DIDACTIC REGULATIONS OF THE MASTER'S DEGREE PROGRAM

CULTURAL HERITAGE MANAGEMENT

CLASS LM-76 R

School of Human and Social Science

Department of Humanities

Regulations in force since the academic year 2025-2026

CdSM code = DL8

ACRONYMS

CCD	[Commissione di Coordinamento Didattico]	Didactic Coordination Commission
CdS	[Corso/i di Studio]	Degree Program
CFU	[Crediti Formativi Universitari = 1 ECTS]	University training credits
CPDS	[Commissione Paritetica Docenti-Studenti]	Joint Teachers-Students Committee
OFA	[Obblighi Formativi Aggiuntivi]	Additional Training Obligations
SUA-CdS	[Scheda Unica Annuale del Corso di Studio]	Annual single form of the Degree Program
RDA	[Regolamento Didattico di Ateneo]	University Didactic Regulations

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Art. 1
Object

1. These Didactic Regulations govern the organisational aspects of the CdSM in Management of Cultural Heritage (class LM-76 R).

   The CdSM in Management of Cultural Heritage is hinged in University of Naples "Federico II", Department of Humanities.

CdSM name in English:	Cultural Heritage Management
CdSM name in Italian:	Management del Patrimonio Culturale
Class:	LM-76 R - Economic Science for Environment and Culture
Teaching language:	Italian
Course delivery methods:	conventional

2. The CdSM is governed by the Didactic Coordination Commission (CCD), pursuant to Art. 4 of the RDA.

   - In accordance with article 4, comma 4, lett. l of the RDA, the CCD has established a subcommittee with regard to the responsibilities indicated in the same article 4, comma 4, lett. b), c), d) (curricula, student practices, foreign degrees).
   - In accordance with Article 4, comma 4, lett. e) of the RDA, the CCD has established a Review Group (GRIE) for periodic monitoring and evaluation procedures.

3. The Didactic Regulations are issued in compliance with the relevant legislation in force, the Statute of the University of Naples Federico II, and the RDA.

Art. 2
Training objectives

The Master's Degree Course in 'Management of Cultural Heritage' - incardinated in the degree class LM-76 R 'Economic Sciences for the Environment and Culture' - aims at training professionals with a solid managerial preparation for the valorisation and management of cultural heritage in an innovative, inclusive and sustainable perspective.

The course of study is based on the integration of cultural and environmental disciplines - essential for understanding cultural heritage and its value in the contexts of reference - and economic, economic-managerial, statistical and legal disciplines. In fact, the aim of the degree is to promote high-profile knowledge and skills for a cultural heritage management that has a positive impact on territories and communities, without altering their landscape and identity qualities.

As far as job opportunities are concerned, graduates of the 'Cultural Heritage Management' degree course will be able to take on functions of high responsibility both in the public sector (superintendencies, museums, libraries, local administrations and authorities, higher education institutions) and in the private sector (foundations, cultural associations and institutes, galleries and auction houses, cultural organisations and enterprises), meeting the needs of the 'culture' sector and of today's working contexts. In the area of job opportunities, the degree course not only promotes training for roles in public institutions or private enterprises, but also supports

entrepreneurship in the cultural sector through the acquisition of knowledge and skills for 'business creation'.

The knowledge and skills acquired in the economic, economic-managerial, statistical and legal spheres by undergraduates in 'Cultural Heritage Management' may also allow access to specialisation schools, Level I and II masters courses, and PhDs focusing on the enhancement and management of cultural heritage. The competitive, sustainable and inclusive management of the cultural and environmental heritage requires the acquisition of knowledge and theoretical-applicative skills that are able to respond to the different needs of the contexts, to trigger redevelopment processes and new opportunities for employment growth.

The presence of teachings related to the scientific-disciplinary sectors envisaged in the field of environmental and cultural disciplines - both in the area of characterising teachings and in the area of related and supplementary teachings - allows students to outline a training pathway in which managerial skills are calibrated and further enhanced in relation to their sphere of interest, which can range from the management of archaeological and historical-artistic heritage, to the management of library and photographic heritage, to the management of demo-ethno-anthropological, dramaturgical and musical heritage.

The specific educational objectives of the CdS magistrale in 'Management of Cultural Heritage', promoted through an innovative and interdisciplinary course of study, declines and specifies those of the LM-76 R class 'Economic Sciences for Environment and Culture'. These are summarised in the attainment of scientific, theoretical, methodological knowledge and operational skills for an efficient management and valorisation of the cultural heritage with respect to economic, social and environmental sustainability.

Specific training objectives are:
- to be able to combine, in a multidisciplinary and integrated perspective, the knowledge and skills acquired in the economic, economic-managerial, statistical and legal disciplines with the knowledge and skills acquired through the cultural and environmental disciplines
- to acquire theoretical, methodological and operational knowledge and skills to analyse, design and manage decision-making processes aimed at the valorisation of heritage and cultural activities;
- being able to identify cultural resources capable of promoting processes of urban regeneration or reduction of territorial marginality through the involvement of stakeholders and local communities;
- being able to manage in a position of responsibility public and private institutions, protection bodies, public offices and foundations, enterprises and associations aimed at the promotion and enhancement of tangible and intangible cultural heritage;
- possessing knowledge and skills capable of creating cultural enterprises from scratch to promote local development and employment growth in a sustainable, inclusive, innovative perspective.

In line with the flexibility and customisation of courses, which is one of the innovative teaching methods included in the University's Strategic Plan, students are offered the possibility of constructing their own study plan by identifying an educational pathway that envisages, also within the framework of characterising courses, the possibility of choosing from among the SSDs envisaged in the disciplinary fields indicated by Ministerial Decree 1649/2023 for the LM-76 R 'Economics for the Environment and Culture' degree class.

Apprenticeships are an integral part of the didactic project and are activated with external partners of national and international importance, helping to consolidate the theoretical-applicative knowledge acquired by the students during the lectures. Graduates will be able to find employment

opportunities as cultural site managers or event promoters in public/private organisations operating in different fields (archaeology, art, books, music, environment, multimedia, tourism).

The training and orientation internship activities further reinforce the experiential approach, as well as offering students the opportunity to start a thesis project in collaboration with the host institutions, and to establish personal and direct relationships that can be continued with further collaborations after graduation.

The Master's Degree in 'Cultural Heritage Management' is a two-year course comprising twelve examinations, including the final examination. The teaching load, expressed in terms of CFU, is equally divided between the first year and the second year. In order to obtain the degree, the student must acquire the 120 credits envisaged by the Ordinance.

The educational programme is finalised annually by the Commission for Educational Coordination of the Degree Course, which checks the consistency with the objectives described and the congruence of the contents in relation to the credits allocated, the educational goals of the LM-76 R degree class and the Degree Course.

Teaching is structured in two semesters per year. In the first year the student must pass 6 examinations for a total of 60 CFU. In the second year the student must pass 6 examinations (including the final exam) for a total of 54 CFU, to which must be added an internship, additional language knowledge, other knowledge useful for entering the world of work for a total of 60 CFU. In order to obtain the master's degree, the student must have acquired 120 university credits, including those relating to the final examination.

Knowledge useful for integration into the world of work promotes the acquisition of transversal skills. Additional language knowledge provides for the acquisition of skills in the main European languages. The teaching method of the degree course is conventional; the teaching activities include lectures and tutorials.

More specifically, the study plan of the Master's Degree Course in 'Cultural Heritage Management' provides for the following in the first year:

36 CFU for characterizing subjects,

12 CFU for related and supplementary subjects and 12 CFU for students' choice of educational activities (Ministerial Decree 270/2004, Art. 10, paragraph 5, letter a)

for a total of 6 examinations and 60 CFU.

The characterizing teachings, corresponding to 4 examinations and 36 CFU, pertain to the fields of economics, business disciplines, mathematical-statistical disciplines and environmental and cultural disciplines.

Therefore, these lectures provided in the first year of the degree course provide the necessary framework for the topics that will be addressed and explored in depth during the course. In addition, these characterizing courses provide students with the coordinates on which to base their choice of the next two courses: the related and supplementary course among those offered by the degree course and the course of their choice among all those offered by the University, provided that it is consistent with the student's training pathway and the degree course objectives, also with a view to interdisciplinarity and flexibility.

A total of 60 CFU is to be acquired during the second year, divided between characterising lectures, final examination and other educational activities. Two 12 CFU courses will focus on managerial aspects, in line with the educational objectives and aims of the LM-76 R degree class and the degree programme.

One 6 CFU teaching is envisaged in the area of legal disciplines, followed by two 6 CFU examinations in the area of environmental and cultural disciplines.

The second year envisages the acquisition of 6 CFU within the scope of the training activities identified by Article 10, paragraph 5, letter d of Ministerial Decree 270/2004, i.e.: training and orientation apprenticeships, additional language knowledge, other knowledge useful for employment.

The course concludes with the final examination (Ministerial Decree 270/2004, Art. 10, subsection 5, letter c) which, with the acquisition of a further 12 CFU, determines the attainment of the 120 CFU envisaged and the award of the Laurea magistrale in 'Management of the Cultural Heritage'.

Enhancing and managing cultural heritage and the landscape, promoting cultural events and activities are, in fact, strategic objectives for socio-economic development while respecting identities and communities.

Cultural and environmental heritage, while always at the centre of the training process, are analysed according to different but complementary and integrated disciplinary perspectives; it is precisely this mix of skills (historical-artistic, economic-managerial, legal and socio-territorial) that allows the training of an innovative profile of 'Cultural Heritage Manager', aware of cultural values and able to enhance them in a smart, green and inclusive perspective.

Art. 3
Professional profile and work opportunities

(2.5.1.3.1) - Specialist in Human Resources Management for Cultural Enterprises

Role in a working context:
The professions included in this unit deal with the selection and recruitment of the necessary personnel, define the criteria and programs for the development of careers, compensation and investments in training within organizations operating within the cultural and environmental sector.

Skills related to the role in working contexts:
The Master's Degree Program completes the skills necessary to carry out the functions of a specialist in human resources.

The graduate in Cultural Heritage Management, in consideration of the training course that will follow, will be able to understand the processes of planning and personnel management within the more general management strategy of cultural and environmental organizations. The skills acquired will allow him to carry out personnel management activities in a qualified manner.

In particular, graduates will possess:
- in-depth knowledge of the characteristics of the economy of art, legislation and management of cultural and environmental enterprises;
- understanding and knowledge of the organizational characteristics of cultural and environmental enterprises;
- knowledge of personnel management policies with particular reference to the cultural and environmental heritage sector;
- basic training in the humanities and art history.

Employment opportunities:
Employees in the personnel department of companies operating in the cultural and environmental sector, in employment agencies specialized in the sector.

(2.5.1.3.2) Specialists in the employers' organisation of Cultural Enterprises

Role in a working context:
The professions included in this Professional Unit study and analyse the methods of work organisation, identify the quantitative and qualitative needs of personnel and training of companies operating in the cultural and environmental sector.

Skills related to the role in working contexts:
The Master's Degree Program completes the skills necessary to carry out the functions of a specialist in the organisation of work, the learning of which began during the three-year period of the Master's Degree Program.

The graduate master's degree in Management of Cultural Heritage, in consideration of the training course that will follow, will be able to understand the processes of work organization within the more general management strategy of cultural and environmental organizations. The skills acquired will allow him to carry out personnel management activities in a qualified manner.

