

Degree programme	Type	Course
Archival Studies and Information Governance	OB	2

Contact lecturer

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Teaching staff

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Group languages

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

Prerequisites

L1. Marketing and Communication

No requirements

L2. Preventive conservation and archival equipment

No requirements

L3. Project Management

No requirements

Objectives

L1. Marketing and Communication

- Knowing both the basic concepts and the basic techniques of marketing and communication as well as the latest trends that are being developed in the world of cultural communication in general.
- Learning to apply all these acquired knowledge about the archives and know how to apply them both from the archives themselves and from the perspective of the independent professional.

L2. Preventive conservation and archival equipment

- To provide the basic knowledge so that students, upon completing the training course, can identify the

materials that make up a documentary collection, assess their state of conservation, and determine the treatments and preventive measures to be adopted to guarantee their future conservation.

- To provide knowledge on the different aspects that determine the good physical condition of a collection, both in its usual storage and during handling, consultation, digitization, or exhibition. The lines of action to be adopted both preventively and directly on the documents are presented.

L3. Project Management

- Understand the fundamental concepts and principles of project management.
- Learn skills and practical techniques for effective planning, execution, monitoring and control of projects.
- Develop the ability to plan and manage projects.
- Develop skills related to problem solving and communication skills in the context of project management.

Learning outcomes

- CA25 (Devise a communication system and preservation conditions for an archive centre, using non-sexist language and from an ethical, democratic perspective of archival science.) Devise a communication system and preservation conditions for an archive centre, using non-sexist language and from an ethical, democratic perspective of archival science.
- CA26 (Design the process and quality management system of an archive centre in keeping with the principles of ethical responsibility and respect for diversity.) Design the process and quality management system of an archive centre in keeping with the principles of ethical responsibility and respect for diversity.
- KA36 (Describe the project management and strategic planning of an archive centre.) Describe the project management and strategic planning of an archive centre.
- KA37 (Describe the communication, marketing, dissemination and educational services of archives.) Describe the communication, marketing, dissemination and educational services of archives.
- KA38 (Identify pathologies and preventive conservation of physical documentation.) Identify pathologies and preventive conservation of physical documentation.
- SA29 (Determine an archive centre's management system.) Determine an archive centre's management system.
- SA30 (Identify the equipment and conditions of archive services.) Identify the equipment and conditions of archive services.
- SA31 (Develop communication and marketing plans for an archive.) Develop communication and marketing plans for an archive.

Contents

L1. Marketing and Communication

1. Introduction to marketing

2. The marketing plan

3. The communication plan

4. The communication channels

5. The use of Public Relations as a tool for communication in Archive Institutions

L2. Preventive conservation and archival equipment

1. Conservation concepts; preventive conservation, curative conservation, restoration.
2. Traditional materials and typologies of documentary heritage
3. Documentary supports and elements supported
4. Intrinsic causes of degradation and more common alterations (paper and parchment support)
5. Extrinsic causes of degradation and more common alterations (paper and parchment support)
6. Preventive conservation
 - 6.1 Control of environmental variables
 - 6.2 Pest control
 - 6.3 Maintenance and cleaning
 - 6.4 Manipulation and consultation
7. Deposit and storage
8. Restoration processes
9. Prevention plan

L3. Project Management

1. Introduction to project management

1.1. Definition of \"project\"

1.2. Project management

1.3. Objectives of a project

1.4. Key processes in Project Management

1.5. Phases in Project Management

1.6. Project Management Methodologies (Waterfall, Agile, Kanban, etc.)

2. The roles in a Project

2.1. The project team

2.2. The project manager

2.3. The customers

2.4. The stakeholders

2.5. The sponsors

3. Research and conceptualization

3.1. Collection of Information and/or requirements

3.2. SWOT analysis in projects

3.3. Other common analysis tools

4. Design of a project

4.1. Structure of Objectives

4.2. Creativity techniques applicable to projects

4.3. Business Model Canva and MK Mix in Project Management

5. Planning a project

5.1. The Technical Organization Chart or WBS

5.2. Efficiency improvement techniques

5.3. Resolution of planning conflicts

5.4. Duration estimation

5.5. Planning with computer tools (Project Libre)

6. Implementation of a project

6.1. Interactions within the team

6.2. Prototyping

6.3. Adapting to changes

6.4. Correction of deviations

6.5. Monitoring with IT tools

6.6. Implement in an agile environment

7. Preparation of a project (supervised)

7.1. Design of an MVP (Minimum Viable Product Version) of the project

7.2. Self-evaluation of the MVP

8. Public presentations of the projects

8.1. Building a 'deck' of presentations

8.2. Transforming a 'deck' into a 'pitch presentation'

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
L3.Oral Presentation	1	0.04	
L2. Practical Activities	15	0.6	
L2. Virtual Sessions	11	0.44	
L3.Project Development	15	0.6	
L2. To accomplish working files about practical activities and visits	10	0.4	
L1. Case study projects	10	0.4	
L2. Visit to Archival Institutions	4	0.16	
L3.Lecture	2	0.08	
L1. Interactive classes (online if required)	15	0.6	

