



JOINT MASTER
HERITAGE
CONSERVATION AND
SITE MANAGEMENT

IMPRINT

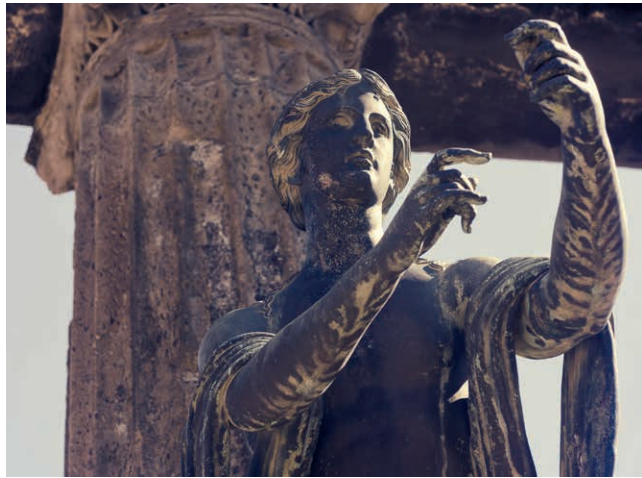
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AND SITE MANAGEMENT**



◀ Headframe in Zeche Zollverein
(Germany)



Statue of Apollo in Pompeii ▶
(Italy)



◀ Porta Nigra, Trier
(Germany)

JOINT MASTER HERITAGE CONSERVATION AND SITE MANAGEMENT

WELCOME NOTE

The Master Programme Heritage Conservation and Site Management – run jointly by BTU in Cottbus and Helwan University in Cairo – provides many new and unusual opportunities: for the institutions involved, for the academic staff, but most particularly for the students. The programme addresses an important sector of Cultural Heritage, focussing on archaeological sites and ruins from a wide range of eras and cultures, on their significance, on the ways of communicating significance to visitors and the public and on managing these sites. Students enrol at either of the two universities, but they spend one semester at the other one. Setting up this unusual structure, with the assistance of the German Academic Exchange Service (DAAD) and the German Archaeological Institute (DAI) has deepened the commitment of both universities to the field of Heritage. The academic staff of both institutions

have already learned from each other in many ways, gaining valuable new insights and experience through a closer understanding of alternative structures and methods. And the students – from Egypt, Germany and many other countries – have been gaining first-hand experience of different approaches and circumstances in the fields of teaching and studies, but also getting to know very different kinds of historical sites, their surrounding conditions and social significance.

The programme is still evolving and every new intake of students will contribute to developing and improving it by their input. We look forward to welcoming young and ambitious people from many backgrounds and places who are keen on promoting the exchange of know-how and understanding of the world's marvelous archaeological heritage.

OVERVIEW

AIM

The Joint Master in Heritage Conservation and Site Management is implemented by the Brandenburg University of Technology Cottbus-Senftenberg (Germany) and Helwan University (Egypt).

The idea of joining forces between Helwan University and BTU was initiated by the great potential of the heritage sites in the Arab States. As one of the cradles of human civilisation, the Arab States are home to some of the most spectacular heritage places in the world, many of them archaeological sites. These sites are not only icons of national and local identity, but important resources for scientific research and economic advancement. However, in their necessarily incomplete state, archaeological sites

do not easily lend themselves to interpretation by the untrained eye. Furthermore they are often threatened by developments such as urban growth and the effects of tourism development, armed conflicts and climate change. Many of these issues are, however, not exclusive to the region of the Middle East, but need to be addressed in the countries of Europe and other continents as well.

The programme focusses on transferring knowledge and methodologies required for the administration and management of cultural heritage sites, particularly archaeological sites and ruins, such as assessment of cultural significance, documentation of sites, strategies and methods of conservation, strategic heritage management



◀ Temple of Bacchus, Baalbek (Lebanon)



Red Pyramid of Dahshour
(Egypt)

and planning, visitor management, presentation and interpretation of sites, as well as general leadership skills and good knowledge of the tourism sector. The variety of these subjects will endow graduates with the multidisciplinary skills required for the assessment of significance as well as the management and protection of cultural heritage sites.

