

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- 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/A list of recommended literature will be provided at the beginning of the course.

**Module Examination** 

Continuous Assessment (MCA)

Assessment Mode for Module Examination

- Interim Presentation/s on the subject off he study project (possible formats: individual or group presentations, excursion report, poster presentation, simulation, interview) – usually 50 % of the grade via an online conference system / platform
- Study Project (possible formats: report, seminar paper, portfolio, essay, case study) to be handed in online via the respective Moodle course of the module or by email – usually 50 % of the grade

Number, format and weighting of partial performance/s for the module examination (module grade) are announced in the respective seminar.

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Evaluation of Module Examination Performance Verification – graded

Limited Number of Participants none

Part of the Study Programme Master (universitär) - Fernstudium / World Heritage Studies /

Prüfungsordnung 2021

Remarks This module will be offered entirely online and will rely exclusively on

asynchronous elements (pre-recorded video materials, digital reading materials, online activities in response to lecture contents). More information and regular updates will be posted in the module entry on Moodle. 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 September 12, 2016).

Module Components Offer in the 3rd semester; One of offered projects

Components to be offered in the

**Current Semester** 

620302 Study project

Writing Heritage - 4 Hours per Term

620304 Study project

Study Project: European Heritage Volunteers - 4 Hours per Term

**620309** Study project

Study Project 46COM - World Heritage Committee - 6 Hours per Term

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# Module 12823 Introduction / Coaching (Online)

assign to: Mandatory Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	12823	Mandatory

Modul Title Introduction / Coaching (Online)

Einführung / Coaching (Online)

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 After completion of this module, students will be able to understand

the purposes of World Heritage Studies and consequently how they should prepare for a Masters of Arts. Knowledge will be provided on the various fields related to heritage and how best to connect the various disciplines in their work. Skills focused on developing research and scientific inquiry will ensure that those with no prior experience will be prepared to undertake a masters of arts, while those who do have experience will be able to refresh their skills. Finally, the ability to work with an international, intercultural group will prepare all students with the

appropriate attitude befitting of a master of arts.

Contents The module is divided into three parts answering the guestion "What

is the future of World Heritage Studies?": (1) Introduction into World Heritage Studies including the various higher education approaches to heritage, the journals which publish on heritage, and the various disciplines related to heritage; (2) Interdisciplinary research on heritage studies at BTU, executing field work and reporting the results; (3) Analysis of research, preparing conference proceedings and submitting

independent research.

Recommended Prerequisites none

Mandatory Prerequisites none

Forms of Teaching and Proportion Seminar - 4 hours per week per semester

Self organised studies - 120 hours

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Teaching Materials and Literature Students will be provided with weekly meetings and lectures, reading

materials, and bibliographical references. All materials and literature will

be provided in a moodle course.

Module Examination Continuous Assessment (MCA)

Assessment Mode for Module

Examination

 Group video presentation, approximately 20 min, of a heritage related discipline + handout (20% of grade of grade)

• 3 small essays, 500 words each + references (20% of grade)

• Final Essay 4000 words + references (60% of grade)

Detailed explanation will be given at the beginning of the module.

**Evaluation of Module Examination** Performance Verification – graded

Limited Number of Participants none

Part of the Study Programme Abschluss im Ausland / World Heritage Studies / keine Prüfungsordnung

Master (universitär) - Fernstudium / World Heritage Studies /

Prüfungsordnung 2021

Remarks This module will be offered entirely online and will rely exclusively on

asynchronous elements (pre-recorded video materials, digital reading

materials, online activities in response to lecture contents).

More information and regular updates will be posted in the module entry

on Moodle.

Module Components • Seminar Introduction into the World Heritage Studies: Interdisciplinary

Approaches - 4 Hours per Week per Semester

Components to be offered in the

**Current Semester** 

No assignment

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# Module 12824 World Heritage Studies - Body of Knowledge (Online)

assign to: Mandatory Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	12824	Mandatory

Modul Title World Heritage Studies - Body of Knowledge (Online)

World Heritage Studies - Grundlagen (Online)

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 Students will have aquired the skill to

 name, explain & discuss competently the major approaches to the protection of heritage in its different interpretations (cultural heritage, natural heritage, cultural landscapes, intangible heritage).

work and collaborate in diverse teams and learn about and from

different perspective

• orient themselves within the state of the art of research in heritage

studies

Contents The module introduces students to the World Heritage Convention, its

backgrounds, and its definitions of heritage (cultural heritage, natural heritage, cultural landscapes etc.) and identification over the course of time. It also introduces to the Convention for the Safeguarding of the

Intangible Cultural Heritage.

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 • Francioni, F. (2008): The 1972 World Heritage Convention: A

Commentary. Oxford University Press

UNESCO (2011): Preparing World Heritage Nominations. UNESCO

Publishing.

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 Labadi, S. (2013): UNESCO, Cultural Heritage, and Outstanding Universal Value: Value-based Analyses of the World Heritage and Intangible Cultural Heritage Conventions, Rowman & littlefield.

