

Degree	Type	Year
Art History	OT	3
Art History	OT	4

Contact

Name: Carles Sánchez Marquez

Email: carlos.sanchez.marquez@uab.cat

Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

There are no prerequisites for this course.

Objectives and Contextualisation

Subject designed to give knowledge and tools to students towards the management of cultural heritage in general and artistic in particular.

Learning objectives of the subject:

1. Categorize and know the functions developed by each of the professionals involved in the management of artistic heritage.
2. Facilitate elements that lead to reflection on models of management of artistic heritage in the current social context.
3. Posing ways to solve possible problems that may arise in the development of professional activity, within the scope of the management of artistic heritage: curators, technicians, managers and mediators.
4. Introduce basic notions of advertising and communication.

Learning outcomes

- Analyze current or past debates on the management, conservation, and restoration of artistic heritage, as well as the application of international, national, and regional legal provisions and principles related to its management.
- Compare the different legal frameworks applicable to a practical case of management, documentation, and conservation of artistic heritage.
- Coordinate work teams, developing conflict resolution and decision-making skills.
- Design and implement educational programs in the various fields of art history.

- Design, produce, disseminate, and market a cultural product.
- Prepare catalog and inventory records of architectural or artistic heritage.
- Stimulate creativity and promote innovative ideas.
- Participate in debates on historical events while respecting the opinions of other participants.
- Develop a project for the management and conservation of artistic heritage.

Competences

Art History

- Demonstrating they have basic knowledge of museology and museography, as well as the current problems about conservation and restoration of artistic heritage.
- Designing, producing and spreading management projects of artistic heritage.
- Organising educational projects in various levels of the learning of Art History, applying the instrumental knowledge related to the discipline.
- Organising the curator of exhibitions of permanent and temporal nature.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.

Learning Outcomes

1. Analysing basic concepts of museology and museography.
2. Analysing ideas about an artistic phenomenon in a given cultural context.
3. Analysing the creators of an artistic phenomenon in a specific cultural context.
4. Analysing the current or past debates about management, conservation, restoration and documentation systems of the artistic heritage.
5. Analysing the recipients of an artistic phenomenon in a specific cultural context.
6. Applying the arrangements and international, state and autonomic principles related to the management of the artistic heritage.
7. Applying the iconographic knowledge to the reading of artistic imagery.
8. Autonomously searching, selecting and processing information both from structured sources (databases, bibliographies, specialized magazines) and from across the network.
9. Communicating orally an artistic imagery using the appropriate terminology.
10. Contrasting the various legal frameworks of the artistic heritage.
11. Contrasting the various legal frameworks that can be applied to a practical case of management, documentation and conservation of the artistic heritage.
12. Coordinating working teams, developing conflict resolution and decision making abilities.
13. Designing a museographic programme.
14. Designing and applying education programmes in the different fields of Art History.
15. Designing, producing, disseminating and commercializing a cultural product.
16. Designing programmes of temporal and permanent expositions, including the programming of activities of educational nature for school and family audiences.
17. Drawing up reports of artistic specialisation.
18. Drawing up restoration reports of the architectonic and artistic heritage.
19. Engaging in debates about historical facts respecting the other participants' opinions.

20. Explaining the specific notions of the History of Art.
21. Planning and applying museographic projects and programmes, using the acquired knowledge about museology.
22. Producing a project of management and conservation of the artistic imagery.
23. Producing catalogue sheets and inventory of the architectonic or artistic heritage.
24. Using the acquired knowledge in the elaboration of files, reports and rulings related to the conservation, documentation, and dissemination of the artistic heritage (cataloguing, inventory, restoration reports, artistic specialisation).

Content

1. Theoretical foundations of heritage and its management. What is heritage management?
2. Design, implementation, and evaluation of cultural projects.
3. Heritage dissemination.
4. Professional profiles, heritage organizations, and management models.
5. Public and private funding models, crowdfunding, and patronage.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Autonomous student work	35	1.4	4, 6, 11, 14, 15, 16, 21, 22, 17
Master classes, tutoring and study	40	1.6	1, 4, 6, 8, 11, 10, 12, 15, 13, 21, 22, 24
Type: Supervised			
Commentary on articles and texts	15	0.6	11, 12, 21, 24
Type: Autonomous			
Cultural management project	60	2.4	8, 12, 15, 22, 17, 18

Lectures, required readings, group work, field trips, etc.