BACKGROUND

The Master programme Heritage Conservation and Site Management was developed and implemented within the framework of the German-Arab Transformation Partnership which was set up by the German Federal Foreign Office with the intention of supporting the modernisation of higher education, employability of graduates, scientific innovation and the emergence of democracy and the rule of law in Egypt and Tunisia. For further information, please visit the following website: www.changebyexchange.de/en

PROFESSIONAL PERSPECTIVES

Graduates of the programme will be qualified for a professional career in a broad range of institutions, both in the public and the private sectors.

As heritage consultants and administrators they are qualified to work for government authorities, local governments, private organisations and companies in the development and implementation of conservation and management plans for cultural heritage sites, and in particular for archaeological sites.

DEGREE

Upon completion of the Master programme in Heritage Conservation and Site Management, graduates will be awarded a Joint Degree as »Master of Arts« from both BTU Cottbus-Senftenberg and Helwan University.

FEES

Applicants who choose BTU as their home university pay no tuition fees, only administration fees (approximately 300 € per semester).

Applicants who choose Helwan University as their home university pay 150 LE per Credit Point as tuition fees and about 2000 LE per semester as administration fees.

Each applicant chooses either Helwan University or BTU as their home university. The first semester will then be taught separately at the



◀ Ruins of Castle Brody
(Poland)

chosen home university. For the second semester, all students come together in Cottbus to be taught at BTU whereas the third semester is taught for the whole intake in Cairo at Helwan University. Students will then conclude their master with the fourth semester again at their respective home university.

As a consequence of the programme structure, every enrolled student participates in one mandatory exchange semester at the respective partner university. This specific feature of Heritage Conservation and Site Management provides the experience of living and studying abroad whilst continuing one's academic qualifications.

In order to be awarded a degree from the Joint Master in Heritage Conservation and Site Management, students must complete five mandatory modules during their first semester and then choose six elective modules among the 15 courses offered, and two study projects. Eventually, students will conclude their study with the master thesis.

SEMESTER 1 BTU / Helwan		
Mandatory Modules		
HCSM 101	Academic Work and Research Methodology	6 CP
HCSM 111	Heritage Conservation	6 CP
HCSM 112	Archaeology	6 CP
HCSM 121	Introduction to Heritage Site Management	6 CP
HCSM 131	Principles of Tourism and Visitor Management	6 CP

Credits	30 CP
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STRUCTURE

SEMESTER 2 BTU			SEMESTER 3 Helwan			SEMESTER 4 BTU / Helwan		
Compulsory Elective Modules (3 out of 8)			Compulsory Elective Modules (3 out of 7)			Mandatory Module		
HCSM 211	Conservation of Ruins and Archaeological Sites	6 CP	HCSM 311	History and Civilisation	6 CP	HCSM 401	Master's Thesis	30 CP
HCSM 212	Building Archaeology	6 CP	HCSM 321	Human Resources Management	6 CP			
HCSM 213	Urban and Regional Planning	6 CP	HCSM 331	Event Management at Heritage Sites	6 CP			
HCSM 221	Strategic Planning and Site Management Plans	6 CP	HCSM 332	Interpretation and Presentation	6 CP			
HCSM 222	Heritage Legislation	6 CP	HCSM 333	Heritage Marketing	6 CP			
HCSM 223	Fundraising and Financing for Heritage	6 CP	HCSM 334	Heritage Information Technology	6 CP			
HCSM 224	Heritage Impact Assessment	6 CP	HCSM 335	Introduction to Museology	6 CP			
HCSM 231	Museum Architecture and Exhibition Design	6 CP						
Mandatory Module			Mandatory Module					
HCSM 201	Study Project 1	12 CP	HCSM 301	Study Project 2	12 CP			
Credits		30 CP	Credits		30 CP	Credits		30 CP
TOTAL CREDITS 120 CP								

CURRICULUM

The curriculum of the Joint Master in Heritage Conservation and Site Management has been developed by professors and associated experts from both BTU and Helwan University, in cooperation with the German Archaeological Institute. The individual modules are briefly described as follows.