· Additional materials are announced at the beginning of the semester

Module Examination Continuous Assessment (MCA)

Assessment Mode for Module

Examination

Active contribution to module in form of

(1) Discussion paper, individual or in group, ~500 words (35%)

(2) creative presentation, individual or in group (35 %)

(3) work on case study including paper hand in, individual or in group,

~500 words (35%)

Evaluation of Module Examination Performance Verification – graded

Limited Number of Participants none

Part of the Study Programme Abschluss im Ausland / World Heritage Studies / keine Prüfungsordnung

Master (universitär) - Fernstudium / World Heritage Studies /

Prüfungsordnung 2021

Remarks This module will be offered entirely online and will rely exclusively on

asynchronous elements (pre-recorded video materials, digital reading

materials, online activities in response to lecture contents).

More information and regular updates will be posted in the module entry

on Moodle.

• Seminar World Heritage Studies - Body of Knowledge (Online) - 4

Hours per Week per Semester

Components to be offered in the

**Current Semester** 

No assignment

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### Module 13575 World Heritage in Germany (Online)

assign to: Mandatory Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	13575	Mandatory

Modul Title World Heritage in Germany (Online)

Welterbe in Deutschland (Online)

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 The module World Heritage in Germany will introduce key terminologies

and concepts of the 1972 Convention on the Protection of the World Cultural and Natural Heritage (World Heritage Convention) based on the

examples of German World Heritage Sites.

Through this combinations participants will understand the processes of nominating and managing World Heritage properties while at the same time gaining a broad insight to the cultural history of Germany through

its selection of places deemed of Outstanding Universal Value.

Specific examples in conservation and management of German World Heritage sites allow participant to learn and understand solutions, methods and technologies developed in a German World Heritage

context.

Contents The module introduces to the key concepts of the UNESCO World

Heritage Convention, conveyed with examples of German World Heritage Sites. This concepts include the nomination criteria, the qualifying conditions of integrity and authenticity, protection and management, state of conservation, periodic reporting, management

systems, and participatory planning.

The selected World Heritage Sites, while supporting to introduce the general concepts of the World Heritage Convention will provide insights into the multifacetted history of Germany and its production in art, architecture, urban planning and landscape design. The case study take particants from the southernmost to the northernmost corners of

Germany, reflecting examples in both east and west.

Recommended Prerequisites none

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Mandatory Prerequisites none

Forms of Teaching and Proportion Lecture - 3 hours per week per semester

Seminar - 1 hours per week per semester

Self organised studies - 120 hours

Teaching Materials and Literature The module will be composed of weekly video lectures and reading

materials provided. At specific intervals live meetings take place for in-

depth discussion of the materials reviewed. Preparatory reading materials could include:

ICCROM, ICOMOS, IUCN, UNESCO World Heritage Centre (2011): Preparing World Heritage Nominations (Second edition), World Heritage Resource Manual, United Nations Educational, Scientific and Cultural

Organization;

UNESCO (2015): World Heritage in Germany, Special Issue of World

Heritage, No. 76, June 2015, ISSN: 1020-4202

Module Examination Continuous Assessment (MCA)

Assessment Mode for Module

Examination

The module is composed of 12 weekly content sessions (plus an

introductory session and a final review session).

Each of the 12 content session is completed with a small test or assignment. In format these include 3 online test (duration 10 minutes each), 3 mini essays (max. 1000 words each), 3 video presentation upload (max. 5 minutes each) and 3 assignments requiring to develop problem-solving approaches to a given challenge (max. 500 words

each).

10 out of 12 session assignments need to be submitted to complete the module. The final grade will be averaged out of the highest 8 grades of

all weekly assignments.

Evaluation of Module Examination Performance Verification – graded

Limited Number of Participants none

Part of the Study Programme Abschluss im Ausland / Architektur / keine Prüfungsordnung

Abschluss im Ausland / World Heritage Studies / keine Prüfungsordnung

Master (universitär) - Fernstudium / World Heritage Studies /

Prüfungsordnung 2021

Remarks This module will be offered entirely online and will rely exclusively on

asynchronous elements (pre-recorded video materials, digital reading materials, online activities in response to lecture contents). More information and regular updates will be posted in the module entry on

Moodle.

Module Components -Vorlesung/Seminar

Components to be offered in the

Current Semester

No assignment

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# **Module 12822 Heritage Impact Assessment (Online)**

assign to: Compulsory Elective Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	12822	Compulsory elective

Modul Title Heritage Impact Assessment (Online)

Bewertung(en) der Auswirkungen externer Einflüsse auf Natur- und

Kulturerbe (Online)

Department Faculty 2 - Environment and Natural Sciences

Responsible Staff Member Prof. Dr. h.c. (NMU, UA) Schmidt, Michael

Language of Teaching / Examination English

Duration 1 semester

Frequency of Offer Every summer semester

Credits

Learning Outcome By the end of the module, students will be able to:

- Understand the importance of Heritage Impact Assessment (HIA) as a tool for ensuring balace between development project and heritage site conservation.
- Understand the relationship between the Environmental Impact Assessment (EIA) and Heritage Impact Assessment (HIA) procedures;
- Understand the requirements for baseline studies and their significance for high-quality HIA;
- Apply relevant methodologies for impact assessment;
- Draw conclusions about the acceptability and feasibility of specific project proposals based on the impact assessment results;
- Develop recommendations concerning mitigation and adaptation measures.