In particular, graduates will possess:
- in-depth knowledge of the characteristics of the art economy and the management of cultural and environmental enterprises;
- understanding and knowledge of the organizational characteristics of cultural and environmental enterprises;
- knowledge of personnel management policies with particular reference to the cultural and environmental heritage sector.
- basic training in the humanities and art history.

Employment opportunities:
Employees in the personnel department of companies operating in the cultural and environmental sector, in employment agencies specialized in the sector.

(2.5.1.5.2) Specialists in marketing of cultural heritage and services

Role in a working context:
The professions included in this unit are concerned with the implementation of sales strategies, efficiency of the distribution and sales network, sales monitoring and market acceptance of goods or services produced by organizations operating in the cultural and environmental sector, both public and private.

Skills related to the role in working contexts:
The Master's Degree completes the skills necessary to perform the functions of a specialist in the marketing of goods and services, the learning of which began during the three-year course of study. The master's master's degree graduate, in Cultural Heritage Management in view of the training course he or she will follow, will be able to understand the marketing and commercialization processes of cultural and environmental organizations. In particular, the skills acquired will enable him/her to perform in a qualified manner the activities related to the commercial management of public and private organizations operating in this sector.

Specifically, the graduate will possess:
- in-depth knowledge of characteristics to the economics of art, geography of tourism and management of cultural and environmental enterprises;
- understanding and knowledge of the marketing activities of cultural and environmental enterprises;
- knowledge of the business policies of organizations with special reference to the cultural and environmental heritage sector;

- basic knowledge in statistics;
- basic training in humanities and art history.
Employment opportunities:
Employees in the marketing and sales function of companies operating in the cultural and environmental sectors.

(2.5.1.5.4) Marketing analysts in cultural sector

Role in a working context:
Professions included in this unit conduct research on market conditions at different territorial levels to identify the possibilities for commercial penetration of products or services; they identify their competitive situations, prices, and sales and distribution methods.
Skills related to the role in working contexts:
The Master's Degree completes the skills necessary to perform the functions of a market analyst, the learning of which began during the three-year course of study.
The master's degree graduate, in Cultural Heritage Management in view of the training course he or she will follow, will be able to understand the processes of strategic marketing and market analysis for cultural and environmental organizations.
In particular, the skills acquired will enable him/her to perform in a qualified manner the activities related to market analysis for public and private organizations operating in this sector.
Specifically, the master's graduate will possess:
- in-depth knowledge of the characteristics to the economics of art, the geography of tourism and the management of cultural and environmental enterprises;
- understanding and knowledge of marketing activities of cultural and environmental enterprises;
- knowledge of market analysis techniques of organizations with special reference to the cultural and environment heritage sector;
- basic knowledge in statistics;
- basic training in humanities and art history.
Employment opportunities:
Employees in the marketing function of public and private companies and organizations operating in the cultural and environmental sector. Consulting and cultural events enterprises.

(2.5.1.6.0) Specialists in communication and social media marketing

Role in a working context:
The professions included in this unit promote the public relations and image of a company or organisation by writing texts, selecting and disseminating favourable publicity material, organising and sponsoring events of particular importance and visibility, charitable activities for the benefit of the population and similar activities not directly related to advertising promotion.
Skills related to the role in working contexts:
The Master's Degree graduate in Management of Cultural Heritage, in view of the training course he/she will follow, will be able to understand the online and offline communication processes of cultural and environmental organisations. In particular, the skills acquired will enable him/her to perform in a qualified manner the activities related to the promotion and communication of public and private organisations operating in the cultural sector.
In particular, the master's degree holder will possess:

- in-depth knowledge of the characteristics of the economics of art, the geography of tourism and the management of cultural and environmental enterprises;
- understanding and knowledge of the marketing activities of cultural and environmental enterprises;
- knowledge of market analysis techniques of organisations with special reference to the cultural and environmental heritage sector;
- basic knowledge in the field of statistics;
- basic training in the humanities and art history.

Employment opportunities:
Employees in the marketing function of public and private companies and organisations operating in the culture and environment sector. Consultancy and cultural events companies.

(2.5.5.2.3) Artistic directors and experts in organizing cultural events

Role in a working context:
The professions included in this unit plan, organize, direct and curate public representations, seasons, reviews, festivals and artistic performances, according to certain content, choices and artistic-cultural lines; they indicate protagonists, characteristics, themes and modes of performance.

Skills related to the role in working contexts:
The master's degree graduate, in Management of Cultural Heritage in view of the training course that will follow, will be able to coordinate, organize and direct event projects.
In particular, the skills acquired will enable him to perform in a qualified manner the activity related to the 'identification of the contents of the choices of the artistic-cultural lines and paths by indicating protagonists, characteristics, themes and methods of performance.
Specifically, the master's graduate will possess:
- economic-organizational-managerial knowledge
- artistic knowledge;
- legal knowledge;
- human resource management and development of new professionalism;
- technological and computer knowledge;
- basic training in humanities and art history.

Employment opportunities:
Artistic director (in various sectors) and employee of performing arts organizations.

(2.6.5.3.2) Experts in educational activities in the cultural sector

Role in a working context:
Professions included in this unit coordinate and design educational and curricular activities in dedicated training centers or directly in businesses and organizations.

Skills related to the role in working contexts:
The graduate of the Master's Degree program in Management of Cultural Heritage will develop communication skills capable of conveying, clearly and unequivocally, ideas, problems, knowledge and solutions in both technically identified contexts and broader contexts referring to even non-specialist users. The disciplines envisaged within the training course tend to increase awareness of linguistic processes and mastery of the linguistic-communicative tool. All this will enable them to deal with every aspect of the problems related to the professionalism in question, to understand its

complexity and envisage solutions; it will also provide the ability to learn the knowledge-base and methodology for the acquisition of relevant knowledge, the capitalization of acquisitions for future purposes (flexibility, reversibility, transferability of the training experience); professional skills and together communicational and relational skills; ability to self-evaluate and evaluate for professional purposes; ability to understand and analyze linguistic texts and processes, including in the context of intercultural issues.

Employment opportunities:
Public and private training and research centers.

Art. 4
Admission requirements and knowledge required for access to the Master's Degree Program[1]

In order to enroll in the Master's Degree Course in Cultural Heritage Management it is necessary to:

1. Having a degree in Cultural Heritage (L-1), Visual Arts, Music, Performing Arts and Fashion (L-3), Philosophy (L-5), Literature (L-10), Modern Languages and Cultures (L-11), Tourism Sciences (L-15), Economics and Business Management (L-18), History (L-42) in accordance with Ministerial Decree 270/04 or a corresponding degree in accordance with previous regulations (Ministerial Decree 509/99 and Law 508/99) obtained from an Italian university.

2. Having achieved the following minimum curricular requirements

- a minimum of **18 CFUs (credits) in the linguistic, literary, historical and philosophical disciplines.**
  Scientific Disciplinary Sectors:
  L-FIL-LET/01, L-FIL-LET/02, L-FIL-LET/03, L-FIL-LET/04, L-FIL-LET/05, L-FIL-LET/06, L-FIL-LET/07, L-FIL-LET/08, L-FIL-LET/09, L-FIL-LET/10, L-FIL-LET/11, L-FIL-LET/12, L-FIL-LET/13, L-FIL-LET/14

  L-LIN/01, L-LIN/04, L-LIN/07, L-LIN/12, L-LIN/14

  L-ANT/01, L-ANT/02, L-ANT/03

  L-OR/01, L-OR/02, L-OR/3, L-OR/04, L-OR/10, L-OR/14, L-OR/17, L-OR/23

  M-STO/01, M-STO/02, M-STO/03, M-STO/04, M-STO/05, M-STO/06, M-STO/07

  M-FIL/01, M-FIL/02, M-FIL/03, M-FIL/04, M-FIL/05, M-FIL/06, M-PED/01

  Scientific Disciplinary Sectors according to D.M. (Ministerial Decree) n.639/2024:
  HELL-01/A, HELL-01/B, GLOT-01/A, LATI-01/A, FICP-01/A, FICP-01/B, HELL-01/C, FLMR-01/A, FLMR-01/B, ITAL-01/A, LICO-A1/A, LIFI-01/A, LIFI-01/B, COMP-01/A

  GLOT-A1/A, FRAN-01/B, SPAN-01/C, ANGL-01/C, GERM-01-C

  ARCH-01/A, STAN-01/A, STAN-01/B

  STAA-01/A, STAA-01/B, STAA-01/C, STAA-01/D, STAA-01/J, STAA-01/N, ASIA-01/B

  HIST-01/A, HIST-02/A, HIST-03/B, HIST-03/A, PHIL-02/B, HIST-04/A, HIST-04/B

  PHIL-01/A, PHIL-02/A, PHIL-03/A, PHIL-04/A, PHIL-04/B, PHIL-05/A, PAED-01/A

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[1] Artt. 7, 13, 14 of the University Didactic Regulations.

- a minimum of *36 CFUs (credits) in the archeological, historical-art, environmental, social and juridical disciplines.*
  Scientific Disciplinary Sectors
  L-ANT/01, L-ANT/04, L-ANT/05, L-ANT/06, L-ANT/07, L-ANT/08, L-ANT/09, L-ANT/10

  L-ART/01, L-ART/02, L-ART/03, L-ART/04, L-ART/05, L-ART/06, L-ART/07, L-ART/08,

  M-STO/08, M-STO/09, M-DEA/01, M-GGR/01, M-GGR/02

  SPS/08, SPS/10.

  AGR/01, AGR/12, BIO/03, BIO/07, BIO/08, CHIM/01, CHIM/12, FIS/07, GEO/01, GEO/04, GEO/09

  ICAR/12, ICAR/13, ICAR/15, ICAR/16, ICAR/17, ICAR/18, ICAR/19, ICAR/20, ICAR/21

  IUS/01, IUS/09, IUS/10, IUS/11, IUS/13, IUS/14

  Scientific Disciplinary Sectors according to D.M. (Ministerial Decree) n.639/2024:
  ARCH-01/A, ARCH-01/B, FICP-01/C, ARCH-01/C, ARCH-01/D, ARCH-01/E, ARCH-01/F, ARCH-01/G

  ARTE-01/A, ARTE-01/B, ARTE-01/C, ARTE-01/D, PEMM-01/A, PEMM-01/B, PEMM-01/C, PEMM-01/D

  HIST-04/C, HIST-04/D, SDEA-01/A, GEOG-01/A, GEOG-01/B

  GSPS-06/A, GSPS/08/B

  AGRI-01/A, AGRI-05/B, BIOS-01/C, BIOS-5/A, BIOS-03/B, CHEM-01/A, CHEM-01/B, PHIS-06/A, GEOS-02/A, GEOS-03/A, GEOS-01/D

  CEAR-08/C, CEAR-08/D, CEAR-09/B, CEAR-09/C, CEAR-10/A, CEAR-11/A, CEAR-11/B, CEAR-12/A, CEAR-12/B

  GIUR-01/A, GIUR-05/A, GIUR-06/A, GIUR-07/A, GIUR-09/A, GIUR-10/A

- a minimum of *12 CFUs (credits) in the economic, business and statistics disciplines.*
  Scientific Disciplinary Sectors:

  SECS-P/01, SECS-P/02, SECS-P/03, SECS-P/06, SECS-P/07, SECS-P/08, SECS-P/09, SECS-P/10, SECS-P/11, SECS-P/12

  SECS-S/01, SECS-S/02, SECS-S/03, SECS-S/04, SECS-S/05, SECS-S/06.