L2. Study and Analysis of case study	5	0.2
L3.Project Follow up	5	0.2
L3.Workshops and Class discussions	2	0.08
L1. Study and analysis of cases chosen by the students	15	0.6
L1. Online sessions	15	0.6
L2. Reading of papers and articles	5	0.2

The course will be teach in catalan

L1. Marketing & Communication

The training methodology includes face-to-face/virtual lectures, as well as continuous assessment activities during the course (case studies, exercises, etc.) to be developed individually and/or in groups. This line also includes the completion of a final project where all the learning acquired throughout the sessions will be implemented.

L2. Preventive conservation and archival equipment

The methodology of the training course includes face-to-face/virtual classes, as well as assessment activities during the course (practicals and visits) to be carried out individually and/or in groups. This line also includes a final multiple-choice exam.

The language used during the course will be Catalan.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find the various teaching materials deemed appropriate by the instructors and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

L3. Project Management

The training methodology includes face-to-face/virtual lectures, as well as continuous assessment activities during the course (case studies, exercises, etc.) to be developed individually and/or in groups. This line also includes the completion of a final project where all the learning acquired throughout the sessions will be implemented.

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	Weight	Hours	ECTS	Learning outcomes
L3. Final deck delivery	45%	12	0.48	CA25, CA26, KA36, KA37, SA29, SA30, SA31
L2. Practical activities	40 %	20	0.8	KA38, SA30
L1. Participation	10%	5	0.2	CA25, CA26, KA36, KA37, KA38, SA29, SA30, SA31
L3. Final Presentation	10%	3	0.12	CA25, CA26, KA36, KA37, SA29, SA30, SA31
L1. Practical exercises	40%	10	0.4	CA25, CA26, KA36, KA37, KA38, SA29, SA30, SA31
L2. Technical Visit Assignment	10 %	5	0.2	KA38, SA30
L3. Development of a Project	45%	10	0.4	CA25, CA26, KA36, KA37, SA29, SA30, SA31
L2. Writing Exam	50 %	20	0.8	KA38, SA30
L1. Evaluation activities	50%	10	0.4	CA25, CA26, KA36, KA37, KA38, SA29, SA30, SA31

L1. Marketing and Communication

The evaluation of the L1 will consist of a project and complementary exercises previously agreed upon at the beginning of the learning sessions.

L2. Preventive conservation and archival equipment

The evaluation of the L2 will consist of practical exercises, a written exam and a commentary on an archive visit.

This course/module does not provide for a single-assessment system.

For this subject, the use of Artificial Intelligence (AI) technologies is allowed exclusively in support tasks, such as bibliographic or information search, proofreading or translations. The student will have to clearly identify which parts have been generated with this technology, specify the tools used and include a critical reflection on how these have influenced the process and the final result of the activity. Non-transparency of the use of AI in this assessable activity will be considered as academic dishonesty and may lead to a partial or total penalty in the mark for the activity, or higher penalties in serious cases.

Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade.

The performance of any irregularity in an evaluation act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorized by the teaching guide), which may lead to a significant variation in the grade, assumes that this act will be graded with a 0. In the event that the teaching guide foresees that in order to pass the subject it is an essential requirement to have obtained a minimum grade in this evaluation act or that there are several irregularities in the evaluation acts of the same subject, the final grade of this subject is 0. Apart from this, a disciplinary process may be instructed to the student that incurs any of these irregularities.

Any student suspected of submitting assignments that have been generated by AI, written by others or copied; include unattributed AI-generated content, or fall outside the permitted scope, may be asked to provide the preliminary work or other materials that can demonstrate it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. Teachers may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, the instructor detects irregularities, the assignment may be graded zero, and the student may be subject to further disciplinary action.

L3. Project Management

The evaluation of the project management training course includes three evaluation blocks:

- Development of a project
- Delivery of a project deck
- Final presentation of the project

In the event of failing all of the above, the student will opt for re-evaluation through a theoretical-practical exam.

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L2. Preventive conservation and archival equipment

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Software

Microsoft Teams

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TEm) Theory (master)	1	Catalan	first semester	afternoon