Contents The module will focus on the following contents:

HIA Procedure and Methodologies:

- History and development of impact assessment tools
- Legal context of EIA (NEPA, Directive 85/337/EEC and its amendments) and the place of 'heritage' within EIA
- · Evolution of HIA
- · Overview of HIA procedure
- Methods for identification of impacts and their significance (checklists, matrices, networks, map overlays, etc.)

Heritage Impact Assessments in Practice:

· HIA case studies

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- UNESCO, ICCROM, ICOMOS and IUCN. Guidance and Toolkit for Impact Assessments in a World Heritage Context. (2022)
- UNESCO(Dhaka). Heritage Impact Assessment (HIA) Guidebook For Bangladesh. Dhaka: UNESCO, 2020
- UNESCO strategies for reducing risks from disaster at WH properties (2006)
- UNESCO policy document on the impacts for climate change on WH Properties (2007)

**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** 

- Jo, E., Mackay, R., Murai, M., & Therivel, R. (2022). Guidance and Toolkit for Impact Assessments in a World Heritage Context. UNESCO Publishing.
- Ashrafi, B., Neugebauer, C., & Kloos, M. (2021). A Conceptual Framework for Heritage Impact Assessment: A Review and Perspective. Sustainability, 14(1), 27.
- UNESCO(Dhaka). Heritage Impact Assessment (HIA) Guidebook For Bangladesh. Dhaka: UNESCO, 2020
- ICOMOS. Heritage at Risk: Cultural Heritage and Natural Disasters, Risk Preparedness and the Limits of Prevention, Paris: ICOMOS, 2008.
- Jigyasu, R. Heritage and Resilience: Issues and Opportunities for Reducing Disaster Risks, 4th Session of the Global Platform for Disaster Risk Reduction, 19-23 May 2013 in Geneva, Switzerland, ICOMOS-ICORP & UNISDR, 2013.
- Lambert, D. Impacts of Subsidence Resulting from Underground Mining on an Aboriginal Rock Art Site near Bulli, 13-23. Canberra: AICCM, Canberra, 1988.
- Canter, Larry W. Environmental Impact Assessment. 2nd ed. McGraw-Hill Inc. Series in Water Resources & Environmental Engineering, 2006.
- Glasson J., R. Therivel, and A. Chadwick. *Introduction to Environmental Impact Assessment*. 3rd ed. London: Routledge, 2005.
- Morris P., and R. Therivel, eds. *Methods of Environmental Impact Assessment*. 2nd edition. London: Spon Press, 2001.
- Petts J., ed. Handbook of Environmental Impact Assessment.
   Volume 1: Environmental Impact Assessment: Process, Methods and Potential.
   Volume 2: Environmental Impact Assessment in Practice: Impact and Limitations.
   Oxford: Blackwell Science Ltd., 1999.
- Schmidt M. et al., eds. Standards and Thresholds for Impact Assessment. Environmental Protection in the European Union, Volume 3. Heidelberg: Springer, 2008.
- Girard, François, et al. "The Impact of Visitors on European Cathedrals". In Proceedings of the ICOMOS UK European Conference, Canterbury, University of Kent, 27th-30th March 1990. Canterbury: ICOMOS UK, 1990.

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- ICOMOS International Cultural Tourism Committee, "Impact of Mass Tourism on Historic Villages: Identifying Key Indicators of Tourism Impact". In Proceedings of the ICOMOS Asia-Pacific Regional Meeting and ICOMOS International Cultural Tourism Committee Workshop, Seoul and Andong, 10-13 June 2006. Seoul: ICOMOS, 2006.
- The Landscape Institute. Guidelines for Landscape and Visual Impact Assessment. London: Spon Press, 2002.
- Stovel, H. Risk Preparedness: A Management Manual for World Cultural Heritage, Room: ICCROM, 1998.
- UNESCO. Managing Disaster Risks for World Heritage, UNESCO, ICCROM, ICOMOS, and IUCN. Paris: UNESCO, 2010.

**Module Examination** 

Continuous Assessment (MCA)

Assessment Mode for Module Examination

- Online Case study presentation (10-15 minutes) via an online conference platform - usually 50 % of the grade
- Oral performance assessment (duration 10 minutes) via an online conference platform - usually 50 % of the grade

**Evaluation of Module Examination** 

Performance Verification - graded

**Limited Number of Participants** 

none

Part of the Study Programme

Master (universitär) - Fernstudium / World Heritage Studies / Prüfungsordnung 2021

Remarks

This module will be offered entirely online and will rely exclusively on asynchronous elements (pre-recorded video materials, digital reading materials, online activities in response to lecture contents). More information and regular updates will be posted in the module entry on Moodle.