  Scientific Disciplinary Sectors according to D.M. (Ministerial Decree) n.639/2024: ECON-01/A, ECON-02/A, ECON-03/A, ECON-04/A, ECON-06/A, ECON-07/A, ECON-09/A, ECON-08/A, ECON-09/B, STEC-01/B

  STAT-01/A, STAT-01/B, STAT-02/A, STAT-03/A, STAT-03/B, STAT-04/A

3. **B1** level knowledge in one of the main European languages (English, French, Spanish, German) according to the Common European Framework of Reference for Languages (**CEFR**).

Students who have obtained first-level academic degrees from AFAM (Higher Education in Art, Music, and Dance) Institutions may also enroll. In any case, students must have met the following minimum curricular requirements:

- a minimum of *18 CFUs (credits) in the linguistic, literary, historical and philosophical disciplines.*
- a minimum of *36 CFUs (credits) in the archeological, historical-art, environmental, social and juridical disciplines.*
- a minimum of *12 CFUs (credits) in the economic, business and statistics disciplines.*

B1 level knowledge in one of the main European languages (English, French, Spanish, German) according to the Common European Framework of Reference for Languages (**CEFR**).

Each application will be evaluated by the Teaching Committee of the Master's Degree Program in Cultural Heritage Management.

Students who have obtained a degree abroad, equivalent to the three-year degrees indicated, may be admitted, taking into account the admission requirements and the guidelines of CIMEA (Center for Information on Mobility and Academic Equivalences, https://www.cimea.it). Each application will be evaluated on a case-by-case basis by the Teaching Committee of the Master's Degree Program in "Cultural Heritage Management."

Art. 5
Procedures for access to the Master's Degree Program (CdSM)

1. The CCD of the Master's Degree Program normally regulates the admission criteria and any scheduling of enrolments, except in cases subject to different provisions of law[2].
2. Verification of personal preparation is always mandatory, and only students who meet the curricular requirements can access it.
3. Students interested in enrolling, even if they do not yet hold a bachelor's degree, may submit an application to the Educational Coordination Committee in order to verify the presence of all the minimum requirements (18 CFUs in the linguistic, literary, historical and philosophical disciplines; 36 CFUs in the archaeological, historical-art, environmental, social and juridical disciplines; 12 CFUs in the economic, business and statistic disciplines; B1 level in the main European languages). Article 4 of the Teaching Regulations lists the SSD (Scientific Disciplinary Sectors) that fall under the three areas to which the credits for access refer. In this regard, please also refer to "Knowledge required for entry."

In the absence of the entry requirements, the Commission will inform students what deficiencies need to be filled and how. As for the credits related to the three fields, the missing credits can be acquired by enrolling in single courses active at all universities for the SSD corresponding to the linguistic, literary, historical and philosophical disciplines (18 CFU), the archaeological, historical-art, environmental, social and Juridical disciplines (36 CFU), the economic, business and statistic disciplines (12 CFU). The certification of passing one or more exams - equal to the missing CFUs - makes it possible to make up for this deficiency in entry.

Regarding the knowledge of one of the main European language's skills (English, French, Spanish, German) at the B1 level, this entry requirement may be certified (or self-certified in the case of

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[2] National programmed access is regulated by L. 264/1999 and subsequent amendments and supplements.

activities carried out at Italian state universities or other Italian public institutions) in one of the following ways:
- having acquired a total of 4 CFUs
in one of the scientific-disciplinary fields:

L-LIN/11, LIN/12 (English), L-LIN/04 (French), L-LIN/06 o L-LIN/07 (Spanish), L-LIN/14 (German)

scientific-disciplinary sectors according to D.M. (Ministerial Decree) n.639/2024:

ANGL-01/B o ANGL-01/C (English), FRAN-01/B (French), SPAN-01/B o SPAN-01/C (Spanish), GERM-01/C (German);

- knowledge of a foreign language - English - (Art. 10, Paragraph 5, Letter C) in the previous university course;
- have passed a B1-level exam at a University Language Center;
- possess one of the international certificates of one of the main European language's skills listed in the Accredited Entities list of the MUR;

  or be in one of the following conditions:

- have completed a period of study abroad (Ex. Erasmus, Overseas or equivalent) at an English, French, Spanish, German speaking university;
- have completed an internship period of not less than 3 months in an English, French, Spanish, German -speaking country;
- have earned a bachelor's degree from an an English, French, Spanish, German -speaking university;
- have earned the degree imparted entirely in English, French, Spanish, German;
- be a native an English, French, Spanish, German speaker.

In the absence of suitable proof of English language proficiency of **B1** level, it will be necessary to pass a one of the main European languages (English, French, Spanish, German) test of B1 level. Students who do not have this requirement will have the opportunity to participate in placement test sessions to ascertain language knowledge/competency at the University Language Center.

For students with a degree obtained abroad, the evaluation of the entry requirements (compatibility of the degree with respect to the indicated Degree Classes, evaluation of the curriculum, credits and learning outcomes with respect to the foreseen competencies and SSDs) is carried out through the examination of the documentation produced by the student by the Educational Coordination Committee, which assesses the need for the student to take the interview to verify the student's knowledge of written and spoken Italian. The interview may also take place by telematics.

Art. 6
Teaching activities and university training credit
(Teaching activities and CFU)

Each training activity, prescribed by the CdSM detail sheet, is measured in CFU.
Each CFU corresponds to 25 hours of overall training commitment[3] per student and includes the hours of teaching activities specified in the curriculum as well as the hours reserved for personal study or other individual training activities.

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[3] According to Art. 5, c. 1 of Italian Ministerial Decree No 270/2004, "25 hours of total commitment per student correspond to university training credits; a ministerial decree may justifiably determine variations above or below the aforementioned hours for individual classes, by a limit of 20 per cent".

For the Master's Degree Program covered by this Didactic Regulations, the hours of teaching specified in the curriculum for each CFU, established in relation to the type of training activity, are as follows [4]:

- Lecture or guided teaching exercises: **5** hours per CFU;

For internship activities, each credit corresponds to **25** hours of overall training commitment [5].

The CFU corresponding to each training activity acquired by the student is awarded by satisfying the assessment procedures (examination, pass mark) indicated in the Course sheet relating to the course/activity attached to these Didactic Regulations.

Art. 7
Description of teaching methods

The didactic activity is carried out in modality conventional[6].
If necessary, the CCD decides which courses also include teaching activities offered online.
Detailed information on how each course is conducted can be found in the course sheets.

Art. 8
Testing of training activities[7]

1. The CCD, within the prescribed regulatory limits[8], establishes the number of examinations and other means of assessment that determine the acquisition of credits. Examinations are individual

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[4] The number of hours considers the instructions in Art. 6, c. 5 of the RDA: "of the total 25 hours, for each CFU, are reserved: a) 5 to 10 hours for lectures or guided teaching exercises; b) 5 to 10 hours for seminars; c) 8 to 12 hours for laboratory activities or fieldwork, except in the case of training activities with a high experimental or practical content, and subject to different legal provisions or different determinations by DD.MM.".

[5] For Internship activities (Inter-ministerial Decree 142/1998), subject to further specific provisions, the number of working hours equal to 1 CFU may not be less than 25.

[6] Please note that, according to Ministerial Decree 289 of 25 March 2021 (general guidelines for the three-year planning of universities 2021-2023), in Annex 4, letter A, the types of programs are as follows: a) Conventional Degree Programs. Degree Programs delivered entirely in person, or which provide - for activities other than practical and laboratory activities - a limited teaching activity delivered electronically, to an extent not exceeding one tenth of the total. b) Degree Programs with mixed modality. Degree Programs that provide - for activities other than practical and laboratory activities - a significant proportion of the training activities delivered electronically, but no more than two-thirds. c) Degree Programs mainly delivered by distance teaching. Degree Programs delivered predominantly by telematic means, to an extent exceeding two-thirds (but not all) of the training activities. d) Degree Programs delivered entirely by distance. In these Degree Programs all the training activities are delivered electronically; the presence of the examinations of profit and discussion of the final examinations remains unaffected.

[7] Article 22 of the University Didactic Regulations.

[8] Pursuant to the DD.MM. 16.3.2007 in each Degree Programs the examinations or profit tests envisaged may not be more than 20 (Bachelor's Degrees; Art. 4. c. 2), 12 (Master's Degrees; Art. 4, c. 2), 30 (five-year single-cycle Degrees) or 36 (six-year single-cycle Degrees; Art. 4, c. 3). Pursuant to the RDA, Art. 13, c. 4, "the assessments that constitute an eligibility evaluation for activities referred to in Art. 10, c. 5, letters c), d), and e) of Ministerial Decree no. 270/2004, including the final examination for obtaining the degree, are excluded from the calculation." For Master's Degree Program and single-cycle Master's Degree Program, however, pursuant to the RDA, Art. 14, c. 7, "the assessments that constitute a progress evaluation for activities referred to in Art.10, c. 5, letters d) and e) of Ministerial Decree no.

and may consist of written, oral, practical, graphical tests, term papers, interviews, or a combination of these modes.

2. The examination procedures published in the course sheets and the examination schedule will be made known to students before the start of classes on the Department's website.[9]

3. Examinations are held subject to booking, which is made electronically. In case the student is unable to book an exam for reasons that the President of the Board considers justifiable, the student may still be admitted to the examination, following those students already booked.

4. Before examination, the President of the Board of Examiners verifies the identity of the student, who must present a valid photo ID.

5. Examinations are marked out of 30. Examinations involving an assessment out of 30 shall be passed with a minimum mark of 18; a mark of 30 may be accompanied by honours by a unanimous vote of the Board. Examinations are marked out of 30 or with a simple pass mark. Assessments following tests other than examinations are marked out with a simple pass mark.

6. Oral exams are open to the public. If written tests are scheduled, the candidate has the right to see his/her paper(s) after correction.

7. The University Didactic Regulations govern Examination Boards [10].

Art. 9
Master's Degree Program structure and Study Plan

1. The legal duration of the Master's Degree Program is 2 years.

The student must acquire 120 CFU[11], attributable to the following Types of Training Activities (TAF):

B	characterising,
C	related or complementary,
D	at the student's choice[12],
E	for the final exam,
F	further training activities.

270/2004 are excluded from the exam count; the final examination for obtaining the Master's Degree and single-cycle Master's Degree is included in the maximum number of exams".

[9] Reference is made to Art. 22, c. 8, of the University Teaching Regulations, which states that "the Department or School ensures that the dates for progress assessments are published on the portal with reasonable advance notice, which normally cannot be less than 60 days before the start of each academic period, and that an adequate period of time is provided for exam registration, which is generally mandatory."

[10] Reference is made to Art. 22, paragraph 4 of the RDA according to which "Examination Boards and other assessments committees are appointed by the Director of the Department or by the President of the School when provided for in the School's Regulations. This function may be delegated to the CCD Coordinator. The Commissions comprise of the President and, if necessary, other professors or experts in the subject. In the case of active courses, the President is the course instructor, and in such cases, the Board can validly make decisions even in the presence of the President alone. In other cases, the President is a professor identified at the time of the Board's appointment. In the comprehensive evaluation of the overall performance at the conclusion of an integrated course, the professors in charge of the coordinated modules participate, and the President is appointed when the Commission is appointed."

[11] The total number of CFU for the acquisition of the relevant degree must be understood as follows: six-year single-cycle Degree, 360 CFU; five-year single-cycle Degree, 300 CFU; Bachelor's Degree, 180 CFU; Master's Degree, 120 CFU.

[12] Corresponding to at least 12 ECTs for Bachelor's Degrees and at least 8 CFU for Master's Degrees (Art. 4, c. 3 of Ministerial Decree 16.3.2007).

