



UNIVERSIDAD  
COMPLUTENSE  
MADRID



FACULTY OF  
GEOGRAPHY AND HISTORY

**MASTER'S DEGREE**

**CULTURAL HERITAGE IN THE  
21st CENTURY: MANAGEMENT  
AND RESEARCH**



# Master's Degree in Cultural Heritage in the 21st Century: Management and Research

Knowledge Area  
Art and Humanities  
Center

Faculty of Geography and History. UCM  
Offered Jointly by  
Technical University of Madrid (UPM)

**Orientation:** professional & academic  
**Credits:** 90 ECTS  
**Length:** 3 semesters  
**Mode:** face-to-face classes  
**N° students:** 50

[www.ucm.es/patrimonio-cultural-siglo21](http://www.ucm.es/patrimonio-cultural-siglo21)  
[master.pcultural21@ucm.es](mailto:master.pcultural21@ucm.es)

**Language:** Spanish. B1 level. Pre-admission with lower level possible provided the student completes Spanish language courses before the course starts. Both universities offer a wide range of language courses for foreign students (see: [www.upm.es/Estudiantes/Movilidad/LenguasInternacionalizacion/AreaEspanol](http://www.upm.es/Estudiantes/Movilidad/LenguasInternacionalizacion/AreaEspanol) and [www.ucm.es/ccee](http://www.ucm.es/ccee)).

## Aims

The Master provides an answer to: an academic, research and professional demand within postgraduate education in the contexts of Cultural Heritage management and research.

Master's objective is to introduce students to the research methodology in Cultural Heritage Management.

The Master program starts by a specific definition of Cultural Heritage Management as a set of activities to enable knowledge, assessment and protection, of the heritage assets, together with an integrating vision of the different knowledge areas where such activities takes place. In recent years, this

integral management has started to acquire a socio-economic relevance, globally, and the knowledge areas being multi-disciplinary, interdepartmental and inter-universities.

The Master comprises a series of theoretical and practical courses covering the latest aspects of different disciplines in the knowledge areas related to Cultural heritage, its management and research. It also includes the social use of heritage assets, the impact of tourism on them, the optimization of the existing resources, the study of the environmental impact, the use of urban planning for protection, the interpretation of the research results and its dissemination, and the design of sustainable management strategies, etc.

The Master's basic feature is: its interdisciplinarity. Cooperation between the two universities, UCM and the UPM, in the framework of the Moncloa International Campus of Excellence, has allowed us to bring together 16 faculties and centres (10 of the UCM, UPM 6). This ensures an excellent group of teachers, with extensive teaching experience, who know in depth the topics to be treated, who can direct or participate in numerous research projects at national and international level, as well as developing partnerships with institutions, and who cover the wide range of management, teaching and research in Cultural heritage.

## Recipients

The Master is intended for: people who, holding a degree in any of the branches of Arts and Humanities, Engineering and Architecture, as well as Social and Political Sciences, who have included in their training any courses related to Cultural Heritage and are interested in specializing in Cultural Heritage Management.

## Career Opportunities

Within the scope of Cultural Heritage Management:

- Tourist services, diffusion, environmental assessments, management, publishing companies
- State General Administration, Regional Administrations and Municipal Corporations.

- Associations and Foundations of Cultural Heritage, or about heritage interests, solving conflicts between society and Administration, etc.

Research on Cultural Heritage:

- Specialized research centers, higher education.

## Program Structure

### First Module

Mandatory module. It focuses on providing knowledge of the main research areas, of the different methodologies and the application of the latest scientific, technical and methodological developments, within each field.

Compulsory is also the internship (15 ECTS), to be carried out in any of the participating institutions, as well as the presentation of a Final Master Project (15 ECTS credits), which may be related to the internship carried out and will be orientated towards a research topic.

### Second Module

It comprises optional courses and offers four specific specialization branches from which students will have to choose one (12 ECTS) and also one course (6 ECTS) of any of the other three. To facilitate this training providing flexibility, schedules will be designed accordingly.

## Syllabus

Compulsory Courses	ECTS	Semester
<b>Módulo 1: Mandatory</b>		
Topic 1: Concepts and Challenges	12	1º
Topic 2: Public Policies and Legal Regulations	9	1º
Topic 3: Communication, Society and Economics	12	1º
Topic 4: Research and Management in Cultural Heritage	9	1º
Optional Courses	ECTS	Semester
<b>Module 2: Optional</b>		
<b>Specialization 1: Knowledge</b>		
Heritage Sites	6	2º
Movable Properties and Intangible Heritage	6	2º
<b>Specialization 2: Planning</b>		
Land Planning	6	2º
Environmental Assessment and Project Management	6	2º
<b>Specialization 3: Social Use</b>		
Education and Society Participation	6	2º
Interpretation and Diffusion	6	2º
<b>Specialization 4: Economics, Tourism and Development</b>		
Economics and Businesses	6	2º
Financing, Tourism and Development	6	2º
Internship	ECTS	Semester
Topic 5: Internship	15	3º
Final Master Project	ECTS	Semester
Topic 6: Final Master Project	15	3º



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Faculties of the Complutense University, UCM, taking part in the Master program:

Faculties of Geography and History • Political Science and Sociology • Law •  
Information Sciences • Philosophy • Fine Arts • Education, Teacher Training •  
Economics and Business Administration • Psychology • Philology

Schools of the Technical University, UPM, taking part in the Master Program:

Schools of Architecture • Civi Engineering • Telecommunication Engineering •  
Mining Engineering • Forestry Engineering • Building Engineering

[www.ucm.es](http://www.ucm.es) • [www.upm.es](http://www.upm.es)



Másteres  
U C M



**Campus de Excelencia Internacional**

**Facultad de Geografía e Historia**

Campus de Moncloa  
<http://geografiaehistoria.ucm.es>

Contents of this brochure is subject to changes

For further information:

[www.ucm.es/cultural-heritage-21-century](http://www.ucm.es/cultural-heritage-21-century) • [master.pcultura21@ucm.es](mailto:master.pcultura21@ucm.es)