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 12, 2016).

**Module Components** 

- 2403315 Lecture Heritage Impact Assessment (Online)
- 2403316 Seminar Heritage Impact Assessment (Online)

Components to be offered in the Current Semester **240311** Lecture

Heritage Impact Assessment (Online) - 2 Hours per Term **240312** Seminar

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Heritage Impact Assessment (Online) - 2 Hours per Term

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# Module 12825 Legal Aspects of Heritage (Online)

assign to: Compulsory Elective Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	12825	Compulsory elective

Modul Title Legal Aspects of Heritage (Online)

Rechtsaspekte des Welterbes (Online)

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

**Learning Outcome** 

After sudessfully participating in the module, students

- Understand the creation and evolution of international environmental and heritage laws;
- 2. Understand the way in which international agreements are achieved;
- 3. Gain in-depth knowledge of the role various international actors play in decision making;
- 4. Have an understanding of the relevant actors who contribute to the outcome of international agreements;
- 5. Gain an understanding of international decision-making procedures and the negotiation processes;
- Apply knowledge gained in seminars to make clear and convincing statements on environmental agreements (orally and in written form)

Contents

The seminars will introduce international law and international environmental law, creation and development of international environmental law, implementation and enforcement strategies of 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/Paris Agreement); ozone depletion (Convention for Protecting Ozone Layer/Montreal Protocol); toxic/hazardous substances (Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal); and the Aarhus Convention.

The lecture will introduce the complex process of preparing, adopting and managing an international heritage convention and the related

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conceptual, political, legal and managerial issues. It will deal with all recently adopted Heritage 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** 

 Guruswami/ Leach, International environmental law in a nutshell, 5th edition, Nutshell series, 2017

 Birnie/Boyle/Redgwell, International Law and the Environment, 4th edition, Oxford University Press, 2021

 Hunter/Salzman/Zaelke, International Environmental Law and Policy, 6th ed., 2022

 Knopp/Epstein/Hoffmann, International and European Environmental Law with Reference to German Environmental Law – A Guide for International Study Programs, 2nd edition, Berlin 2019

 Albrecht/Egute/Wanki, International environmental law (IEL) – Agreements and introduction. 6th expanded and updated edition, 2022 www.unesco.org/culture/legalprotection

· International Conventions, Charters, Declarations

Additional literature for the seminar and lecture part will be announced in class and on the course Moodle page.

Module Examination Continuous Assessment (MCA)

**Assessment Mode for Module** 

Examination

Written examination, 60 min – (50%)

Oral examination, 15 min; in Webex – live (50%)

Evaluation of Module Examination Performance Verification – graded

Limited Number of Participants none

Part of the Study Programme Master (universitär) - Fernstudium / World Heritage Studies /

Prüfungsordnung 2021

Remarks Since the module will be taught completely online, both parts will be

taught using live and recorded lectures through BTU Media portal, study materials such as papers, international conventions and agreements, negotiation videos, etc. will be provided to the students through Moodle. Students will also have the opportunity to interact with tutors during online office hours. Furthermore, the exam will be conducted via Moodle

and oral exam will be conducted via WebEx

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For communicating relevant information and updates regarding the module, Moodle's quick chat function and discussion forum will be used.

**Module Components** 

- 620311 Seminar: International Heritage Conventions (Online)
- 520213 Lecture: Advanced Studies of International Environmental Law (Online)
- 520214 Examination: Advanced Studies of International Environmental Law (Online)

Components to be offered in the Current Semester

#### **520213** Lecture

Advanced Studies of International Environmental Law (Online)

**620311** Seminar

International Heritage Conventions (Online) - 2 Hours per Term

**520214** Examination

Advanced Studies of International Environmental Law (Online)

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# Module 13373 Applied Art History and Museology (Online)

assign to: Compulsory Elective Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	13373	Compulsory elective

Modul Title Applied Art History and Museology (Online)

Angewandte Kunstgeschichte und Museologie (Online)

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 On special announcement

Credits

Learning Outcome The students have gained an insight into the different areas and tasks

of applied art history and museology. They have developed a critical understanding of the field and know about current developments,

shifting values and challenges.

The students are able to apply key-concepts of museology, most importantly inventorisation with its different theoretical and practical aspects. By analysing and interpreting different case studies, they have learned to evaluate methods, technologies and solutions applied in

museum contexts.

The students can identify and communicate the meaning and significance of cultural objects and sites. They know how to create understandable and well-structured texts for an academic as well as a

more general audience.

Contents The module introduces to art historical practices and museum activities

in the context of preservation and communication of cultural heritage. It provides insights into the history of the museum as a cultural institution, focusing on present-day challenges and potentials. Different origins and purposes of museums will be discussed with reference to specific case studies as well as to theoretical and practical aspects of museology.

The module also comprises methodological training to sharpen transferable skills with an emphasis on scientific work and target group oriented description and contextualization of cultural heritage in written and verbal forms of communication.

