



UNIVERSIDAD  
COMPLUTENSE  
MADRID



Interuniversity Master's Degree  
Faculty of Geography and History

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CULTURAL HERITAGE IN THE  
21<sup>ST</sup> CENTURY: MANAGEMENT  
AND RESEARCH

# INTERUNIVERSITY MASTER'S DEGREE CULTURAL HERITAGE IN THE 21<sup>ST</sup> CENTURY: MANAGEMENT AND RESEARCH

Field of Knowledge: **Interdisciplinary**

Responsible center: **Faculty of Geography and History,  
Universidad Complutense de Madrid (UCM)**

Joint with: **U. Politécnica de Madrid (UPM)**

[www.ucm.es/patrimonio-cultural-siglo21](http://www.ucm.es/patrimonio-cultural-siglo21)

Orientation: **academic-  
professional**

Credits: **90 ECTS**

Duration: **1.5 years  
(3 semesters)**

Modality: **face-to-face**

## OBJECTIVES

The Master's Degree "Cultural Heritage in the 21<sup>st</sup> Century: Management and Research":

It **responds** to an academic, research and professional demand for postgraduate training in the contexts of management and research of cultural heritage assets.

Its **objective** is to introduce students to the methodology of research in the management of cultural heritage.

It is **based** on a specific definition of Cultural Heritage management: a set of activities aimed at making its knowledge, valuation and protection possible, with an integrated vision of the different fields of knowledge in which this activity is carried out. This integrated management has begun in recent years to acquire socio-economic relevance, at a global level, in areas of a multidisciplinary, interdepartmental, and inter-university nature.

It **consists** of a series of theoretical and practical courses that cover the most current aspects of various disciplines in the areas of knowledge related to Cultural Heritage, its management and research, including the social use of heritage assets, the impact of tourism on them, the optimisation of existing resources, the use of environmental impact studies and urban planning for their protection, the interpretation of the results of research and their dissemination, the design of sustainable management strategies, etc.

Its **basic characteristic** is its interdisciplinarity. The cooperation between the UCM and the UPM, within the framework of the Campus of International Excellence Campus Moncloa, has allowed us to count on the participation of 14

faculties and centres (9 from the UCM and 5 from the UPM). This ensures an excellent teaching staff, with extensive teaching experience, who have in-depth knowledge of the subjects to be covered, who direct and/or participate in numerous leading national and international research projects, as well as developing collaborative relationships with institutions, covering the whole range of management, teaching and research in Cultural Heritage.

## PROSPECTIVE STUDENTS

It is aimed at people with a degree in Arts and Humanities, Engineering and Architecture or Social and Legal Sciences, who have included in their training a subject related to Cultural Heritage and are interested in specialising in its management. Most of the lectures are given in Spanish.

## WHY STUDY THIS MASTER'S DEGREE?

The main professional opportunities are:

Cultural Heritage Management

- Tourist services, dissemination, environmental assessments, management, publishing, etc.
- General State Administration, autonomous communities and municipal corporations.
- Associations and foundations: for Cultural Heritage, defence of heritage interests, conflict resolution between society and the administration, etc.

Cultural Heritage Research

- Specialised research centres, higher education.

## STRUCTURE

The **first module** is compulsory. It aims to provide knowledge of the main areas of research, the different methodologies of application and the latest scientific, technical, and methodological advances in each field.

**Internships** (15 ECTS) are also compulsory, to be carried out in one of the participating institutions, and the presentation of a **Master's Thesis** (15 ECTS), which may be related to the internships carried out and will be oriented towards a research topic.

The **second module** is optional and offers four specialisations of which students will have to choose one (12 ECTS) and one subject (6 ECTS) from any of the other three. To facilitate this flexibility, timetables will be designed in a compatible way.

## SYLLABUS

SUBJECT TYPE	ECTS
Compulsory	42
Electives	18
External Internships	15
Master's Thesis	15
<b>Total</b>	<b>90</b>

COMPULSORY SUBJECTS	ECTS	SEMESTER
<b>Module 1. Compulsory</b>		
Subject 1. Concepts and Challenges	12	1 <sup>st</sup>
Subject 2. Public Policy and the Legal System	9	1 <sup>st</sup>
Subject 3. Communication, Society, and the Economy	12	1 <sup>st</sup>
Subject 4. Research on Cultural Heritage and its Management	9	annual

ELECTIVE SUBJECTS	ECTS	SEMESTER
<b>Module 2. Elective</b>		
<b>Speciality 1. Knowledge</b>		
Immovable Heritage	6	2 <sup>nd</sup>
Movable and Intangible Heritage	6	2 <sup>nd</sup>
<b>Speciality 2. Planning</b>		
Environmental Assessment and Project Management	6	2 <sup>nd</sup>
Territorial Planning	6	2 <sup>nd</sup>
<b>Speciality 3. Social Use</b>		
Education, Citizen Participation and Audience Research in Cultural Heritage Management	6	2 <sup>nd</sup>
Interpretation and Dissemination	6	2 <sup>nd</sup>
<b>Speciality 4. Economics, Tourism and Development</b>		
Economic Impact and Entrepreneurial Initiatives in Cultural Heritage	6	2 <sup>nd</sup>
Financing, Tourism and Development	6	2 <sup>nd</sup>

EXTERNAL INTERNSHIPS	ECTS	SEMESTER
External Internships	15	3 <sup>rd</sup>

MASTER'S THESIS	ECTS	SEMESTER
Master's Thesis	15	3 <sup>rd</sup>



**POLITÉCNICA**



[una-europa.eu](http://una-europa.eu)

Másteres UCM



**Faculty of Geography and History**

Campus de Moncloa

[geografiaehistoria.ucm.es](http://geografiaehistoria.ucm.es)

For more information: [www.ucm.es/patrimonio-cultural-siglo21](http://www.ucm.es/patrimonio-cultural-siglo21)

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