2. The Master's Degree is awarded after having acquired 120 CFU by passing examinations, not exceeding 12, and the performance of other training activities[13].

   Unless otherwise provided for in the legal framework of University studies, examinations taken as part of basic, characterising, and related or supplementary activities, as well as activities chosen autonomously by the student (TAF D) are taken into consideration for counting purposes. Examinations or assessments relating to activities independently chosen by the student may be taken into account in the overall calculation corresponding to one unit[14]. Tests constituting an assessment of suitability for the activities referred to in Article 10, paragraph 5, letters d) and e) of Ministerial Decree 270/2004[15] are excluded from the count. Integrated Courses comprising of two or more modules are subject to a single examination.

3. In order to acquire the CFU relating to independent choice activities, the student is free to choose among all the Courses offered by the University, provided that they are consistent with the training project. This consistency is assessed by the Didactic Coordination Commission. Also, for the acquisition of the CFU relating to autonomous choice activities, the "passing the exam or other form of profit verification" is required (Art. 5, c. 4 of Ministerial Decree 270/2004).

4. The study plan summarises the structure of the Master's Degree Program, listing the envisaged teachings broken down by course year and, in case, by curriculum. At the end, the propedeuticities envisaged by the Master's Degree Program are listed (**Annex 1**). The study plan offered to students, with an indication of the scientific-disciplinary sectors and the area to which they belong, of the credits, of the type of educational activity, is set out in Annex 1 to these Didactic Regulations.

5. Pursuant to Art. 11, paragraph 4-bis, of Ministerial Decree 270/2004, it is possible to obtain the Master's Degree according to an individual study plan that also includes educational activities different from those specified in the Didactic Regulations, as long as they are consistent with the CdSM detail sheet of the academic year of enrollment. The individual study plan is approved by CCD.

Art. 10
Attendance requirements[16]

1. In general, attendance of lectures is a) strongly recommended but not compulsory.

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[13] Art. 14, c. 7 of the University Didactic Regulations ('the final exam for the Master's Degree is included in the calculation of the maximum number of exams').

[14] Pursuant to the D.M. 386/2007.

[15] Art. 10, c. 5 of Ministerial Decree. 270/2004: "In addition to the qualifying training activities, as provided for in paragraphs 1, 2 and 3, Degree Programs shall provide for: a) training activities autonomously chosen by the student as long as they are consistent with the training project [TAF D]; b) training activities in one or more disciplinary fields related or complementary to the basic and characterising ones, also with regard to context cultures and interdisciplinary training [TAF C]; c) training activities related to the preparation of the final exam for the achievement of the degree and, with reference to the degree, to the verification of the knowledge of at least one foreign language in addition to Italian [TAF E]; d) training activities, not envisaged in the previous points, aimed at acquiring additional language knowledge, as well as computer and telematic skills, relational skills, or in any case useful for integration in the world of work, as well as training activities aimed at facilitating professional choices, through direct knowledge of the job sector to which the qualification may give access, including, in particular, training and guidance programs referred to in Decree no. 142 of 25 March 1998 of the Ministry of Labour [TAF F]; e) in the hypothesis referred to in Article 3, paragraph 5, training activities relating to internships and apprenticeships with companies, public administrations, public or private entities including those of the third sector, professional orders and colleges, on the basis of appropriate agreements".

[16] Art. 22, c. 10 of the University Didactic Regulations.

2. If the lecturer envisages a different syllabus modulation for attending and non-attending students, this is indicated in the individual Course details published on the CdSM web page and on the teacher's UniNA website.

Art. 11
Prerequisites and prior knowledge

1. The list of incoming and outgoing propedeuticities (necessary to sit a particular examination) can be found at the end of Annex 1 and in the teaching/activity course sheet (**Annex 2**).
2. Any prior knowledge deemed necessary is indicated in the individual Teaching Schedule published on the course webpage and on the teacher's UniNA website.

Art. 12
Master's Degree Program Calendar

The Master's Degree Program calendar can be found on the Department's website (https://www.studiumanistici.unina.it/) well before the start of the activities (Art. 21, c. 5 of the RDA).

Art. 13
Criteria for the recognition of credits earned in other Master's Degree Programs in the same Class[17]

For students coming from Master's Degree Programs of the same class, the Didactic Coordination Commission ensures the full recognition of CFU, when associated with activities that are culturally compatible with the training Master's Degree Program, acquired by the student at the originating Master's Degree Program, according to the criteria outlined in Article 14 below. Failure to recognise credits must be adequately justified. It is without prejudice to the fact that the number of credits relating to the same scientific-disciplinary sector directly recognised by the student may not be less than 50% of those previously achieved.

Article 14
Criteria for the recognition of credits acquired in Master's Degree Programs of different classes, in university or university-level Degree Programs, through single courses, at online Universities and in international Degree Programs[18]; criteria for the recognition of credits acquired in extra-curricular activities

1. With regard to the criteria for the recognition of CFU acquired in Master's Degree Programs of different Classes, in university or university-level Degree Programs, through single courses, at online Universities and in International Degree Programs, the credits acquired are recognised by the CCD on the basis of the following criteria:

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[17] Art. 19 of the University Didactic Regulations.
[18] Art. 19 of the University Didactic Regulations.

- analysis of the activities carried out;
- evaluation of the congruity of the disciplinary scientific sectors and of the contents of the training activities in which the student has earned credits with the specificMas training objectives of the Degree Program and of the individual training activities to be recognised.

Recognition is carried out up to the number of credits envisaged by the didactic system of the Degree Program. Failure to recognise credits must be adequately justified. Pursuant to Art. 5, c. 5-bis, of Ministerial Decree 270/2004, it is also possible to acquire CFU at other Italian universities on the basis of agreements established between the concerned institutions, in accordance with the regulations current at the time [19].

2. Any recognition of CFU relating to examinations passed as single courses may take place within the limit of 36 CFU, upon request of the interested party and following the approval of the CCD. Recognition may not contribute to the reduction of the legal duration of the Degree Program, as determined by Art. 8, c. 2 of Ministerial Decree 270/2004, except for students who enrol while already in possession of a degree of the same level[20].

3. With regard to the criteria for the recognition of CFU acquired in extra-curricular activities, pursuant to Art. 3, par. 2, of Ministerial Decree (D.M.) 931/2024, within the limit of 48 CFU (Bachelor's Degrees and single-cycle Master's Degrees), or 24 CFU (Master's Degrees), the following activities may be recognised (Art. 2 of D.M. 931/2024):

    - Professional knowledge and skills, certified in accordance with the current regulations as well as knowledge and skills acquired in post-secondary-level training activities.
    - Training activities carried out in the cycles of study at the public administration training institutions as well as knowledge and skills acquired in post-secondary-level training activities, which the University contributed to developing and implementing.
    - Achievement of an Olympic or Paralympic medal or the title of absolute world champion, absolute European champion or absolute Italian champion in disciplines recognized by the Italian National Olympic Committee or the Italian Paralympic Committee.

Art. 15
Criteria for enrolment in individual teaching courses

Enrolment in individual teaching courses, provided for by the University Didactic Regulations[21], is governed by the "University Regulations for enrolment in individual teaching courses activated as part of the Degree Program"[22].

Article 16
Features and modalities for the final examination

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[19] Art. 6, c. 9 of the University Didactic Regulations.
[20] Art. 19, c. 4 of the University Didactic Regulations.
[21] Art. 19, c. 4 of the University Didactic Regulations.
[22] R.D. No. 348/2021.

The master's degree in 'Management of Cultural Heritage' is obtained after passing a final examination, consisting in the discussion of an original work (thesis of a critical and/or project nature) on topics carried out within the framework of the Master's Degree Course and consistent with the educational objectives of the LM-76 R 'Economic Sciences for the Environment and Culture' degree class.

The thesis is carried out under the guidance of one or more lecturers to provide the student with support in identifying the topic, in the study and research activities, in the elaboration of the text, in the preparation of the presentation and discussion for the degree examination.

In the final examination the undergraduate student must demonstrate that he/she:
- having elaborated one's thesis with originality, a critical approach, bibliographical and empirical up-to-dateness, and, if necessary, the ability to design;
- be able to communicate the results of their research in a clear and effective manner, highlighting analysis and synthesis skills.

The final examination for the Master's Degree in "Management of Cultural Heritage" will consist of a written thesis of a bibliographical, documentary or even experimental nature on a topic related to the themes carried out within the scope of the Course of Studies.

The thesis must be written in an original way under the guidance of a supervisor, identified from among the faculty and researchers of the Course; for the purposes of the final discussion, the Coordinator of the Degree Course or his delegate will assign a co-rapporteur to each thesis.

To enter the final examination, the student must have acquired the amount of university credits stipulated in the didactic regulations, minus those of the final examination. The final evaluation will be determined by the Commission by adding the grade achieved in the discussion of the Thesis to the average achieved in the Proficiency Examinations, translated into one hundredth of a second. The Master's degree may be awarded with honors at the request of the supervisor and with the unanimous approval of the Commission.

The parameters on which the evaluation of the thesis paper shall be based shall be as follows:
a) as far as the written text is concerned, originality of the research, maturity and fluency of discourse, correct bibliographical research and up-to-dateness with respect to the state of knowledge related to the chosen topic, ability to analyze and synthesize, possible planning ability and good level of critical interpretation of the data resulting from the research;
b) as far as oral exposition is concerned, clarity and ability to communicate in a synthetic form the results of the research, possibly also with the help of computer tools with respect to which the candidate must demonstrate full mastery.

Article 17
Guidelines for traineeship and internship

1. Students enrolled in the Master's Degree Program may decide to carry out internships or training periods with organisations or companies that have an agreement with the University. Traineeship and internship are compulsory and contribute to the award of credits for the other training activities chosen by the student and included in the study plan, as provided for by Art. 10, par. 5, letters d and e, of Ministerial Decree 270/2004[23].
2. The CCD regulates the modalities and characteristics of traineeship and internship with specific regulations.

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[23] Traineeships ex letter d can be both internal and external; traineeships ex letter e can only be external.

3. The University of Naples Federico II, through the structures of the University, School and Department, ensures constant contact with the world of work to offer students and graduates of the University concrete opportunities for internships and work experience and to promote their professional integration.

Article 18
Disqualification of student status[24]

A student who has not taken any examinations for eight consecutive academic years incurs forfeiture unless his/her contract stipulates otherwise. In any case, forfeiture shall be notified to the student by certified e-mail or other suitable means attesting to its receipt.

Article 19
Teaching tasks, including supplementary teaching, guidance, and tutoring activities

1. Professors and researchers carry out the teaching load assigned to them in accordance with the provisions of the RDA and the Regulations on the teaching and student service duties of professors and researchers and on the procedures for self-certification and verification of actual performance[25].
2. Professors and researchers must guarantee at least two hours of reception every 15 days (or by appointment in any case granted no longer than 15 days) and, in any case, guarantee availability by e-mail.
3. The tutoring service has the task of orienting and assisting students throughout their studies and of removing the obstacles that prevent them from adequately benefiting from attending courses, also through initiatives tailored to the needs and aptitudes of individuals.
4. The University ensures guidance, tutoring and assistance services and activities to welcome and support students. These activities are organised by the Schools and/or Departments under the coordination of the University, as established by the RDA in Article 8.

