

## COURSE DESIGN

### Contents

The course will consist of three basic parts:

Information	Lectures, and discussions, about the mentioned topics and about how to do it „out there“, as a cultural landscape manager.
Practising	Practically try out some important methods.
Training	Learn about personal skills important for managers in the field of heritage protection and management.

### Schedule and grading

4 days with 7.5 units respectively with 45 minutes.

The module will be evaluated and graded as follows:

Evaluation	A short exam on the contents taught in week 1 (40 %). A short homework on some topics of the course (30 %). Overall contributions during class, on-spot exercises, attendance (30 %).
Grades	Combined grade with the part on Public Relations.

### Presence in class

Try to be there as much as possible. You will do some things during class which will be part of your grade and which cannot easily be reproduced at home.

Your presence on day 4 (Saturday 15<sup>th</sup> July) is of special importance. We will spend this day playing a planning game where each of you will receive a personal role for the game. So it is important for me to know who will be there in order to prepare for the game.

From the last years, I have made the impression that this day is really a very good opportunity to learn a lot about your future profession and about yourselves as well.

## The trial site

Until next time, but better now, think of a site which is familiar to you. It can be a cultural, natural, mixed site. It doesn't have to be a current WH site, but it should at least somehow meet up to a similar quality.

Try to find out as much as possible what is important, who is important, what should be protected, what can be opened to the public, how it is working (or not).

## Short homework

- Think about your trial site.
- Answer the following questions briefly (without any academic impetus, just short answers, 1-2 pages A4):
  - Who are the three most important stakeholders at stake in my trial site?
  - In case I wanted to change one key characteristic of my site, which one would this be?
  - Who would I form a coalition with first in order to make sure the change happens?
  - Who would be the one I have to look out for so that he doesn't harm me?
  - Which kind of visitor would I make the site more attractive to?
- Please hand in your short homework until September 11<sup>th</sup>, 2017, 24.00 hrs, at the latest. Please mail your paper in PDF version to [schimek@schimek-plant.at](mailto:schimek@schimek-plant.at).

## Documents

You should have received preliminary versions of the presentations of week 1 via e-mail or via moodle. In case you haven't received them, leave me your e-mail address today, and I will try to send on these files to you at night.

I will send the preliminary versions of the presentations of week 2 by e-mail or via moodle, most probably with a WeTransfer link (since day 3 will be quite huge as a file) before lectures start in week 2. In addition to that, you will receive a PDF of the handouts given out by me during class.