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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 weekly video lectures and reading

material as well as regular tasks and exercises. The teaching staff will also provide the students with bibliographical references. During 2-4 live sessions the topics at hand, tasks and questions will be discussed.

Module Examination Continuous Assessment (MCA)

**Assessment Mode for Module** 

Examination

- Video presentation (20 min) or poster (with poster presentation) on a subject selected from the seminar programme introduced during the first

session (30 %)

- Term paper (3500 words) based on the presentation subject to be handed in online via the respective Moodle course of the module or by

email (70%)

Evaluation of Module Examination Performance Verification – graded

Limited Number of Participants none

Part of the Study Programme Master (universitär) - Fernstudium / World Heritage Studies /

Prüfungsordnung 2021

Remarks This module will be offered entirely online and will rely exclusively

on asynchronous elements (pre-recorded video materials, digital reading materials, online activities in response to lecture contents). More information and regular updates will be posted in the module entry on

Moodle.

Module Components Seminar: Applied Art History and Museology (Online)

Components to be offered in the

**Current Semester** 

**620508** Seminar

Applied Art History and Museology - 4 Hours per Term

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# Module 13391 Conservation / Building in Existing Fabric (Online)

assign to: Compulsory Elective Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	13391	Compulsory elective

Modul Title Conservation / Building in Existing Fabric (Online)

Rekonstruktion und Erhaltungsarbeiten / Neubau im Bestand (Online)

Department Faculty 6 - Architecture, Civil Engineering and Urban Planning

Responsible Staff Member Prof. Dr. phil. habil. Blokker, Johanna

Language of Teaching / Examination English

Duration 1 semester

Frequency of Offer Every winter semester

Credits 6

Learning Outcome The module aims to provide a theoretical basis of methods employed in

the conservation of architectural heritage.

The students will

- acquire basic knowledge about the idea of the values of monuments

and their cultural significance

- apply these concepts and methods in order to critically analyse and

assess the cultural significance of architectural heritage
- be able to map out strategies regarding the conservation and preservation of historic buildings and heritage in context

Contents The history of architectural conservation, in particular the development

of the values associated with architectural heritage, will provide one part of the theoretical background. Another one will be the various charters and international standards dealing with the current approaches and assessments of historical sites. We will examine contemporary challenges in conservation practice, such as the management of change and the preservation of the values of cultural sites, and explore different methods for dealing with these challenges. Cases studies will provide insight into the practical approaches of architects and conservation experts when dealing with the conservation of sites. Among others, these include the preservation of the cultural significance manifested in the many historic layers and traces at a site. Accompanying the lecture, activities during the semester can include the composition of a poster, reading responses, or a presentation, in which students can analyse and

discuss a chosen topic.

Recommended Prerequisites none

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Mandatory Prerequisites none

Forms of Teaching and Proportion Lecture - 4 hours per week per semester

Self organised studies - 120 hours

Teaching Materials and Literature Students will be provided with weekly pre-recorded lectures, reading

materials, and bibliographical references. During synchronous feedback

sessions, there will be time for questions and discussions.

Module Examination Continuous Assessment (MCA)

Assessment Mode for Module Examination

 Final Paper (2500 - 3500 words) to be handed in online via the respective Moodle course of the module or by email

Additional points (max. 10 %) can be obtained by voluntary online

activities

More information and regular updates will be posted in the module entry

on Moodle.

Evaluation of Module Examination Performance Verification – graded

Limited Number of Participants none

Part of the Study Programme Abschluss im Ausland / Architektur / keine Prüfungsordnung

Abschluss im Ausland / Stadtplanung und Städtebau / keine

Prüfungsordnung

Master (universitär) - Fernstudium / World Heritage Studies /

Prüfungsordnung 2021

Remarks Online lecture – asynchronous, 4 hours per week per semester

This module will be offered entirely online and will rely exclusively on asynchronous elements (pre-recorded video materials, digital reading

materials, online activities in response to lecture contents).

Module Components 620403 Online Lecture Architectural Conservation - Heritage in Context

Components to be offered in the

**Current Semester** 

No assignment

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### Module 13393 Fundraising and Finance for Heritage (Online)

assign to: Compulsory Elective Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	13393	Compulsory elective

**Modul Title** Fundraising and Finance for Heritage (Online)

Mittelbeschaffung und Finanzierung für Erbestätten (Online)

Faculty 6 - Architecture, Civil Engineering and Urban Planning Department

Dr. phil. Rudolff, Britta **Responsible Staff Member** 

Language of Teaching / Examination **English** 

1 semester **Duration** 

Frequency of Offer Every summer semester

Credits

**Learning Outcome** 

#### **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.

#### 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.

#### 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.

#### 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

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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

none

Forms of Teaching and Proportion

**Mandatory Prerequisites** 

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

This course will be assessed by means of Continuous Assessments.

This includes:

one online individual written test of 20 minutes (10%) (open book examinations) four minor individual written assignments, each with a 1000 word limit (40%), one major individual written assignment of 2000 words (20%) and two oral group examinations of a length of 30 minutes

each (30%).

