MA HERITAGE MANAGEMENT

A University of Kent and Athens University of Economics and Business (AUEB) collaborative programme
MA HERITAGE MANAGEMENT

This unique programme combines the worlds of archaeology and business, and is taught near Athens at Eleusis, an area of world-class archaeological significance.

It focuses on teaching the skills required for the management of heritage sites across the world and how to work effectively with archaeologists, architects, conservators, marketing and education specialists, while also fundraising and supervising specific projects.

Innovative collaboration
This taught Master’s programme is a collaborative venture between the University of Kent in the UK and the Athens University of Economics and Business (AUEB), Greece, a partnership that ensures world-class tuition and an interdisciplinary environment. A critical element in the local dynamism and global relevance of the programme is provided by the Heritage Management Organization, an innovative research and education project which is supported by prominent Greek and international bodies and philanthropists.

Superb location
The programme is ideally located at Elefsina, the birthplace of civilisation according to the Greeks and the Romans, as well as that of Aeschylus, the first tragedian.

As a location of the Eleusinian mysteries, it is considered one of most important archaeological religious sites in the world. It is also close to many other important sites including the Parthenon, Ancient Corinth, Nemea and Thebes.

Elefsina is a fairly large town with a wide range of amenities including large shops, restaurants, cafés, municipal library, small site museum, summer cinema and sports centre. There are good transport links to central Athens and the surrounding areas.

Practical focus
Taught entirely in English, the MA allows you to benefit from teaching by renowned international scholars with extensive academic and practical experience in the effective management and planning of a heritage site.

You gain an understanding of a wide range of issues and learn how to work with colleagues as well as associated groups including, government and international agencies, local authorities and stakeholders, and sponsors.

A major outcome of the programme is the ability to conceive, plan, fundraise and supervise a specific project.

With a number of extracurricular activities on offer, you are able to develop your academic and professional skills, and enhance
your international exposure, all while living in Attica, a short distance from major cultural and event venues.

**Dual qualification**

Successful completion of the programme requirements leads to a degree award from both the University of Kent and the Athens University of Economics and Business.

**Programme content**

The programme consists of a pre-sessional introductory module, four compulsory modules, one or two optional modules and either a supervised dissertation or a collaborative field study consultancy project, which is market-based and makes a practical contribution towards a real problem in the context of heritage management.

**Pre-sessional module**

- Introduction to Archaeology, Heritage and Research Methodology

**Compulsory modules**

- Archaeological Site Management and Planning
- Finance for Cultural Organisations
- Human Resources Management and Strategic Planning
- Tourism Marketing and the Promotion of Cultural Heritage

**Optional modules**

- Collections and Museums Management
- Communications Strategy and Strategic Marketing for Cultural Organisations (upon availability)
- Education and Archaeology I
- Introduction to Archaeology, Heritage and Research Methodology
- Project Management
- Public Archaeology

**Teaching methods**

Teaching is via structured lectures and focused group seminars. Much of the instruction is carried out on site so that you gain hands-on experience and can understand the issues involved.

**Distinctive features**

- A unique and innovative interdisciplinary degree programme recruiting a diverse range of students
- Taught by enthusiastic, lively specialists and research-active lecturers
- Opportunities for fieldwork and a wide range of collaborative market-led research studies
- Links to Greek and UK academic institutions and access to their resources
- A combination of taught and research elements and a pathway for progression to PhD
- A friendly environment with a community of scholars immersed in a research culture close to the coast and international transport links

**Transferable skills**

All modules are designed to provide transferable skills both for cultural resources management, or, more generally, for any other field of the business world. So, as well as heritage management being a fast growing niche market, your skills and degrees will be useful for a great number of careers.

**Academic and professional outcomes**

This MA programme has been carefully designed to equip you with the right tools for a career in effective heritage management. You develop a robust grounding in theories, methods and approaches to heritage site management and planning issues. Best practices are examined alongside areas of controversy and differing agendas.

Throughout the programme, you benefit from career guidance and mentoring which will leverage your academic and practical experience to successfully develop a career within archaeological services, local authorities, heritage management organisations and consultancies. You also gain a range of transferable skills for employment in museums, government and the worlds of art and culture.
Expert staff
World-class tuition is provided by international researchers from both universities as well as guest lecturers who are leaders in their field.