Article 20
Evaluation of the quality of the activities performed

1. The Didactic Coordination Commission implements all the quality assessment forms of teaching activities envisaged by the regulations in force according to the indications provided by the University Quality Presidium.
2. In order to guarantee the quality of teaching to the students and to identify the needs of the students and all stakeholders, the University of Naples Federico II uses the Quality Assurance (QA)[26] System, developed in accordance with the document "Self-evaluation, Evaluation and Accreditation of the Italian University System" of ANVUR, using:

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[24] Art. 24, c. 5 of the University Didactic Regulations.
[25] R.D No. 2482//2020.
[26] The Quality Assurance System, based on a process approach and adequately documented, is designed in such a way as to identify the needs of the students and all stakeholders, and then translate them into requirements that the training offer must meet.

- surveys on the degree of placement of graduates into the world of work and on post-graduate needs;
- data extracted from the administration of the questionnaire to assess student satisfaction for each course in the curriculum, with questions relating to the way the course is conducted, teaching materials, teaching aids, organisation, facilities.

The requirements deriving from the analysis of student satisfaction data, discussed, and analysed by the Teaching Coordination Committee and the Joint Teachers' and Students' Committee (CPDS), are included among the input data in the service design process and/or among the quality objectives.

3. The QA System developed by the University implements a process of continuous improvement of the objectives and of the appropriate tools to achieve them, ensuring that planning, monitoring, and self-assessment processes are activated in all the structures to allow the prompt detection of problems, their adequate investigation, and the design of possible solutions.

Article 21
Final Rules

The Department Council, on the proposal of the CCD, submits any proposals to amend and/or supplement these Rules for consideration by the Academic Senate.

Article 22
Publicity and Entry into Force

1. These Rules and Regulations shall enter into force on the day following their publication on the University's official notice board; they shall also be published on the University website. The same forms and methods of publicity shall be used for subsequent amendments and additions.

2. **Annex 1** (CdSM structure) and **Annex 2** (Teaching/Activity course sheet) are integral parts of this Didactic Regulations.

ANNEX 1

MASTER'S DEGREE PROGRAM DIDACTIC REGULATIONS

CULTURAL HERITAGE MANAGEMENT

MASTER'S DEGREE CLASS LM-76 R

School of Human and Social Science

Department of Humanities

Didactic Regulations in force since the academic year 2025 -2026

CdSM code = DL8

STUDY PLAN

Type of Educational Activity (TAF):

B = Characterising
C = Related or Supplementary
D = At the student's choice
E = Final examination and language knowledge
F = Further training activities

Year I

Title Course	SSD	Module	CREDITS	Hours	Type Activities (lectures, workshops, etc.)	Course Modalities (in-person, by distance)	TAF	Disciplinary Area	Mandatory / Optional
Political Economy and Human Development	SECS-P/01 ECON-01/A	single	**12**	60	Lectures and exercise activities	In-person	**B**	Economics	**Mandatory**
Management of Cultural Enterprises	SECS-P/08 ECON-07/A	single	**12**	60	Lectures and exercise activities	In-person	**B**	Business	**Mandatory**
Applied Statistics for Cultural Heritage	SECS-S/01 STAT-01/A	single	**6**	30	Lectures and exercise activities	In-person	**B**	Mathematical_statistical	**Mandatory**
Aesthetics of Cultural Heritage	M-FIL/04 PHIL-04/A	single	**12**	60	Lectures and exercise activities	In-person	**C**	Related or Supplementary	**ONE** of your choices
Classical Archeology	L-ANT/07 ARCH-01/D	single		60	Lectures and exercise activities	In-person			
Cultural Heritage Communication	SPS/08 GSPS-06/A	single		60	Lectures and exercise activities	In-person			

Title Course	SSD	Module	CREDITS	Hours	Type Activities (lectures, workshops, etc.)	Course Modalities (in-person, by distance)	TAF	Disciplinary Area	Mandatory / Optional
Italian Theatre Literature	L-FIL-LET/10 ITAL-01/A	single		60	Lectures and exercise activities	In-person			
Library Management	M-STO/08 HIST-04/A	single		60	Lectures and exercise activities	In-person			
Museology	L-ART/04 ARTE-01/D	single		60	Lectures and exercise activities	In-person			
Musical Heritage, Music, Musicology	L-ART/07 PEMM-01/C	single		60	Lectures and exercise activities	In-person			
Pedagogy of Images	M-PED/01 PAED-01/A	single		60	Lectures and exercise activities	In-person			
Performing Arts Management	L-ART/05 PEMM-01/A	single		60	Lectures and exercise activities	In-person			
Philology of the text with illustrations	L-FIL-LET/13 LIFI-01/B	single		60	Lectures and exercise activities	In-person			
Travel Literature between the 18th and 20th centuries	L-FIL-LET/11 LICO-A1/A	single		60	Lectures and exercise activities	In-person			
Cartography and GIS for Cultural Heritage	M-GGR/01 GEOG-01/A	single	6	30	Lectures and exercise activities	In-person	B	Environmental	**ONE** of your choices
Governance in planning processes	ICAR/20 CEAR-12/A	single		30	Lectures and exercise activities	In-person			
Sociology of Tourism	SPS/10 GSPS-08/B	single		30	Lectures and exercise activities	In-person			
Cultural Entrepreneurship and Start-up	SECS-P/08 ECON-07/A	single	12	60	Lectures and exercise activities	In-person	B	Economics and business	**ONE** of your choices
Economy of the Third Sector	SECS-P/01 ECON-01/A	single		60	Lectures and exercise activities	In-person			
TOTAL									
CREDITS			60						
YEAR I – EXAMS		6							

Year II

Title Course	SSD	Module	CREDITS	Hours	Type Activities (lectures, workshops, etc.)	Course Modalities (in-person, by distance)	TAF	Disciplinary Area	Mandatory / Optional
Organisation of Cultural Enterprises	SECS-P/10 ECON-08/A	single	**12**	60	Lectures and exercise activities	In-person	**B**	Business	**Mandatory**
Public Administration and Culture	IUS/10 GIUR-06/A	single	**6**	30	Lectures and exercise activities	In-person	**B**	Juridical	**ONE** of your choices
European Law of Cultural Heritage	IUS/14 GIUR-10/A	single		30	Lectures and exercise activities	In-person			
Greek and Roman Antiquities	L-ANT/07 ARCH-01/D	single	**6 + 6**	30	Lectures and exercise activities	In-person	**B**	Cultural	**TWO** of your choices
History of Mediaeval Art	L-ART/01 ARTE-01/A	single		30	Lectures and exercise activities	In-person			
History of Modern Arts	L-ART/02 ARTE-01/B	single		30	Lectures and exercise activities	In-person			
History of Contemporary Art	L-ART/03 ARTE-01/C	single		30	Lectures and exercise activities	In-person			
History of Art Criticism	L-ART/04 ARTE-01/D	single		30	Lectures and exercise activities	In-person			
History of Photography	L-ART/06 PEMM-01/B	single		30	Lectures and exercise activities	In-person			
History of Popular Cultures	M-DEA/01 SDEA-01/A	single		30	Lectures and exercise activities	In-person			
Educational Activities for the student's choice (*)	Not Definable	single	**12**	60	--	--	**D**	Art. 10, c. 5, letter A	**Mandatory**
Advanced Language skills			**2**				**F**	Art. 10, c. 5, letter D	**Mandatory**
Apprenticeship			**3**				**F**	Art. 10, c. 5, letter D	**Mandatory**
Other skills useful for employment			**1**				**F**	Art. 10, c. 5, letter D	**Mandatory**

Title Course	SSD	Module	CREDITS	Hours	Type Activities *(lectures, workshops, etc.)*	Course Modalities *(in-person, by distance)*	TAF	Disciplinary Area	Mandatory / Optional
Thesis and final test			**12**				**E**	Art. 10, c. 5, letter C	**Mandatory**
TOTAL									
CREDITS			**60**						
YEAR II – EXAMS		**6**							

Educational Activities for the student's choice (*)

It is advisable to choose one of the CdSM's courses (12 CFU) , i.e. one of the 'related and supplementary' courses or one of the 'economic-business' courses that has not already been chosen previously. These courses are relevant to the educational objectives and aims of the CdSM in an interdisciplinary perspective.

List of propaedeuticities

None

ANNEX 1

SUB 1.2

MASTER'S DEGREE PROGRAM DIDACTIC REGULATIONS

CULTURAL HERITAGE MANAGEMENT

MASTER'S DEGREE CLASS LM-76 R

School of Human and Social Science

Department of Humanities

Didactic Regulations in force since the academic year 2025 -2026

CdSM code = DL8

Course/Activities – Alphabetic List

Prog.	Title Course/Title Activities	SSD	CREDITS	YEAR	TAF
1	Aesthetics of Cultural Heritage	M-FIL/04 PHIL-04/A	12	1th	C
2	Applied Statistics for Cultural Heritage	SECS-S/01 STAT-01/A	6	1th	B
3	Cartography and GIS for Cultural Heritage	M-GGR/01 GEOG-01/A	6	1th	B
4	Classical Archaeology	L-ANT/07 ARCH-01/D	12	1th	C
5	Cultural Heritage Communication	SPS/08 GSPS-06/A	12	1th	C
6	Economy of the Third Sector	SECS-P/01 ECON-01/A	12	1th	B
7	Cultural Entrepreneurship and Start-up	SECS-P/08 ECON-07/A	12	1th	B
8	European Law of Cultural Heritage	IUS/14 GIUR-10/A	6	2th	B
9	Governance in Planning processes	ICAR/20 CEAR-12/A	6	1th	B
10	Greek and Roman Antiquities	L-ANT/07 ARCH-01/D	6	2th	B
11	History of Art Criticism	L-ART/04 ARTE-01/D	6	2th	B
12	History of Contemporary Art	L-ART/03 ARTE-01/C	6	2th	B
13	History of Mediaeval Art	L-ART/01 ARTE-01/A	6	2th	B
14	History of Modern Arts	L-ART/02 ARTE-01/B	6	2th	B
15	History of Photography	L-ART/06 PEMM-01/B	6	2th	B

Prog.	Title Course/Title Activities	SSD	CREDITS	YEAR	TAF
16	History of Popular Cultures	M-DEA/01 SDEA-01/A	6	2th	B
17	Italian Theatre Literature	L-FIL-LET/10 ITAL-01/A	12	1th	C
18	Library Management	M-STO/08 HIST-04/C	12	1th	C
19	Management of Cultural Enterprises	SECS-P/08 ECON-07/A	12	1th	B
20	Museology	L-ART/04 ARTE-01/D	12	1th	C
21	Musical Heritage, Music, Musicology	L-ART/07 PEMM-01/C	12	1th	C
22	Organisation of Cultural Enterprises	SECS-P/10 ECON-08/A	12	2th	B
23	Pedagogy of Images	M-PED/01 PAED-01/A	12	1th	C
24	Performing Arts Management	L-ART/05 PEMM-01/A	12	1th	C
25	Philology of the text with illustrations	L-FIL-LET/13 LIFI-01/B	12	1th	C
26	Political Economy and Human Development	SECS-P/01 ECON-01/A	12	1th	B
27	Public Administration and Culture	IUS/10 GIUR-06/A	6	1th	B
28	Sociology of Tourism	SPS/10 GSPS-08/B	6	1th	B
29	Travel Literature between 18th and 20th centuries	L-FIL-LET/11 ITAL-01/A	12	1th	C
30	Advanced Language Skills		2	2th	F
31	Apprenticeship		3	2th	F
32	Other skills useful for employment		1	2th	F
33	Educational Activities for the student's choice	Not Definable	12	2th	D
34	Thesis and final test		12	2th	E