**Evaluation of Module Examination** 

Performance Verification – graded

**Limited Number of Participants** 

none

Part of the Study Programme

Abschluss im Ausland / World Heritage Studies / keine Prüfungsordnung Master (universitär) - Fernstudium / World Heritage Studies / Prüfungsordnung 2021

Remarks

This module will be offered entirely online and will rely exclusively on asynchronous elements (pre-recorded video materials, digital reading materials, online activities in response to lecture contents). More information and regular updates will be posted in the module entry on Moodle.

**Module Components** 

Lecture/Seminar Financing and Fundraising for Heritage Management

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Components to be offered in the Current Semester **620310** Lecture/Seminar Financing and Fundraising for Heritage (Online) - 4 Hours per Term

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# Module 13394 Heritage Management and Management Plans (Online)

assign to: Compulsory Elective Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	13394	Compulsory elective

**Modul Title** Heritage Management and Management Plans (Online)

Erbe - Management und Management - Pläne (Online)

Faculty 6 - Architecture, Civil Engineering and Urban Planning Department

Dr. phil. Rudolff, Britta **Responsible Staff Member** 

Language of Teaching / Examination **English** 

1 semester **Duration** 

Frequency of Offer Every winter semester

Credits

Rationale: **Learning Outcome** 

> 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.

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.

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.

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#### 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 - 3 hours per week per semester Seminar - 1 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.

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- 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** 

Continuous Assessment (MCA)

Assessment Mode for Module

Examination

Oral group examination, 45 minutes (50%)

Open book examination, 90 minutes (50%)

**Evaluation of Module Examination** 

Performance Verification – graded

**Limited Number of Participants** 

none

Part of the Study Programme

Abschluss im Ausland / World Heritage Studies / keine Prüfungsordnung Master (universitär) - Fernstudium / World Heritage Studies / Prüfungsordnung 2021

Remarks

This module will be offered entirely online.

More information and regular updates will be posted in the module entry on Moodl.

**Module Components** 

- 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

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# Module 13573 Marketing, PR and Media (Online)

assign to: Compulsory Elective Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	13573	Compulsory elective

Modul Title Marketing, PR and Media (Online)

Marketing, PR und Medien (Online)

Department Faculty 6 - Architecture, Civil Engineering and Urban Planning

Responsible Staff Member Dr. Bernecker, Roland

Language of Teaching / Examination English

Duration 1 semester

Frequency of Offer Every winter semester

Credits 6

Learning Outcome By the end of this course, students will be able to:

- Identify fundamental storytelling principles and techniques to create meaningful content for audiences
- Understand how stories impact on audiences and what are the scientific perspectives in this regard
- · Recognise the basic steps of strategic storytelling
- Develop an original narrative that could be used by a heritage site in its marketing and PR.

Contents

From neuroscience to Hollywood blockbusters, storytelling is today recognised as the most powerful tool to create narratives, connect with audiences and mobilise people for specific goals.

A heritage form in itself, storytelling relies on narrative models and oral traditions that are thousands of years old. In a time of increasing digital communication, it is a strong presence in our lives. From the stories we heard as children, to the stories we read in books, see on screen, hear in songs, choose to believe in our spirituality or post on Instagram, we are constantly surrounded by narratives that engage our emotions and address the human desire to connect with others, to feel part of the story.

Powerful storytelling – connecting information with emotion, and delivering a clear message that engages audiences on a personal journey of transformation – is a technique increasingly used in marketing, PR and communication across all sectors. Heritage sites have fascinating stories to tell and could significantly benefit from integrating this technique into their marketing and PR strategies.

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Based on the knowledge and tools provided in the theoretical input, students will develop an original narrative that could be used in the

marketing or PR strategy of a heritage site.

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

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Teaching Materials and Literature A list of recommended literature will be provided at the beginning of the

course.

Module Examination Continuous Assessment (MCA)

Assessment Mode for Module Examination

The assessment of participants will be weighed as follows:

• Online exercises based on the lecture contents 40% (via the Moodle

course entry);

Final project proposing an original narrative for a heritage site: 3000 words (to be submitted via the Moodle course entry or by email) and presentation to the class: 15 minutes (via an online conference

platform). 60%

More specific guidelines on each assignment and information on the evaluation criteria will be provided at the beginning of the course.

Evaluation of Module Examination Performance Verification – graded

Limited Number of Participants none

Part of the Study Programme Abschluss im Ausland / Architektur / keine Prüfungsordnung

Bachelor (universitär) / Bau- und Kunstgeschichte / Prüfungsordnung

2022

Abschluss im Ausland / World Heritage Studies / keine Prüfungsordnung

Master (universitär) - Fernstudium / World Heritage Studies /

Prüfungsordnung 2021

Remarks This module will be offered entirely online and will rely exclusively

on asynchronous elements (pre-recorded video materials, digital reading materials, online activities in response to lecture contents). More information and regular updates will be posted in the module entry on

Moodle.