› MANDATORY MODULES

Students are requested to complete five mandatory modules on key subjects in order to strengthen the basic knowledge and understanding necessary to successfully complete the graduate programme.

Academic Work and Research Methodology

Students will be able to understand the principles of research, its terminology and methodologies; to distinguish between different sources of information and make appropriate use of them.

Heritage Conservation

This course focuses on the analysis of places of cultural significance in order to assess their values and to understand planning strategies for historic buildings and sites.

Archaeology

This course will give students fundamental knowledge on archaeological approaches and methodologies.

Introduction to Heritage Site Management

This introductory mandatory module aims to offer the students a better understanding of the professional profile and activities of heritage site managers.

Principles of Tourism and Visitor Management

The module provides a comprehensive introduction to the tourism industry and its impact on economy, community and environment. In addition, students will explore different strategies of visitor management that are implemented at archaeological and other heritage sites.

› STUDY PROJECTS

Study Projects allow students to apply the knowledge they have gained during the mandatory and the elective modules. These projects are fundamental for the completion of the programme and many of them offer the chance to participate in excursions and site visits. Some examples of past study projects are:

- Ancient Memphis (Mit Rahina) Human-induced Impact Assessment, Heritage Impact Assessment
- Management of Islamic Heritage
- Media Interpretation of Intangible Cultural Heritage
- Site Design: Mies van der Rohe's Wolf House Revisited
- Traumascape Brandenburg – Following the 1945 Fighting.

› ELECTIVE MODULES

In addition to the mandatory modules, students are also required to choose at least six elective modules depending on their academic and professional interests. These modules are grouped into three main study areas: Site and Conservation, Site Management, Visitor Management and Information.

› STUDY AREA 1 – SITE AND CONSERVATION

The modules focus on conservation practices and built heritage. The main goal of these courses is to understand the connection between the built fabric, the setting and materials of various types of architectural sites, and to place them into their wider context.

Conservation of Ruins and Archaeological Sites

The module aims to provide an introduction into the history of perception and appreciation of ruins and archaeological sites in their wide range of significance for people, encompassing sites from ancient to modern times.

Building Archaeology

This course will engage students in understanding the methodologies of the architectural survey and the analysis of historical buildings and fabrics.

Archaeological Remains in El-Kef
(Tunisia)



Urban and Regional Planning

The course will introduce the main strategic concepts, analytical methods and planning tools required in urban and regional planning. It will enable students to analyse urban structures and functions, as well as to understand the factors influencing urban change and the impact of urban development on heritage sites.

History and Civilisation

The module aims at giving students a general understanding on history and civilisations from all over the world. The module studies the social, economic, religious and military aspects of each civilisation.

› STUDY AREA 2 – SITE MANAGEMENT

The modules cover many aspects of managing sites, such as strategic planning, heritage legislation, assessment of impacts and the development of site management plans. The study area also includes courses on human, financial and resource management.





◀ Archaeological
Remains in Chintou
(Tunisia)

Strategic Planning and Site Management Plans

Sustainable use and preservation are two key terms in achieving a successful management of cultural heritage sites. This course wants to provide students with the necessary tools to develop a strategic management framework and management plans for cultural heritage sites at the national and international level.

Heritage Legislation

The course aims to allow students to familiarise themselves with standard legal terms, proceedings and formulations and how to utilise local, national and international legal instruments for the protection of cultural heritage. The course will introduce students to the fundamentals of how to utilise the international legal framework for the protection, promotion and management of heritage sites.