SSD - Alphabetic List

SSD D.M. 04.10.2000	SSD D.M. n.639/2024
ICAR/20	CEAR-12/A
IUS/10	GIUR-06/A
IUS/14	GIUR-10/A
L-ANT/07	ARCH-01/D
L-ART/01	ARTE-01/A
L-ART/02	ARTE-01/B
L-ART/03	ARTE-01/C
L-ART/04	ARTE-01/D
L-ART/05	PEMM-01/A
L-ART/06	PEMM-01/B
L-ART/07	PEMM-01/C
L-FIL-LET/10	ITAL-01/A
L-FIL-LET/11	LICO-01/A
L-FIL-LET/13	LIFI-01/B
M-DEA/01	SDEA-01/A
M-FIL/04	PHIL-04/A
M-GGR/01	GEOG-01/A
M-PED/01	PAED-01/A
M-STO/08	HIST-04/C
Not definable	Not definable
SECS-P/01	ECON-01/A
SECS-P/08	ECON-07/A
SECS-P/10	ECON-08/A
SECS-S/01	STAT-01/A
SPS/08	GSPS-06/A
SPS/10	GSPS-08/B

ANNEX 2

MASTER'S DEGREE PROGRAM DIDACTIC REGULATIONS

CULTURAL HERITAGE MANAGEMENT

CLASS LM-76 R

School of Human and Social Science

Department of Humanities

Didactic Regulations in force since the academic year 2025 -2026

CdSM code = DL8

Course: AESTHETICS ON CULTURAL HERITAGE		Teaching Language: Italian
SSD (Subject Areas): M-FIL/04 PHIL-04/A		CREDITS: 12
Course year: First	Type of Educational Activity: C	
Teaching Methods: In-person		

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
The course is concerned with scholarly and didactic-educational activity, according to specific historical and theoretical traditions, interweave philosophical reflection, practices of the arts, music and media.
In this context, the aim of course is based on different artistic traditions and their epistemic reformulations, educational purposes oriented to the management/valorization of cultural heritage.
It reflects on the different modes and articulations that aesthetic research can take on, joining to cultural and environmental heritage, in the historical and political context of different significant areas of human experience and reflection.

Objectives:
The course aims at the acquisition of a methodology and knowledge of the discipline.
The theoretical insights and elements of method will enable the student to understand, through innovative theoretical and practical contexts, the topics of the discipline to apply the knowledge and understanding skills to the cultural heritage.

Propaedeuticities:
None
Is a propaeduticity for:
None

Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course: APPLIED STATISTICS FOR CULTURAL HERITAGE		Teaching Language: Italian
SSD (Subject Areas):		CREDITS:

SECS-S/01 STAT-01/A		6
Course year: First	**Type of Educational Activity:** B	

Teaching Methods:
In-person

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
Data collection and organization.
Statistical population and statistical units.
Types of statistical variables.
Frequency distribution sand computation of main descriptive indexes.
The shape of a distribution and the Normal distribution.
Bivariate analysis.

Objectives:
Basic learning module finalized to learn, through an applied approach, the main descriptive statistical tools to analyze univariate and bivariate data in the context of cultural heritage.

Propaedeuticities:
None
Is a propaedeuticity for:
None

Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course: CARTOGRAPHY AND GIS FOR CULTURAL HERITAGE		**Teaching Language:** Italian
SSD (Subject Areas): M-GGR/01 GEOG-01/A		**CREDITS:** 6
Course year: First	**Type of Educational Activity:** B	

Teaching Methods:
In-person

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
The course is focused on main skills to use GIS (Geographical Information System) for enhancement, fruition, management of cultural and environmental heritage.
The activities are intended to integrate heterogeneous sources for a qualitative and quantitative analysis of territorial systems.
By means of the lessons, the students will gain a territorial perspective, able to connect the main tourist attractions with the landscape values and the other signs of identity.
An inclusive and sustainable development through the management of cultural heritage is the main purpose of the course.

Objectives:
Students must demonstrate knowledge and skills related to cartography and new technologies of digital geographic information, methodological tools to integrate statistical and cartographical resources, ability to analyze cultural heritage and tourist spaces through cartography and GIS.
Students must be able to develop projects in the GIS environment focused on the enhancement of cultural and environmental resources, using cartographic sources and statistical data.

Propaedeuticities:
None
Is a propaedeuticity for:

None

Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course: CLASSICAL ARCHAEOLOGY		**Teaching Language:** Italian
SSD (Subject Areas): L-ANT/07 ARCH-01/D		**CREDITS:** 12
Course year: First	**Type of Educational Activity:** C	
Teaching Methods: In-person		

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
The course aims to increase knowledge of the Euro-Mediterranean archaeological heritage by presenting significant archaeological contexts of the Greco-Roman civilization and exemplifying enhancement projects.
These topics offer a framework for designing integrated forms of management to safeguard heritage and promote the development of historic centres and territorial areas.

Objectives:
To develop specialised knowledge and skills in the archaeology of the Greek and Roman world, related to managing institutions in this field.

Propaedeuticities:
None
Is a propaedeuticity for:
None
Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course: CULTURAL ENTREPRENEURSHIP AND START-UP		**Teaching Language:** Italian
SSD (Subject Areas): SECS-P/08 ECON-07/A		**CREDITS:** 12
Course year: First	**Type of Educational Activity:** B	
Teaching Methods: In-person		

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
The characteristics, the process, and the entrepreneurial meta-competence.
The path of birth and development of cultural firms.
Types of innovative companies (spinoffs and start-ups).
The construction of the canvas model (value proposition, users, activities, key resources, channels, partnerships).
The innovation ecosystem and support tools (incubation, acceleration, incentive).

Objectives:
The course aims to develop knowledge related to the factors of individual and external entrepreneurship, and to the path of creation of new cultural firms (spinoffs and start-ups). The different phases of the life cycle (conception, design, implementation, management start-up) and the development itineraries of new business initiatives will be explored.

Propaedeuticities:
None
Is a propaedeuticity for:
None
Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course:		Teaching Language:
CULTURAL HERITAGE COMMUNICATION		Italian
SSD (Subject Areas):		**CREDITS:**
SPS/08		12
GSPS-06/A		
Course year:	**Type of Educational Activity:**	
First	C	
Teaching Methods:		
In-person		

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
Understanding research on communication, mediated communication, industrial communication apparatuses, and aspects of production, distribution, and consumption of cultural products.
Sociological analysis of communicative phenomena and cultural processes occurring within the realm of cultural heritage proposal/enjoyment and communication/promotion of heritage, both in-person and/or mediated by information and communication technologies.

Objectives:
The course aims to equip students with the ability to critically analyze learned content and contemporary communicative phenomena. Specifically, it aims to develop analytical skills regarding the intersection/interaction between art, cultural heritage, reproduction/simulation technologies, and a scientific understanding of their implications within the context of cultural heritage proposal/enjoyment and communication/promotion, whether in-person or mediated by information and communication technologies.

Propaedeuticities:
None
Is a propaedeuticity for:
None
Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course:		Teaching Language:
GREEK AND ROMAN ANTIQUITIES		Italian
SSD (Subject Areas):		**CREDITS:**
L-ANT/07		6+6
ARCH-01/D		
Course year:	**Type of Educational Activity:**	
Second	B	
Teaching Methods:		
In-person		

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
The course involves the in-depth study of knowledge related to Greco-Roman culture, public institutions, and aspects of private life with the aim of promoting interventions in valorization that are aware of the meanings and values attributed by the classical world to archaeological heritage.

Objectives:
To develop specialized knowledge and skills related to the Greco-Roman world through the analysis of heterogeneous sources (epigraphic, literary, etc.)

Propaedeuticities:
None
Is a propaedeuticity for:
None
Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course: ECONOMY OF THE THIRD SECTOR		Teaching Language: Italian	
SSD (Subject Areas): SECS-P/01 ECON-01/A			**CREDITS:** 12
Course year: First	**Type of Educational Activity:** B		
Teaching Methods: In-person			

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
Definition of third sector and presentation of economic characteristics of the third sector institutions (ETS). Microeconomics of third sector institution and comparison with the for-profit firms. The economic explanation for the existence and survival of Third sector institutions. What is produced, how and for whom by an ETS. Macroeconomic system and role of ETS. The role of ETS in the personal services sector and in the context of the valorization of cultural heritage. How the third sector institutions are financed. The importance of third sector institutions for sustainable human development.

Objectives:
Knowledge of the debate on the economics of ETS and their role within the economic system will help to develop skills that can be of great utility for both the consolidation of organizations active in the sector of cultural heritage and the effectiveness of the role played by public bodies in the area of the culture. Furthermore, the study of the role of the third sector present in the cultural heritage sector can help to understand which ways to promote sustainable and human economic development.

Propaedeuticities:
None
Is a propaedeuticity for:
None
Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course: EUROPEAN LAW OF CULTURAL HERITAGE		Teaching Language: Italian	
SSD (Subject Areas): IUS/14 GIUR-10/A			**CREDITS:** 6
Course year: Second	**Type of Educational Activity:** B		

Teaching Methods:
In-person

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
The course includes the study of the legislative institutions of the European Union and the regulatory competences of the EU in cultural matters; the articles of the EU Treaties on cultural goods and the rules of secondary legislation, regulations and European directives; access to European planning in the field of cultural heritage. In addition, the study of the international legislation for the protection of cultural heritage of both the UN and the COE is carried out. It examines the Italian legislation for the transposition of European Union acts and adaptation to international law on cultural and environmental heritage. Finally, the course is also extensively dedicated to the study of international and national norms on the illicit trafficking of cultural goods. Brief but necessary references are also made to the code of cultural heritage and landscape in force.

Objectives:
The course aims to provide expertise in the field of supranational legislation on the protection, enhancement and management of cultural heritage, including the international and European circulation of cultural heritage. In addition to legal circulation, the study of illicit trafficking in cultural goods is deepened. Therefore, one of the objectives is the training of the professional figure of the manager, registrar in the handling of works, promoter, legal advisor in the field of illicit trafficking of cultural heritage.

Propaedeuticities:
None
Is a propaedeuticity for:
None
Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course: GOVERNANCE IN PLANNING PROCESSES	Teaching Language: Italian	
SSD (Subject Areas): ICAR/20 CEAR-12/A	CREDITS: 6	
Course year: First	Type of Educational Activity: B	
Teaching Methods: In-person		

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
The scientific-disciplinary contents of the course concern the analysis and assessment of urban and territorial systems, examined in their environmental context and in the framework of the socio-economic variables by which they are influenced. The course also covers models and methods for identifying qualifying features for the management and planning, as well as for explaining the decision-making processes.

Objectives:
The course aims to provide students with the knowledge and tools to develop governance-based planning processes in complex and multi-actor contexts. Students will be guided through the contemporary debate on the relationship between government and governance, focusing on the conceptual and instrumental roots of governance processes in European cities, in the context of planning processes and public policies (e.g. strategic plans, local development programmes, European programmes). The aim is also to provide students with the interpretive keys to explore different models of governance in the contemporary city, given the multiplicity of actors and instruments involved, and the awareness of the complexity of the processes and the constant disarticulation of traditional forms of territorial governance.

