

## Programme Specification

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### Business and Heritage Management (2020-21)

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

Awarding Institution	University of Southampton
Teaching Institution	University of Southampton
Mode of Study	Full-time
Duration in years	1
Accreditation details	None
Final award	Master of Science (MSc)
Name of award	Business and Heritage Management
Interim Exit awards	Postgraduate Certificate Postgraduate Diploma
FHEQ level of final award	Level 7
UCAS code	
Programme code	6058
QAA Subject Benchmark or other external reference	Master's Degree Characteristics 2016
Programme Lead	Fraser Sturt

### Programme Overview

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#### Brief outline of the programme

The heritage industry is a major and growing contributor to the global economy, employing increased numbers of skilled heritage managers. This degree offers a tailor made curriculum to develop the knowledge base and skills required from both the disciplines of Business and Archaeology to allow effective management of the world's heritage. As a student on this programme you will be guided through modules to develop your understanding of the economic and legal principals within which heritage management operates across the globe, Museum displays, to site presentation and how heritage shapes national identities. This will be matched by education in theory and practice of assessing, preserving, presenting and mitigating the impact of development on our shared heritage. Your business skills will be developed in finance, project and risk management to provide a broad base suited to working in both the public (government) and private sectors. Graduates from this programme will be suited to work in a wide range of business and management roles in the heritage, tourism and construction sectors.

Your contact hours will vary depending on your module/option choices. Full information about contact hours is provided in individual module profiles.

### **Learning and teaching**

This programme makes use of the full range of teaching and learning methods; from didactic lectures to student led seminars and professional project work. Care has been taken to develop a syllabus that will speak to a variety of learning styles and account for the varied backgrounds that students on this programme may come from. We have explicitly sought to integrate traditional academic modes of delivery with those best suited to subjects dealing with professional practice. Thus we have included seminars and group work as well as field trips to relevant heritage sites as part of the programme in addition to traditional lectures. Finally, those enrolled on these modules will also gain experience of client/contractor interaction through practical sessions with professionals from the field.

### **Assessment**

On this programme you will be assessed by a variety of means that suite the varied skills you will be learning and that are required to work within the heritage industry. These range from the preparation of professional reports, team and individual presentations and seminars (often to real clients/professionals) through to more traditional essays and examinations.

## **Special Features of the programme**

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This programme includes field trips to sites and an interface with professionals working within the field of heritage management (e.g. from Historic England) to give you experience in the interpretation and presentation of cultural heritage and its utilization as an economic and cultural resource.

**Please note:** As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our [Disclaimer](#) to see why, when and how changes may be made to a student's programme.

Programmes and major changes to programmes are approved through the University's [programme validation process](#) which is described in the University's [Quality handbook](#).

## **Educational Aims of the Programme**

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The aims of the programme are to:

- Provide you with a background in business finance, risk management and project management
- Provide you with skills in cultural heritage management in an international framework including environmental impact assessment (EIA) and the presentation of heritage.
- Prepare you for a variety of roles in business and heritage management, tourism and construction industries (both in public (government) and private sectors).

## Programme Learning Outcomes

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Having successfully completed this programme you will be able to demonstrate knowledge and understanding of:

### Knowledge and Understanding

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On successful completion of this programme you will have knowledge and understanding of:

- A1. Modern theories of corporate finance and how firms and individual investors evaluate investment projects using certain rules regarding the time value of money.
- A2. The theory behind business processes such as risk and project management
- A3. The practice behind business processes such as risk and project management
- A4. The management of cultural heritage within an international framework.
- A5. The practice of mitigating impact on the cultural heritage within commercial development
- A6. The presentation of cultural heritage to global, national and local audiences and its role in forming identities

### Teaching and Learning Methods

A variety of teaching and learning methods are employed throughout the modules on this programme to cater for different learning styles.

- lectures will be used to deliver the theoretical aspects of business and project management as well as the formal aspects of heritage management
- Seminars will be used to explore specific national issues relevant to each student.
- Field trips will introduce you to a range of real world case studies and the professionals in the field
- Dissertation supervision will provide small group/individual tutorial contact

### Assessment Methods

The assessment methods have been chosen to be appropriate to the material covered. Specifically:

- essays and examinations are used to demonstrate the knowledge of theory, principles and case studies.
- reports are used to demonstrate the practical application of the theory and principal to professional standards
- presentations are used to develop knowledge of case studies and the oral skills required in the business world.