Module Components - Lecture/Seminar- Examination

Components to be offered in the

**Current Semester** 

No assignment

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# Module 13574 Tourism (Online)

assign to: Compulsory Elective Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	13574	Compulsory elective

Modul Title Tourism (Online)

Tourismus (Online)

Department Faculty 6 - Architecture, Civil Engineering and Urban Planning

Responsible Staff Member Dr. Bernecker, Roland

Language of Teaching / Examination English

Duration 1 semester

Frequency of Offer Every winter semester

Credits 6

**Learning Outcome** 

By the end of this course, students will be able to:

- Identify the main components of the tourism system (demand and supply)
- Understand the processes of destination planning and management
- Recognise effective tools for marketing and branding of heritage destinations
- Understand the most significant impacts (both positive and negative) generated by visitors at heritage sites and identify basic techniques for good visitor management
- Understand what sustainability is in the context of heritage tourism and recognise models of good practice for sustainable tourism
- Develop original proposals for tourism products or tourism management solutions at heritage destinations.

Contents

Heritage places develop quite often a love and hate relationship with tourism. Representing an industry with one of the fastest, most sustained growth, tourism constitutes for many regions an important catalyst for development, with multiplier effects expanding far beyond the economic aspects. At the same time, it remains worldwide one of the most significant threats to heritage sites, leading in many cases to irreversible losses and dramatic changes within communities. Finding economically feasible, environmentally sustainable and socio-culturally sensitive solutions for tourism development constitutes one of the most important challenges for heritage site managers.

This course focuses on the essentials of tourism management at heritage destinations. It prepares students to design tourism

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management models that balance tourist needs, regional development and the safeguarding of heritage places.

The course will refer to the following aspects:

- History and growth of heritage tourism
- Components of the tourism system
- Tourism demand, motivation and behaviour
- Megatrends that are likely to influence travel in the future
- The tourism supply chain
- Key issues in destination planning and management
- Marketing and branding for heritage destinations
- Communities, stakeholders and partnerships
- Visitor impacts: economic, environmental, social, cultural
- Visitor management techniques and models
- Interpretation and interpretive planning
- The concept and practice of sustainable tourism.

During the course, students will have the opportunity to apply the concepts and tools acquired from the lectures and develop an original tourism project for a heritage destination of their choice.

As an overarching theme, the course will invite students to reflect on the link between heritage tourism and specific issues of contemporary concern (e.g. human rights, film and media, special interest tourism, ethical consumer behaviour, etc.), as well as to understand the larger impacts this professional field has in our society.

Ultimately, the course encourages students to become more reflective travellers and more reflective tourism practitioners.

**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** 

A full list of recommended readings will be provided at the beginning of the course.

**Module Examination** 

Continuous Assessment (MCA)

Assessment Mode for Module Examination

The assessment of participants will be weighed as follows:

- Three reflective assignments 10%: 300 words each (via the Moodle course entry);
- Five short online exercises based on the lecture contents 40% (via the Moodle course entry):
- Final tourism project delivered as final project document 40%: 3000 words (to be submitted via the Moodle course entry or by email) and presentation to the class 10%:10 minutes (via an online conference platform).

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More specific guidelines on each assignment and information on the evaluation criteria will be provided at the beginning of the course.

Evaluation of Module Examination Performance Verification – graded

Limited Number of Participants none

Part of the Study Programme Abschluss im Ausland / Betriebswirtschaftslehre / keine

Prüfungsordnung

Abschluss im Ausland / World Heritage Studies / keine Prüfungsordnung

Master (universitär) - Fernstudium / World Heritage Studies /

Prüfungsordnung 2021

Remarks This module will be offered entirely online and will rely exclusively on

asynchronous elements (pre-recorded video materials, digital reading materials, online activities in response to lecture contents). More information and regular updates will be posted in the module entry on

Moodle.

Module Components Lecture/Seminar

Components to be offered in the

**Current Semester** 

No assignment

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# Module 13576 Cultural Landscapes (Online)

assign to: Compulsory Elective Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	13576	Compulsory elective

Modul Title Cultural Landscapes (Online)

Kulturlandschaften (Online)

Department Faculty 2 - Environment and Natural Sciences

Responsible Staff Member Prof. 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 Students will learn the main concepts of cultural landscapes and its

typologies/categories, according to the Operational Guidelines for the implementation of the UNESCO World Heritage Convention. They will learn about the most significant international instruments and academic guidelines/principles for the conservation and management of cultural landscapes. Besides the international instruments, students will also learn a variety of participatory and community-based methodologies, principles and approaches for the conservation and management of

cultural landscapes.

By learning these methodologies, principles and approaches, students will be able to critically analyze case studies, identify the factors affecting the dynamics of cultural landscapes, as well as use them as a tool to make recommendations for landscape resilience and sustainability. They will also be able to assess and frame the complex values of landscapes, as well as the attributes and features that define their authenticity and integrity as a basis for conservation and

management of cultural landscapes.

