MA HERITAGE MANAGEMENT

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

The MA in Heritage Management is an intensive three-semester postgraduate programme which uniquely combines the worlds of archaeology and business. It is taught at Elefsina, an area of world-class archaeological significance near Athens, Greece. The focus is on the teaching of skills required for the management of heritage sites across the world and how to effectively work with archaeologists, architects, conservators, marketing and education specialists while also fundraising and supervising specific projects.

Innovative collaboration
This new 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 Initiative for Heritage Conservancy, 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 of Aeschylus, the first tragedian. It is considered one of most important archaeological religious sites in the world as a location of the Eleusinian mysteries. 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, libraries, a museum, summer cinema and sports centre. There are good transport links to central Athens (and the surrounding area), which is only 18km away.

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 an archaeological site.

You gain an understanding of a wide range of issues and learn how to work effectively with other colleagues as well as architects, conservators, government and international agencies, local authorities and stakeholders, sponsors, and marketing and education specialists. A major outcome of the programme is the ability to conceive, plan, fundraise and supervise a specific project.
Key facts

- 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

With a large 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 vibrant Attica, a short distance from major cultural and event venues.

Dual qualification

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

Programme content

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

Core modules

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

Optional modules

- Architectural Planning of Archaeological Sites and Visitor Management
- Communications Strategy and Strategic Marketing
- Education and Archaeology I
- IT and Multimedia
- Market Research and Operations Statistical Research
- Project Management
- Public Archaeology
- Quantitative Methods
- Site Conservation I-II
- Theory of Heritage Management

“This MA programme in Heritage Management provides professionals with the unique opportunity to fine-tune their skills and knowledge so that they are able to manage archaeological sites anywhere in the world, thus making local heritage relevant to a global audience.”

Professor Gregory P Prastacos
Dean, Howe School of Technology Management, Stevens Institute of Technology, and former Rector of Athens University of Economics and Business
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. In the second half of the academic year, you will have the opportunity to work on actual projects in Greece and abroad.

Academic and professional outcomes
This MA programme has been carefully designed to equip you with the right tools for a career in effective archaeological heritage management. You develop a robust grounding in theories, methods and approaches to archaeological 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 local authorities, archaeological services, heritage management organisations and consultancies. You also gain a range of transferable skills for employment in museums, government and the world 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.

The programme is co-ordinated by: Dr Evangelos Kyriakidis, fsa, Senior Lecturer in Aegean Prehistory and Leventis Senior Fellow in Heritage Management, University of Kent

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

Accommodation
In Elefsina or central Athens. A list of suitable accommodation in Elefsina will be provided. We also offer advice on arranging your own rented accommodation and liaise with landlords on your behalf.

University of Kent
The University of Kent is widely acknowledged for its world-leading research, strong academic community and global outlook.

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

STUDENT PROFILE
Nader Ayadi,
MA Heritage Management

‘The MA in Heritage Management is a very rewarding programme, which provides you with a background in both archaeology and business.

‘It relies on experts that teach the management of heritage sites from an entrepreneurial and business perspective to equip you with the relevant marketable skills.

‘The programme includes field trips, expert visits and many hands-on experiences in one of the world’s renowned archaeological hotspots.’

Heritage Management
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 or www.prima.aueb.gr

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.

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“The MA in Heritage Management based in Greece is a very worthwhile enterprise. The skills you gain from the programme are much in demand. Such training represents a significant step forward.”

Professor Lord Colin Renfrew
Honorary Professor of the University of Kent
ENTRY REQUIREMENTS AND APPLICATIONS

General entry requirements
A first or good second class honours degree (BA, BSc, Ptychion), 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/internationalstudent

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

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

The start date for the taught MA programme is September but we welcome enquiries for research degrees throughout the year.

Tuition fees
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
Nota Pantzou
E: heritage@aueb.gr

Academic enquires:
Dr Evangelos Kyriakidis
E: e.kyriakidis@kent.ac.uk

Terms and conditions: the universities reserve the right to make variations to the content and delivery of the course and other services. To register for the programme of study, all students must agree to abide by the programme regulations.