Propaedeuticities:
None

Is a propaeduticity for:
None

Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course: HISTORY OF ART CRITICISM	**Teaching Language:** Italian
SSD (Subject Areas): L-ART/04 ARTE-01/D	**CREDITS:** 6
Course year: Second	**Type of Educational Activity:** B

Teaching Methods:
In-person

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
Museology and art criticism and restoration have as their object studies of a historical, theoretical and methodological nature on literature and art historiography, art criticism, the social history of art and the history of taste, those on the history of collecting and museums including the organization, operation and didactics of museums; in addition there are studies on artistic techniques and on the history and theories of the protection, conservation, restoration and valorization of artistic and monumental heritage and critical editions of texts of historical-artistic interest. The course includes the analysis of salient moments in art criticism from the early modern age to the 20th century. Specific themes and changes in artistic taste and judgement in relation to the stylistic development of contemporary art will be assessed.

Objectives:
The main objectives of the course are: to provide a critical and informed knowledge of the history of art criticism that helps contextualize and understand the assumptions of the art debate from the early modern age to the twentieth century; to develop critical tools for framing authors, themes and criteria of artistic judgment also in relation to the stylistic development of coeval art.

Propaeduticities:
None
Is a propaeduticity for:
None

Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course: HISTORY OF CONTEMPORARY ART	**Teaching Language:** Italian
SSD (Subject Areas): L-ART/03 ARTE-01/C	**CREDITS:** 6
Course year: Second	**Type of Educational Activity:** B

Teaching Methods:
In-person

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
The course will illustrate the main features of the contemporary art system through an examination of the situations surrounding the developments of the second avant-gardes. Among the topics addressed is that of multiples and reproducible artistic specimens.

Objectives:
The course aims to deepen specialised topics in the field of Contemporary Art History with particular regard to the first and second avant-gardes and with references to the market system and institutional issues.

To this end, seminar exercises aimed at involving and co-responsibilising the student, who will be brought into contact with the real problems of cultural institutions and bodies, will be held alongside lectures.

Propaedeuticities:
None
Is a propaedeuticity for:
None

Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course:	**Teaching Language:**
HISTORY OF MEDIAEVAL ART	Italian

SSD (Subject Areas):	**CREDITS:**
L-ART/01 ARTE-01/A	6

Course year:	**Type of Educational Activity:**
Second	B

Teaching Methods:
In-person

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
The course focuses on one or more case studies concerning the history of architecture and the figurative arts in Europe during the Middle Ages, with special attention to central and southern Italy, through the analysis of the iconography and iconology, the artistic literature and the sociology of art, with reference to the history of the discipline and its epistemology also with the aim of improving museum didactics.
Teaching methods: face-to-face lectures; visits to monuments, museums and other sites.

Objectives:
The main training objective of the module is the development of historical historiographic and critical knowledge of the works of art and architecture covered by the course, examined through a comparative path that from the analysis of materials, forms, style and structures leads to critical debate and studies of functions (liturgical, social, political). The students will be able to: critically analyze the works, with particular attention to the material aspects, patronage, meaning and intended use of the artefacts;
grasp the connections between artistic and architectural production in the Middle Ages with the more general historical, cultural and ideological context of the period; critically interpret the conservation and historiographical fortune of the works.

Propaedeuticities:
None
Is a propaedeuticity for:
None

Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course:	**Teaching Language:**
HISTORY OF MODERN ARTS	Italian

SSD (Subject Areas):	**CREDITS:**
L-ART/02 ARTE-01/B	6

Course year:	Type of Educational Activity:
Second	B

Teaching Methods:
In-person

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
The course will provide knowledge of the main architects of the fifteenth and sixteenth centuries in Italy; it will also addrees the main themese and problems relating the Renaissance art and architecture in Italy.
Monuments and artists will be examined in order to frame historical periods, historiographical problems and to create connections between different fields.
Artistic historiography will be analyzed critically to compare problems and works of different authors and contexts.

Objectives:
Through the course, students will have to asquire an appropriate historical, artistic and architectural vocabulary and specific expertise in the field of History of Art in the Early Modern Period; they will have to know how to competently describe a work of architecture; be able to contextualize works and artists, trace the correct chronology, geographical location and context of patronage; acquire basic knowledge and a sufficiently solid philological critical method to undertake career paths in Italian and European bodies and institutions that deal with heritage.

Propaedeuticities:
None
Is a propaedeuticity for:
None
Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course:	Teaching Language:
HISTORY OF PHOTOGRAPHY	Italian

SSD (Subject Areas):	CREDITS:
L-ART/06	6
PEMM-01/B	

Course year:	Type of Educational Activity:
Second	B

Teaching Methods:
In-person

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
The course will illustrate the main stages of the technical and scientific progress of photography, the path of the major ancient and recent protagonists and the use of the photographic medium as a vehicle for a new artistic language.

Objectives:
The course aims to deal with specialised topics in the field of the History of Photography, with in-depth analysis with respect to technical and sociological aspects. The educational objective is to enable students to develop a good ability to read images, grasping their various planes of meaning and the various interdisciplinary linguistic connections.

Propaedeuticities:
None
Is a propaedeuticity for:
None
Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course:	Teaching Language:

HISTORY OF POPULAR CULTURES		Italian
SSD (Subject Areas): M-DEA/01 SDEA-01/A		**CREDITS:** 6
Course year: Second	**Type of Educational Activity:** B	
Teaching Methods: In-person		

Contents extracted from the SSD declaratory consistent with the training objectives of the course: The teaching of *History of Popular Cultures* introduces the student to the main themes of the debate on the history of popular traditions in the contemporary age, in relation to the cultural, social, economic and territorial differences that have characterised the history of Italy. The presentation of the instruments of analysis is flanked by the examination of particular case studies, which highlight some trends concerning the transformations of religious folklore in the cultural, economic and social contexts of globalisation.
Objectives: The teaching of *History of Popular Cultures* has two objectives essential: 1) to introduce to the debate concerning the notion of 'popular'; 2) to recognise some historical dynamics that have characterised the relationship between institutional and non-institutional cultural traditions.
Propaedeuticities: None **Is a propaedeuticity for:** None
Types of examinations and other tests: Written, oral or practical test or a combination of them.

Course: ITALIAN THEATRE LITERATURE		**Teaching Language:** Italian
SSD (Subject Areas): L-FIL-LET/10 ITAL-01/A		**CREDITS:** 12
Course year: First	**Type of Educational Activity:** C	
Teaching Methods: In-person		

Contents extracted from the SSD declaratory consistent with the training objectives of the course: This course aims to the acquirement of a deep methodological training in the study of the Italian Theatrical Literature: from the cultural heritage of the Greek-Roman theatre up to the first Novecento. The educational objectives are achieved within a career which deals with the study of the modes of theatrical representation, and through the study of the connection that links artistic expression to the cultural and political environment of a specified period. It is required a strong analytical and linguistical skill in the comprehension of the texts that will be read in class.
Objectives: The course responds to the demand of professional education in Theatrical Literature industry, in Critics and in media field. The student must prove his knowledge about the theatric Italian Literature, and also, he must be able to discuss and comment the texts chosen for the exam. The training course aims to supply students with the necessary instruments for the analysis and the comprehension of the writings and their historical context.
Propaedeuticities: None

Is a propaeduticity for:
None

Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course: LIBRARY MANAGEMENT	**Teaching Language:** Italian	
SSD (Subject Areas): M-STO/08 HIST-04/C		**CREDITS:** 12
Course year: First	**Type of Educational Activity:** C	
Teaching Methods: In-person		

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
The course intends to address issues relating to methodology and bibliographic research (both through paper bibliographic tools and through computerized bibliographic tools) and the evolution of librarianship, focusing on the development of the library in society, the services it provides, the internal organization, cataloging tools and its 'mission' in relation to the evolution of society and the different types of users, with particular attention to the protection, conservation and valorization of book assets.

Objectives:
Provide both basic and specialist tools and skills suitable for the 'conscious' use of the library and the tools that support bibliographic research; the course also aims to provide basic preparation to those interested in undertaking the profession of librarian or other professional activities connected with the management, conservation and valorization of book assets.

Propaeduticities:
None
Is a propaeduticity for:
None

Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course: MANAGEMENT OF CULTURAL ENTERPRISES	**Teaching Language:** Italian	
SSD (Subject Areas): SECS-P/08 ECON-07/A		**CREDITS:** 12
Course year: First	**Type of Educational Activity:** B	
Teaching Methods: In-person		

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
Districts, clusters and cultural ecosystems. Process and service management models. Strategic and operational management choices. Monitoring of results (metrics, reporting, master plan).

Objectives:
The course aims to provide students with specialized notions related to: cultural heritage ecosystem (users, operators, bodies, associations, institutions); governance processes; main business models (strategic, production/delivery of services, marketing, funding, monitoring of results);

| management sustainability of existing initiatives and start-ups. |

| Propaedeuticities: |
| None |
| **Is a propaedeuticity for:** |
| None |
| **Types of examinations and other tests:** |
| Written, oral or practical test or a combination of them. |

Course:		**Teaching Language:**
MUSEOLOGY		Italian
SSD (Subject Areas):		**CREDITS:**
L-ART/04		12
ARTE-01/D		
Course year:	**Type of Educational Activity:**	
Second	C	
Teaching Methods:		
In-person		

| **Contents extracted from the SSD declaratory consistent with the training objectives of the course:** |
| The course will show the most remarkable moments in the history of museums, with a review of the debate on the cultural and social function of the museums. It will deal with issues which belong to the history of collections and to exhibition display and concept, by considering the critical reflections which aims the exhibition as cultural events. |

| **Objectives:** |
| The course offers a critical knowledge of both the history and the cultural-social implications of the museums. Furthermore, the course aims to promote the students' awareness of the mission and ultimate meaning of the museums through both their history and reception; finally, the aim of the course is to create critical instrument to understand museums and exhibitions to understand a good practice in promoting works of art and art culture. |

| **Propaedeuticities:** |
| None |
| **Is a propaedeuticity for:** |
| None |
| **Types of examinations and other tests:** |
| Written, oral or practical test or a combination of them. |

Course:		**Teaching Language:**
MUSICAL HERITAGE, MUSIC, MUSICOLOGY		Italian
SSD (Subject Areas):		**CREDITS:**
L-ART/07		12
PEMM-01/C		
Course year:	**Type of Educational Activity:**	
First	C	
Teaching Methods:		
In-person		

| **Contents extracted from the SSD declaratory consistent with the training objectives of the course:** |
| History of art music, with particular attention to the repertoire of the last three centuries; study of forms and genres of popular music; protection, preservation and enhancement of cultural heritage related to music, with particular reference to scores, musical places and instruments; organization and management of musical events, both scientific (conferences, seminars, exhibitions) and artistic-performative (live music events, concerts, festivals). |

Objectives:

Provide both basic and specialized musical and musicological skills suitable for professional activities connected with the protection, preservation and enhancement of musical heritage, with the management of musical events and of cultural-musical institutions; provide historical-musical knowledge in reference to both the area of art music and that of popular music; acquire managerial skills of musical heritage.

Propaedeuticities:

None

Is a propaedeuticity for:

None

Types of examinations and other tests:

Written, oral or practical test or a combination of them.

Course:	Teaching Language:
ORGANISATION OF CULTURAL ENTERPRISES	Italian

SSD (Subject Areas):	CREDITS:
SECS-P/10 ECON-08/A	12

Course year:	Type of Educational Activity:
Second	B

Teaching Methods:

In-person

Contents extracted from the SSD declaratory consistent with the training objectives of the course:

The combination of culture and development, the institutional structures of cultural heritage, the characteristics of public cultural companies, social innovation and cultural heritage, the organizational models for the management of public-private collaboration processes.

Human resources management, staff planning, recruitment and selection policies, training, development, remuneration, evaluation, the job market in the cultural heritage sector.