Fundraising and Financing for Heritage

Students will acquire a basic set of skills in budgeting, financial management and fundraising, which will allow them to estimate and acquire budgets, manage financial processes as part of project management and accompany their financial audits. In this context, the course emphasises standard budgeting and financial administration requirements of governmental systems, international organisations and major donor organisations for cultural heritage.

Heritage Impact Assessment

The course will introduce students to the main tools and methodologies used to evaluate the impact of development projects on the heritage significance and values of sites. It will refer to the consecutive phases required for informed impact assessments, ranging from screening, scoping and baseline development to the definition of methodologies for impact assessments and evaluation of type, scale and severity of impact.

Human Resources Management

This module will focus on key aspects of the human resources management process that supports productive, efficient, and effective employees. Emphasis will be on how managers select, hire, develop, and retain employees. These areas include recruitment and selection, orientation and training, development, retention and turnover.

› STUDY AREA 3 – VISITOR MANAGEMENT AND INFORMATION

The modules enable students to understand the fundamentals of visitor management and the interpretation of a heritage site. The goal of these courses is to give students the chance to investigate the potential that visitors can offer to the site by understanding the process of visitor management, interpretation, communication and usages of modern IT resources.

Museum Architecture and Exhibition Design

Museums are not only buildings housing artefacts; they are also structures functioning as marketing objects, landmarks or structural elements reanimating historical quarters or initiating new urban developments. This course aims at conveying knowledge about different types of museums, main architectural concepts and their relation to the existing context.

Event Management at Heritage Sites

The course will familiarise students with the field of event management in relation to cultural heritage sites. Students will gain insights into the complex work of event management and its variables from managerial planning to logistic and procedural implementation of the events, conferences, exhibitions and festivals.

Interpretation and Presentation

This course will allow students to understand the best practices in delivering presentations and public speaking. The course will address the basics of audience behavior and leadership skills. As part of the course students will become familiar with the topic of interpretation and cultural sensitivity.

Heritage Marketing

Marketing, advertising, communication and social media are part of our daily life and they are a fundamental tool for the promotion of heritage sites. Students will understand the basics of marketing and through the course they will familiarise themselves with marketing strategies for cultural heritage sites and the pros and cons of different marketing strategies.

Heritage Information Technology

This module aims at providing students with skills that support the possible promotion of cultural heritage by using advanced digital technologies. The development of ICT (Information and Communication Technology) and computerised systems has opened hitherto unimaginable possibilities of transmission of knowledge, to make available, amongst other things, virtual art exhibitions, 3D reconstructions of historical sites, data bases of assets heritage.

Introduction to Museology

This module introduces students to the field of museology and to the contemporary museological discourse. It covers a variety of topics such as early history of museum formation, types of museum exhibitions and collections, the social and economic functions of museums and the theories of art and history that structure museums today.

Cliff dwellings in Mesa Verde
(USA) >



BTU COTTBUS - SENFTENBERG

Brandenburg University of Technology (BTU) is the second largest university and the only technical university in the federal state of Brandenburg. With its 7,000 students, BTU is a small campus university that prides itself in offering a high degree of interaction between professors, the teaching staff and the students. At BTU, excellent teaching is based on equally excellent research and successful transfer of knowledge and technology into society and the professional environment. It is the aim of BTU to foster national and international cooperation in order to create an attractive environment for young researchers and to allow students to achieve their academic and professional development.

The Joint Master in Heritage Conservation and Site Management is based at the Faculty for Architecture, Civil Engineering and Urban Planning. As a result of the strong cooperation between the different departments of the faculty, the university has developed a wellknown competence in the field of heritage conservation, in particular regarding cultural heritage. Key to this success are the many collaborations in both teaching and research that BTU actively pursues not only with other universities and research institutions but also with many international governmental and nongovernmental organisations.