Dr Aris Anagnostopoulos
Adjunct Lecturer MA Heritage Management; Manager, The Heritage Management Organization Community Engagement Programme; Honorary Lecturer, University of Kent

Professor Dimitrios Emiris
Professor of Automated Production Systems, Department of Industrial Management & Technology, University of Piraeus

Professor Vassilis Ganiatsas
Professor of Architectural Syntheses and Theory of Architectural Design, National Technical University of Athens (NTUA); Director, Laboratory of Architectural/Urban Morphology and Theory of Architectural Design (NTUA)

Kostis Indounas
Associate Professor of Marketing, Athens University of Economics and Business

Professor George Ioannou
Professor of Production and Operations Research, Athens University of Economics and Business

Dr Evangelos Kyriakidis
Senior Lecturer in Aegean Prehistory; Leventis Senior Fellow in Heritage Management, University of Kent

Dr Panagiota (Nota) Pantzou
Assistant Professor in Cultural Heritage: Management and Promotion, University of Patras

Dr Alexandros Papalexandris
Assistant Professor of Management, Athens University of Economics and Business

Dr Dimitris Psychoyios
Senior Lecturer in Finance, University of Piraeus

Accommodation
You are responsible for finding your own accommodation. To assist you with this, we have connections with letting companies that will help you to find a suitable place to live. You may choose to rent a flat alone, or to share a flat with roommates from the MA programme.

Should you wish to look for accommodation yourself, we recommend that you arrive in Athens two weeks earlier than the programme’s start date. The following websites are a few good places to start:
- www.xe.gr
- www.spitogatos.gr

University of Kent
The University of Kent is widely acknowledged for its world-leading research, strong academic community and global outlook. In the most recent Research Excellence Framework, Kent was ranked in the top 20 for research intensity by The Times Higher Education.

Known as the 'UK’s European university’, Kent has specialist postgraduate centres in Brussels, Paris, Athens and Rome, and has more than 100 academic partners across Europe, including the highest ranking institutions of several countries.

It has been consistently recognised nationally for the quality of its teaching, most recently being awarded gold in the Teaching Excellence Framework (TEF). Based on the evidence available, the TEF Panel judged that the University of Kent delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. In addition, Kent provides an outstanding student experience, and has an excellent record for graduate employment.

The University offers a range of opportunities to study at Master’s, MPhil or Doctoral degree-level in the area of Classical & Archaeological Studies. Programmes include:
- Ancient History MA
- Archaeology MA
• International Heritage and Law MA
• Roman History and Archaeology MA
• Rome – Ancient and Modern MA
• Classical & Archaeological Studies PhD.

For further information, visit www.kent.ac.uk/secl/classics

Athens University of Economics and Business

The Athens University of Economics and Business is the oldest educational institution in Greece in the fields of economics and business administration.

It is recognised as a leading institution both nationally and internationally, reflecting the wide-ranging expertise of its academic staff, the high quality of research and teaching, the up-to-date curricula and the many distinctions achieved by its faculty and students.

Graduates of the University have gone on to forge successful careers as senior administrative and financial executives in the public and private sectors, faculty members in Greek and foreign universities, as well as members of international organisations.

The Athens University of Economics and Business offers a number of international postgraduate programmes. The MA programme in Heritage Management draws mainly from the expertise and the faculty of the following two programmes:

• MBA international programme
• International Marketing MSc.

For further information visit: www.imba.aueb.gr
www.prima.aueb.gr

The Heritage Management Organization (HERITAGE)

HERITAGE is an international NGO established in Greece in 2008. It is a not-for-profit charity, promoting the best practices in archaeological site management and planning, and making these practices universally applicable. The Heritage Management MA programme works in concert with HERITAGE, giving you the unique opportunity to apply what you have learned, and advance your skills, in a real-world setting by volunteering through HERITAGE. This gives you the chance to use your interests, talents and newly acquired skills and knowledge to make a tangible difference in heritage management practices around the world.