Contents The lectures will introduce the students to the key approaches

and requisite tools needed for the identification, assessment, and management of cultural landscapes as "combined works of nature and men" (Operational Guideline, 2023; *Paragraph* 47, p. 22). Additionally, the diverse historical and ongoing threats to the conservation of cultural landscapes inscribed on the World Heritage List will be discussed and

possible solutions will be examined.

The virtual excursions will provide the students with a practical hands-on

insight into different categories of cultural landscapes.

The lectures will include the following topics:

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- -The concept of cultural landscapes and the theoretical frameworks for understanding this category of World Heritage properties
- -The categories/typologies of cultural landscapes according to the Operational Guidelines for the implementation of the World Heritage Convention
- -Factors affecting cultural landscapes globally, challenges and potential recommendations
- -The international instruments for the protection of cultural landscapes
- -Community based management approaches, principles and participatory methodologies for cultural landscape resilience and sustainability
- Values and value assessment in the context of cultural landscapes and its typologies

Recommended Prerequisites

Mandatory Prerequisites keine

Forms of Teaching and Proportion Lecture - 2 hours per week per semester

None

Excursion - 1 hours per week per semester

Self organised studies - 135 hours

Teaching Materials and Literature Literature will be recommended at the beginning of the course

Module Examination Continuous Assessment (MCA)

Assessment Mode for Module Examination

- 2 short reflective papers (around 1.000 words per paper) to be handed in online via the respective Moodle course of the module or by email – usually 40 % of the grade.
- Written Essay, based on a self-selected cases study (between 3.000 6.000 words) usually 60 % of the grade. This is to be handed in online via the respective Moodle platform of the module

Evaluation of Module Examination Performance Verification – graded

Limited Number of Participants none

Part of the Study Programme Master (universitär) - Fernstudium / World Heritage Studies /

Prüfungsordnung 2021

Remarks Online lecture – asynchronous (2 hours/week)

Lecture feedback session / consultation hour (not mandatory) -

synchronous (1 hours/week) non mandatory

Virtual Excursion – 15 hours Self-organized studies – 135 hours

This module will be offered entirely online and will rely exclusively on asynchronous elements (pre-recorded video materials, digital reading materials, online activities in response to lecture contents). More information and regular updates will be posted in the module entry on

Moodle.

Module Components • 2403215 Lecture Cultural Landscapes (online)

2403217 Virtual Excursion Cultural Landscapes (online)

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Components to be offered in the Current Semester No assignment

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# Module 13578 Conservation of Ruins and Archaeological Sites (Online)

assign to: Compulsory Elective Modules

#### Study programme World Heritage Studies

Degree	Module Number	Module Form
Master of Arts	13578	Compulsory elective

Modul Title Conservation of Ruins and Archaeological Sites (Online)

Konservierung von Ruinen und Archäologischen Stätten (Online)

Department Faculty 6 - Architecture, Civil Engineering and Urban Planning

Responsible Staff Member Prof. Dr. phil. habil. Blokker, Johanna

Language of Teaching / Examination English

Duration 1 semester

Frequency of Offer Every summer semester

Credits 6

Learning Outcome The module will allow the students

- 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

- 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

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Forms of Teaching and Proportion Seminar - 4 hours per week per semester

Self organised studies - 120 hours

Teaching Materials and Literature A list of recommended literature will be provided at the beginning of the

course.

Module Examination Final Module Examination (MAP)

**Assessment Mode for Module** 

Examination

Research paper (15-20 pages) to be handed in online via the respective

Moodle course of the module or by email

Evaluation of Module Examination Performance Verification – graded

Limited Number of Participants none

Part of the Study Programme Abschluss im Ausland / Architektur / keine Prüfungsordnung

Master (universitär) - Fernstudium / World Heritage Studies /

Prüfungsordnung 2021

Remarks This module will be offered entirely online and will rely exclusively

on asynchronous elements (pre-recorded video materials, digital reading materials, online activities in response to lecture contents). More information and regular updates will be posted in the module entry on

Moodle.

Module Components Seminar and Examination Conservation of Ruins

Components to be offered in the

**Current Semester** 

**620416** Seminar

Conservation of ruines and archaeological sites (online) - 4 Hours per

Term

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#### 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 09. Januar 2025 automatisch für den Master (universitär) - Fernstudium-Studiengang World Heritage Studies (universitäres Profil), PO-Version 2021, aus dem Prüfungsverwaltungssystem auf Basis der Prüfungsordnung generiert. Es enthält alle zugeordneten Module einschließlich der ausführlichen Modulbeschreibungen mit Stand vom 09. Januar 2025. Neben der Zusammensetzung aller Veranstaltungen zu einem Modul wird zusätzlich das Veranstaltungsangebot für das jeweils aktuelle Semester gemäß dem Veranstaltungsverzeichnis 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 9 January 2025, for the Master (universitär) - Fernstudium of World Heritage Studies (research-oriented profile). The examination version is the 2021, Catalogue contains all allocated modules including the detailed module descriptions from 9 January 2025. 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.

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