

## 60913 - Master's Dissertation

### Syllabus Information

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**Academic year:** 2023/24

**Subject:** 60913 - Master's Dissertation

**Faculty / School:** 103 - Facultad de Filosofía y Letras

**Degree:** 351 - Master's in Cultural Heritage Management

**ECTS:** 16.0

**Year:** 1

**Semester:** Second Four-month period

**Subject type:** Compulsory

**Module:**

### 1. General information

The Master's Final Project introduces students to the development of a cultural management project through the analysis of the environment, the design of a SWOT, the approach to objectives and activities for the activation of a heritage element, as well as through their economic viability. These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>), specifically 5 and 10, through activities related to universal access to cultural heritage. The acquisition of the learning results of the subject provides training and competence to contribute to some extent to their achievement.

### 2. Learning results

- To apply and integrate the knowledge and skills acquired in the subject to a real, viable, measurable and evaluable cultural heritage management project.
- To design, present and defend the project in an appropriate manner.
- To put this project into practice.

### 3. Syllabus

The descriptive report of the master's final report must have the following sections:

- 1.- Context of the project: background, purpose, analysis of the environment, managing organization and cross-sectional diagnosis.
- 2.- Definition of the content of the project: target audience, contents, objectives, strategies, activities and management model.
- 3.- Project production: planning, schedule, organization and human resources, infrastructure, communication, financing and budget.
- 4.- Evaluation process.
- 5.- Bibliographical references and webgraphy

### 4. Academic activities

1. Study, research and personal work: personal and individual preparation of a work on management of a heritage asset where the student must apply the knowledge and skills learned.
2. Individual tutoring (face-to-face in the teacher's office and on-line): Individualized guidance of the student's work and discussion of the approaches, questions and problems arising in its development.
3. Guidance and review of work tasks.
3. Writing and defence of the MFP: orientation and revision of the final draft of the work.
5. Preparation of the oral presentation before the board of examiners.

### 5. Assessment system

**First call: Global test 100 %.**

The students shall:

- present, within the legally established deadlines, a heritage asset management project. The maximum length 20 pages. Annexes and appendices may be added as deemed appropriate.

- publicly defend the project before a three-examiners board constituted according to the regulations. Students may use any technical resources they consider appropriate.

The defence consists of two parts: the student's presentation for a maximum of 15 minutes and the board's questions for the same amount of time, with a corresponding amount of time for answers, if applicable. The three members of the Board of Examiners will mark both the written work and the defence, and the arithmetic average will be used to calculate the relevant grade.. The director or co-director of the project will not be a part of the board under any circumstances.

Criteria for evaluation: quality of structure and contents, capacity to propose hypotheses and use appropriate methodologies, critical capacity, linguistic correction, quality of the oral presentation and, in general, achievement level of the competencies of the master.

**Second Call: Identical to the first call.**