STUDENT PROFILE

Hakan Tarhan, MA Heritage Management

‘The programme is a unique combination of archaeology and business, which, in my view, is where cultural heritage management really stands. As it is a practice-oriented programme, it helps me to implement the theoretical knowledge I gain through classes into everyday practices of heritage management.’

‘With many instructors and fellow students from various cultural and educational backgrounds, I am able to experience and live a small sample of my future career. While it is giving me the chance to understand the motivations and expectations of certain stakeholders in the industry, it also helps me to create a unique network for my future career.’

‘After I complete my MA I would like to work in international heritage management projects in Greece or Europe. I will have Master’s degrees from two very reputable universities, the University of Kent and AUEB and through the network and references I am building in this programme, I will be able to find opportunities in the future. Learning Greek will also become an important asset for me, especially to live and work in Greece in the future.’

For further information, visit: www.imba.aueb.gr
www.prima.aueb.gr
Helvi Elago graduated in 2015 and is now working for the National Heritage Council of Namibia (NHC).

‘I was lucky enough to receive a Stavros Niarchos Foundation (SNF) scholarship for my studies, which gave me an opportunity to broaden my knowledge in the field of heritage and how to manage such institutions. The full tuition scholarship from SNF contributed towards my acquiring funding towards my living costs from the NHC. The agreement with NHC was to work for them after completion of my studies.

‘The world is uncertain; one cannot really predict what is going to happen in the future. However, my hope is that, thanks to the MA in Heritage Management, I will contribute towards the achievement of the NHC core function, which is to conserve, protect and manage places and objects of heritage significance. I would like to also contribute towards the vision and mission, which aim to reconcile cultures, and to protect and manage heritage for the next generation. Namibia has a rich heritage that needs to be developed in order to contribute towards economic viability. My first position with NHC gave me the opportunity to learn more about managing a work team before becoming Regional Heritage Officer responsible for overseeing all the nine sites managed by the NHC.

Sandra Afia Konadu Bruku graduated in 2014 and works for the Ghana Museum and Monuments Board.

‘In addition to working with the education department, I have a holistic approach to working with most of the departments in the museum. I was part of the planning committee for the opening of the Science Museum in Accra. I contributed to the setting up of the exhibition that was part of the opening. I headed the publicity team, which got tertiary schools to prepare and create science-related objects for the exhibition.

‘In November 2015, I had the opportunity to participate in a workshop organised by International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) in Rome on people-centred approaches, where I had the chance to outline the steps Ghana has taken to include communities living around heritage sites in the protection of slave sites.

‘The Master’s programme has been a great boost in many ways. Working in an environment that is male-dominated, I am now included in many projects, especially at the planning stages.

‘My ambition is to set up a tour company with a special focus on domestic tourism and sustainability. In addition, I have also begun the process for applying for my PhD to study Communications and Culture.’
ENTRY REQUIREMENTS AND APPLICATIONS

General entry requirements
A minimum 2.1 honours degree in a relevant or appropriate subject, or the equivalent.

Non-native speakers of English must have a minimum standard of proficiency in written and spoken English before beginning a postgraduate degree. For more information, see www.kent.ac.uk/ems/eng-lang-reqs/

How to apply
T: +30 210 5565605
E: heritage@aueb.gr

For more information on how to apply, please see www.heritage.aueb.gr

The start date for the taught MA programme is September but we recommend that you make your formal application as early as possible.

Tuition fees 2018/19
All students: €7,500

Funding opportunities
There will be at least one scholarship on offer each year. For information on scholarship opportunities, please contact heritage@aueb.gr

Admissions enquiries
T: +30 210 5565605
+44 (0)1227 827272
E: heritage@aueb.gr

Administrative Co-ordinator
Vasia Terzi
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Academic enquires:
Dr Evangelos Kyriakidis
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This brochure was produced in June 2018.
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For the University to operate efficiently, it needs to process information about you for administrative, academic and health and safety reasons. Any offer we make to you is subject to your consent to process such information and is a requirement in order for you to be registered as a student. All students must agree to abide by the University rules and regulations at: www.kent.ac.uk/regulations

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