BTU offers a variety of housing possibilities to students. The university itself provides dormitories nearby the Main Campus (via Studentenwerk Frankfurt/Oder). In addition, there are also several privately run dormitories offering private and shared rooms as well as flats (e.g. T1 Campus Cottbus, Gästehaus Uni GmbH).

COTTBUS

Cottbus is located in the federal state of Brandenburg, close to the Polish border. The city lies at the river Spree and is famous for its parks and green areas, but also for the small yet diverse historic city centre. Cottbus has a population of about 100,000 inhabitants and is well connected by train with major cities like Berlin, Leipzig and Dresden. The city is small but lively and it is a perfect town for students. Several cultural events are often organised in town: folkloristic celebrations, festivals, markets, student festivities and other activities.

Due to its location, Cottbus has a history as an intersection of trading routes between Germany, the Czech Republic and Poland. In the 19th century the city specialised in the production of textiles and afterwards in coal mining and energy generation. Cottbus belongs to the region of the Lausitz, the home of one of Germany's officially recognised minorities, the Sorbs. The Sorb culture has enriched the area of the nearby Spreewald since the 8th century which was recognised as an UNESCO Man and Biosphere Reserve in 1991.



◀ Historic City Hall of Bamberg (Germany)

HELWAN UNIVERSITY

Helwan University was founded in 1975 and is a member of the Egyptian Supreme Council of Universities. Today, the institution comprises 21 faculties, 58 self-sponsored units and other associated facilities. Since its foundation, Helwan University has grown to become one of the major state universities in Cairo. In that role, the university considers it its responsibility to train a cadre of highly qualified graduates who can contribute to the comprehensive development in Egypt. Considering the high density of globally significant heritage sites and the equally high relevance of heritage tourism in the country and the wider region, Helwan University wants to respond to the need for welltrained experts knowledgeable in the fields of tourism and heritage conservation.

Heritage Conservation and Site Management is incorporated into the Faculty of Tourism and Hotel Management. This faculty was the first faculty of its kind in Egypt and the Middle East, and is the main national centre to provide training for tour guides. The faculty comprises three departments: Hospitality, Tourism Studies and Tourism Guidance. The Tourism Guidance Department, which has a variety of faculty members specialised in Egyptology, Archaeology and History, also offers courses on the preservation and management of cultural heritage. Its aims are to prepare qualified managers of heritage sites, ensuring sustainable usage of such sites as tourism attractions, providing the best possible service to visitors, while at the same time preserving the site for future generations. The Faculty of Tourism and Hotel Management works closely with the Ministry of Antiquities. It is represented on the Board of the Egyptian Museum

and the scientific committee for the project of the Grand Egyptian Museum.

The students enrolled in Heritage Conservation and Site Management will receive their lessons at the university campus on Zamalek. In addition, the Faculty of Tourism and Hotel Management offers housing facilities on their main campus at El-Manyal, an island directly to the south of Zamalek. Both campus are situated at the heart of Cairo and provide for all possible needs.

CAIRO

Cairo is the bustling capital of the Arab Republic of Egypt and famous for hosting one of the seven Wonders of the Ancient World, the Great Pyramids of Giza. With over 18 million inhabitants in its urban area, Cairo is the largest city in the Middle Eastern region and the second largest metropolis in Africa. The city further includes one of the oldest Islamic cities in the world and its historical monuments have been inscribed on the UNESCO World Heritage List as »Historic Cairo« in 1979.

Cairo and its inhabitants provide for an exciting experience in living abroad. Egypt is a country rich in cultural heritage and traditions, thereby providing the students with the perfect environment to observe and study the challenges and rewards in managing cultural heritage sites. The exchange semester is guided by excellent local partners such as the German Academic Exchange Service and the German Archaeological Institute. Students will benefit from the multitude of perspectives and professional experiences of our partners.