Objectives:

The educational objective of the course is to provide students with the specialized knowledge necessary to organize and manage change in cultural organizations and manage human resources.

In particular, the course intends to highlight the specificities of cultural organizations, the innovative management models (public-private partnership), the levers of personnel management (planning, recruitment and selection, training, evaluation and remuneration), the ability to motivate, manage conflict, negotiating and managing change.

Propaedeuticities:

None

Is a propaedeuticity for:

None

Types of examinations and other tests:

Written, oral or practical test or a combination of them.

Course:	Teaching Language:
PEDAGOGY OF IMAGES	Italian

SSD (Subject Areas):	CREDITS:
M-PED/01 PAED-01/A	12

Course year:	Type of Educational Activity:
First	C

Teaching Methods:
In-person

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
Educational theories and models of images. Learning and visual pedagogy analysis. Didactic iconology. Theories, methods and techniques of cultural heritage education. Design of educational routes and services in cultural places and communities. Cultural heritage, citizenship and educational community: investigation methodologies typical of participatory action-research.

Objectives:
The course aims to promote theoretical knowledge and methodological skills related to image education and art pedagogy, with specific attention to the material and immaterial cultural heritage, exploring its educational potential and reflecting on possible training proposals, approaches and perspectives aimed at its valorization.

Propaedeuticities:
None
Is a propaedeuticity for:
None

Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course:		Teaching Language:
PERFORMING ARTS MANAGEMENT		Italian
SSD (Subject Areas):		**CREDITS:**
L-ART/05		12
PEMM-01/A		
Course year:	**Type of Educational Activity:**	
First	C	
Teaching Methods:		
In-person		

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
It encompasses the studies on the theoretical, historical, methodological, and organizational factors related to the performing arts, with special reference to the theatre.

Objectives:
The knowledge of theatre history and theatre theories, with special reference to the different styles and techniques. The competence in the main historical interpretations of the history of theatre, in Italy and in the international context, paying attention to a wide diachronic approach. The profound knowledge of the basic concepts in theatre history, through the analysis of the basic secondary literature.

Propaedeuticities:
None
Is a propaedeuticity for:
None

Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course:		Teaching Language:
PHILOLOGY OF THE TEXT WITH ILLUSTRATIONS		Italian
SSD (Subject Areas):		**CREDITS:**
L-FIL-LET/13		12

LIFI-01/B	
Course year: First	**Type of Educational Activity:** C

Teaching Methods:
In-person

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
The teaching intends to offer a didactic-training activity in the field of philological studies of Italian literature conducted with an integral philological methodology, open to the formal, material and historical-literary aspects of texts from the Middle Ages to the contemporary age, paying particular attention to the work of Dante and to medieval and humanistic-Renaissance production, as founding moments of the Italian literary tradition.

Objectives:
The course aims to provide students with the necessary skills for in-depth textual and iconographic analysis of manuscripts and illustrated books of works from the Italian literary tradition.
The study of the relationship between text and image will focus mainly on the link between illustrations and narrative situations, extended glosses and exegetical supplements, rubrics and instructions for the illuminator.
Particular attention will be paid to the methods of creation, dissemination and preservation of the manuscripts and ancient books examined.

Propaedeuticities:
None
Is a propaedeuticity for:
None

Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course: POLITICAL ECONOMY AND HUMAN DEVELOPMENT	**Teaching Language:** Italian
SSD (Subject Areas): SECS-P/01 ECON-01/A	**CREDITS:** 12
Course year: First	**Type of Educational Activity:** B

Teaching Methods:
In-person

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
Market exchange, production and distribution in classical economists. Instrumental rationality, consumption and production choices in microeconomics.
Main forms of the market: perfect competition, monopoly and uncompetitive markets. Comparison of macroeconomic theories: goods market, labor market and demand and supply of money in neoclassical and Keynesian theory. Introduction to the economic policy debate. Sen's approach to political economy.
Economic development as human development. The role of the third sector for the enhancement of cultural heritage.

Objectives:
Knowledge of the method and contents of basic macroeconomics and microeconomics will help to develop skills that can help the emergence and consolidation of organizations active in the field of cultural heritage.
The study of the economic role of culture for sustainable and human economic development will make it possible to understand new ways through which to give value to the culture.

Propaedeuticities:
None
Is a propaedeuticity for:
None
Types of examinations and other tests:

Written, oral or practical test or a combination of them.

Course:		Teaching Language:
PUBLIC ADMINISTRATION AND CULTURE		Italian
SSD (Subject Areas):		**CREDITS:**
IUS/10		6
GIUR-06/A		
Course year:	**Type of Educational Activity:**	
Second	B	
Teaching Methods:		
In-person		

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
The aim of the course is to provide a complete basic knowledge of administrative law and the various forms of protection from the point of view of regulatory discipline, jurisprudential guidelines and concrete functioning.   The teaching is aimed at ensuring knowledge of Italian administrative law and, of the legislation on cultural heritage and its management.   The course is structured around an in-depth study of the Code of Cultural Heritage and Landscape, the administrative structures in charge of the management of cultural heritage, their territorial articulation, and the distribution of competencies as also resulting from the recent reform of the museum system.

Objectives:
The student, using the methodologies acquired during the course, will be aware of the applications of the principles of administrative law and the related procedural dynamics, in the specific field of protection and enhancement of cultural heritage. The technical-legal knowledge acquired during the course will allow the student to autonomously understand and interpret the legislative, doctrinal and jurisprudential changes, and to distinguish important developments from minor changes.   Will be able to autonomous and in-depth studies to appreciate job prospects.   This ability will be stimulated through regulatory and jurisprudential updates that will be appropriate during the course and verified, as well as in the various activities of the course, during the final exam, consisting of an oral interview.

Propaedeuticities:
None
Is a propaedeuticity for:
None
Types of examinations and other tests:
Written, oral or practical test or a combination of them.

Course:		Teaching Language:
SOCIOLOGY OF TOURISM		Italian
SSD (Subject Areas):		**CREDITS:**
SPS/10		6
GSPS-08/B		
Course year:	**Type of Educational Activity:**	
First	B	
Teaching Methods:		
In-person		

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
Theories and methods of sociological analysis to interpret the tourist phenomenon within cultural and territorial contexts. Theories and techniques (traditional and digital ones) of tourist profiling, including motivations, attitudes, and relationship with host communities.

Objectives:
Students should be able to apply the knowledge and analytical techniques acquired to solve problems related to the cultural and territorial profiling of the tourist system.   They will be able also to identify tools to enhance, structure and promote the tourist system in a consistent manner with the socio-cultural characteristics of the host communities.
Propaedeuticities: None   **Is a propaedeuticity for:**   None
Types of examinations and other tests: Written, oral or practical test or a combination of them.

Course: TRAVEL LITERATURE BETWEEN THE 18TH AND 20TH CENTURIES	Teaching Language: Italian

SSD (Subject Areas): L-FIL-LET/11 LICO-A1/A	CREDITS: 12

Course year: First	Type of Educational Activity: C

Teaching Methods: In-person

Contents extracted from the SSD declaratory consistent with the training objectives of the course:
Travel literature as a literary genre: theoretical and historical-critical elements. The evolution of the genre from the 18th to the 20th century. The Grand Tour and the description of Greco-Roman antiquities, architectural complexes and landscapes. The Risorgimento traveler. The cities of Italy, Europe and the world: metropolitan realities and territories of new exploration. The cognitive function of travel literature for the enhancement of cultural heritage. Storytelling and Travel Literature; the subgenre of sentimental travel; relationships between odeporics and registers of humor.

Objectives:
In-depth knowledge of travel literature from the perspective of literary genres and text forms.   Skills in analysis and interpretation of texts.   Correct historical and stylistic-formal placement of authors and texts.   Awareness of the European dimension of travel literature through intertextual criticism and comparative analysis. Understanding of the connection between the authors' backgrounds, the places where they acted and the formal characteristics of their works.   Valence of Travel Literature for the awareness of cultural heritage and landscape.

Propaedeuticities: None   **Is a propaedeuticity for:**   None

Types of examinations and other tests: Written, oral or practical test or a combination of them.

School of Human and Social Science

Department of Humanities

Didactic Regulations in force since the academic year 2025 -2026

CdSM code = DL8

Training Activity: EDUCATIONAL ACTIVITIES FOR THE STUDENT'S CHOICE Art. 10, c. 5, letter A		**Training Activity Language:** Italian	
Content of the activities consistent with the training objectives of the course: Learning activity chosen by students		**CFU:** 12	
Course year: Second		**Type of Training Activity:** D	
Teaching Methods: in-person			
Objectives: The training objectives of the learning activity freely chosen by the student and in line with the vocational training objectives of the Master's Degree Program.			
Propaedeuticities: None **Is a propaedeuticity for:** None			
Types of examinations and other tests: Written, oral or practical test or a combination of them and as specified in the Didactic Regulations of the Master'sDegree Program (Art. 8).			

Training Activity: ADVANCED LANGUAGE SKILLS Art. 10, c. 5, letter d		**Training Activity Language:** Italian	
Content of the activities consistent with the training objectives of the course: Advanced language skills for cultural heritage		**CFU:** 2	
Course year: Second		**Type of Training Activity:** F	

Teaching Methods:
in-person

Objectives:
Additional knowledge of an european language.
B2 level in one of the main European languages (English, French, Spanish, German).

Propaedeuticities:
None
Is a propaedeuticity for:
None

Types of examinations and other tests:
Educational activities and language skills assessment (placement test)
in cooperation with **CLA** (University Language Center).
Pass/Fail Assessment.
Acquired/unacquired receivable.

Training Activity: APPRENTICESHIP Art. 10, c. 5, letter d	Training Activity Language: Italian	
Content of the activities consistent with the training objectives of the course: The internship activity will be aimed at integrating the student's theoretical knowledge with the knowledge of professional practices in specific institutional contexts.	**CFU:** 3	
Course year: Second		**Type of Training Activity:** **F**
Teaching Methods: in-person		
Objectives: Training objectives for the world of work.		
Propaedeuticities: None **Is a propaedeuticity for:** None		
Types of examinations and other tests: Assessment of skill acquisition. Pass/Fail Assessment. Acquired/unacquired receivable		

Training Activity: OTHER SKILLS USEFUL FOR EMPLOYMENT Art. 10, c. 5, letter d	Training Activity Language: Italian
Content of the activities consistent with the training objectives of the course: Skills useful for employment	**CFU:** 1

Course year:	Type of Training Activity:
Second	**F**

Teaching Methods:
in-person

Objectives:
Activities aimed at acquiring soft skills aimed at integration into working contexts.

Propaedeuticities:
None
Is a propaedeuticity for:
None

Types of examinations and other tests:
Assessment of skill acquisition.
Pass/Fail Assessment.
Acquired/unacquired receivable

Training Activity:	**Training Activity Language:**
THESIS AND FINAL TEST	Italian
Art. 10, c. 5, letter C	

Content of the activities consistent with the training objectives of the course:	**CFU:**
Final examination	12

Course year:	**Type of Training Activity:**
Second	E

Teaching Methods:
in-person

Objectives:
To provide student with the knowledge and tools for writing a thesis on a subject of the Master'sDegree Program.

Propaedeuticities:
After achieving 104 ECTS provided on the Master'sDegree Program
(120 ECTS less the ECTS envisaged by the final examination)
Is a propaedeuticity for:
None

Types of examinations and other tests:
Oral exam with the submission of a written text (Master's Degree Thesis).
Awarding the degree grade.