The course incorporates innovative methodologies (Project-Based Learning, flipped classroom, and game-based learning).

Visits to institutions related to heritage and talks by professionals in the sector are planned.

Note: *"Fifteen minutes of one class session, within the schedule established by the program/degree, will be reserved for students to complete the teaching performance and course evaluation surveys,"* in order to remind faculty of the need to encourage student participation in these surveys.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Activities related to cultural management project	20%	0	0	1, 3, 4, 5, 2, 7, 6, 8, 9, 11, 10, 12, 14, 15, 16, 13, 23, 20, 19, 21, 22, 17, 18, 24
Cultural management project	35%	0	0	3, 5, 2, 12, 13, 20, 19, 21, 22
Exam	35%	0	0	1, 3, 4, 5, 2, 8, 9, 11, 10, 12, 15, 16, 13, 23, 19, 21, 22, 18, 24
PCAM	10%	0	0	15, 16, 18, 24

Resit

To be eligible for the resit, students must have previously been assessed in a set of activities that together account for at least two-thirds of the total grade. Students who have not taken the exams or submitted the required assignments cannot pass the course. In order for the two exams to be averaged with the rest of the grades, students must pass one of the two tests with a score equal to or higher than 5 (out of 10), and obtain at least a 4 in the other.

If a student engages in any form of misconduct that may lead to a significant alteration of the grade of a particular assessment activity, that activity will be graded with a 0, regardless of any disciplinary proceedings that may follow. If multiple instances of misconduct are confirmed within the same course, the final grade for that course will be a 0.

Definition of "Not Assessable"

A student will receive the grade "Not Assessable" if they have submitted less than 30% of the assessed activities.

This course does not offer a single assessment option.

Artificial Intelligence (AI)

The use of Artificial Intelligence (AI) technologies is not permitted at any stage of this course. Any assignment that includes content generated by AI will be considered a violation of academic integrity and will be graded with a 0, with no option for resubmission. In severe cases, further disciplinary actions may be taken.

Bibliography

Ballart, J., i Tresserras, J (2010): *Gestión del Patrimonio Cultural*. Ariel. Barcelona

Bonet, Lluís, González-Piñeiro, Manel (2021), *La innovación en la gestión de la cultura. Reflexiones y experiències*, Publicacions de la Universitat de Barcelona.

Campillo Garrigos, R., (1998) *La gestión y el gestor del patrimonio cultural*. Murica, KR.

Devos, Franky (2006). *Jóvenes pero alcanzables: Técnicas de marketing para acercar la cultura a los jóvenes*. Editorial: Fundación Autor - Sociedad General de Autores y Editores.

Diversos autores (2011). *El patrimonio cultural como símbolo: Actas Simposio Internacional. Fund. Del Patrimonio Histórico*, Fundación Del Patrimonio Histórico de Castilla y León.

Diversos autores (2006), *Exposiciones temporales. Organización, gestión y coordinación*. Ministerio de Cultura. Edita: Secretaria General Técnica. Subdirección General de Publicaciones , Información y Documentación.

Ignacio Henares Cuéllar, I. (ed.) (2010) *La protección del patrimonio histórico en la España democrática*. Granada, Fundación Cajamadrid y UGR.

Martos Molina, Marta (2016), *Herramientas para la gestión turística del patrimonio cultural*, Ed. Trea, 2016.

Marzo, Jorge Luis (2013). *L'era de la degradació de l'art. Poder i política cultural a Catalunya*. Editorial El Tangram.

Palomares Sánchez, Bárbara (2011). " Patrimonio cultural en España: Historia de un modelo de gestión y nuevos modelos de negocio". Portal Iberoamericano de Gestión Cultural.

Prats, L.I. (2004) *El patrimonio como construcción social*. En *Antropología y patrimonio*. Barcelona, Ariel.

Querol, M^a A. (2010), *Manual de Gestión del Patrimonio Cultural*. Madrid: Akal

Roselló Cerezuela, D. (2007). *Diseño y evaluación de proyectos culturales*. Barcelona. Editorial Ariel. Colección Patrimonio.

Software

Is in the content section

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PCAM) Field practices	1	Catalan/Spanish	second semester	morning-mixed
(PCAM) Field practices	2	Catalan/Spanish	second semester	morning-mixed
(TE) Theory	1	Catalan/Spanish	second semester	morning-mixed