STUDENTS EXPERIENCES

MOUSTAFA ALI ›

»This program has been elaborated by two universities of credibility, BTU Cottbus-Senftenberg (Germany) and Helwan University (Egypt). The knowledge and methodologies provided are indispensable for managing heritage sites worldwide. It is a must for heritage employees and students in the developing countries to have such study, in order to be able to manage their heritage in an appropriate and scientific way.«



◀ AHMED SULEIMAN

»After obtaining a bachelor degree in Architecture, I was interested in building an academic as well as professional career in Architectural/urban treatments of built heritage. The program offered me an opportunity to explore the varied theories, concepts and policies for conservation and management of Architectural and Urban heritage worldwide. Personally, I benefited from the cultural exchange that the program promotes and allows for.«

YULIA LIM ›

»Meeting people from all over the world, getting acquainted with different cultures, studying in two countries – all these sound like an adventure! And in fact it is.«



SHAHIDUL ISLAM >

»The master course is fully designed as a multi-disciplinary field of study, with the task of conservation as its core part. I wish HCSM will keep continuing the journey of educating students for saving our heritage.«



< JUDITH ANGL

»Since heritage of various origins is presented and discussed throughout the courses, new knowledge and fields of interest are acquired on a daily basis. Furthermore, each student can decide individually on a specialisation after the first introductory semester due to the fact that the following modules are elective, numerous and thematically very diverse. An excellent learning atmosphere is guaranteed through the adequate number of students. The multinational nature of HCSM is a tremendous advantage in terms of student contributions – that are made during lectures – and exchange in general. The study semester in Egypt adds to this experience.«

APPLICATION

Interior of Jabrin Castle
(Oman) >

APPLICATION IN COTTBUS

International Candidates

Deadline: 15th July

All candidates with a university degree awarded by a foreign university must apply via Uni-Assist.

Please find more information at
www.uni-assist.de

Uni-Assist might take up to six weeks to analyse your application. We strongly suggest international students apply as soon as possible and not wait until shortly before the deadline.

German Candidates

Deadline: 31st August

Applicants with a degree from a German university have to fill out the »online form for study programmes without admission limits«.

Please find more information at:
www.b-tu.de/en/study/applications-and-admissions

The Royal Observatory, Edinburgh
(United Kingdom) >





APPLICATION IN CAIRO

All candidates must send their applications to the Faculty of Tourism at Helwan University:

Helwan University
Faculty of Tourism and Hotel Management
1, Abdel Aziz Al-Soud Str.
El-Manial, Orman-Post, Cairo 11521
Egypt

Please find more information at:

www.heritage.edu.eg

VISA APPLICATION

If Helwan University is your home university, you need a visa for Egypt before the start of the first semester and a visa for Germany for the second semester. If BTU Cottbus-Senftenberg is your home university, you need the visa for Germany before the start of the first semester as well as a visa for Egypt for the third semester. The visa process for the second or third semester can usually only be started after enrolment (through the German embassy in Egypt respectively the Egyptian embassy in Germany).

It is recommended to inform yourself about the visa requirements at the Egyptian and German Embassy in your home country before your application.

CHECKLIST FOR ALL APPLICANTS

1. online application form
2. highschool leaving certificate (A-levels)
3. first university Bachelor's degree in one of the following majors: Archaeology, Tourism, Architecture, Conservation or History or equivalent qualifications
4. Transcript of Records from the first university degree
5. certificate of proficiency in English such as:
 - TOEFL iBT min. 80 points
 - IELTS min. 6.5
 - Cambridge Certificate in Advanced English min. grade »B«
 - Cambridge Certificate of Proficiency in English min. grade »C« or equivalent
 - UniCert certificate, minimum grade II
6. curriculum vitae detailing the candidate's academic and professional career as well as research and work interests
7. letter of motivation
8. two letters of recommendation or references



Brandenburg
University of Technology
Cottbus - Senftenberg



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www.b-tu.de/en/heritageconservation-ma

www.heritage.edu.eg

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