### Subject Specific Intellectual and Research Skills

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On successful completion of this programme you will be able to:

- B1. Assess risk to and suggest mitigation strategies in business and cultural heritage management
- B2. Define and manage projects alone and as part of a team

- B3. Undertake an Environmental Impact Assessment for cultural heritage
- B4. Present heritage in a culturally relevant fashion alone and as part of a team
- B5. Identify and engage with appropriate heritage practitioners, institutions and datasets

### **Teaching and Learning Methods**

- lectures will be used to deliver the theoretical and practical aspects of risk assessment and project management
- seminars will be used to explore specific national issues relevant to each student and allow engagement with heritage practitioners.
- group work will develop project management and leadership skills
- field trips will introduce you to the presentation of cultural heritage in a variety of contexts
- dissertation supervision will provide guidance on appropriate datasets suitable for project work

### **Assessment Methods**

- essays and examinations are used to demonstrate knowledge of the specific approaches to risk assessment, mitigation, project management and cultural heritage presentation.
- reports are used to demonstrate the practical application of the theory and principal to professional standards
- Presentations are used to develop knowledge of case studies and the oral skills required in the business world.
- Team written reports will assess project management and teamwork skills.

### **Transferable and Generic Skills**

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On successful completion of this programme you will be able to:

- C1. Evaluate evidence both on paper, online and in the field
- C2. Demonstrate an understanding of financial processes
- C3. Communicate effectively with clients from a variety of professions
- C4. Work effectively both alone and as part of a team to meet deadlines
- C5. Apply and develop key skills in critical thinking, reflection and verbal communication during the module, and subsequently through preparation of the written assignments, key skills in information handling, critical analysis and written communication
- C6. Research a given topic in depth and the present the results of that research to a nominated audience.

### **Teaching and Learning Methods**

- lectures will be used to develop skills in critical thinking and information handling.
- seminars will be used to develop skills in critical thinking, verbal communication and critical analysis.
- group work will develop team and leadership skills
- field trips will teach the students to evaluate evidence in the field
- dissertations will develop effective written communication, individual research skills and project management.

## Assessment Methods

- Essays and examinations are used to demonstrate critical thinking, evaluation of evidence, information handling and written communication
- Reports are used to demonstrate critical thinking, evaluation of evidence, information handling, written communication and team skills
- Presentations are used to develop effective communication
- Dissertations are used to demonstrate individual research, time and project management skills

## Programme Structure

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The programme structure table is below:

Information about pre and co-requisites is included in individual module profiles.

Where optional modules have been specified, the following is an indicative list of available optional modules, which are subject to change each academic year. Please note in some instances modules have limited spaces available.

### Part I

As demonstrated in mapping template in the appendix of this document, the key learning outcomes are covered by the core modules. Thus any student passing the taught component of the programme will graduate with the postgraduate diploma with a relevant set of skills and those progressing through the dissertation will add additional depth and research skills required for the MSc level qualification. 15 ECTS (30 CATS) of optional modules are permitted to allow students to pursue particular interests and shape their career development. The University provides accessible lecture theatres, seminar rooms and facilities. As such, the need for individual alterations to be made of disabled students would be minimal. All of the fieldtrip locations have wheelchair access and transport for wheelchairs can be provided.

This programme is designed to give students a grounding in business and heritage management. It is co-delivered by Archaeology and the Southampton Business School to ensure an appropriate breadth and depth of content, with sufficient overlap with existing programmes to ensure resilience. Aspects of business have been chosen to be of relevance to the heritage sector namely finance (MANG6028 - Corporate Finance); project management (MANG6310 - Project Management Processes), and risk management (MANG6182 - Principles of Risk Management). The archaeological focus is specifically on the legal and cultural frameworks of cultural heritage management (ARCH6120 - Maritime Museums and Heritage), the presentation of cultural resources (ARCH3017 - Presenting the Past) and the production of heritage related documentation (ARCH6128 - Cultural Heritage within Environmental Impact Assessment). The programme is aimed at students wishing to have careers in both the public and private heritage sectors, or as private consultants or specialists embedded in non-governmental organisations.

### Part I Compulsory

Code	Module Title	ECTS	Type
ARCH6125	Archaeology Dissertation (60 Credit pathway)	30	Compulsory
MANG6028	Corporate Finance	7.5	Compulsory
ARCH3017	Presenting the past: Museums and Heritage	7.5	Compulsory
MANG6182	Principles of Risk Management	7.5	Compulsory
MANG6310	Project Management - Processes	7.5	Compulsory

**Part I Core**

<b>Code</b>	<b>Module Title</b>	<b>ECTS</b>	<b>Type</b>
ARCH6128	Cultural Heritage within Environmental Impact Assessment	7.5	Core
ARCH6120	Maritime Museums and Heritage Management	7.5	Core

**Part I Optional**

<b>Code</b>	<b>Module Title</b>	<b>ECTS</b>	<b>Type</b>
ARCH6127	Analysis of archaeological faunal remains	7.5	Optional
ARCH6122	Ancient Mediterranean Seafaring	7.5	Optional
ARCH6119	Applied Maritime Archaeology	7.5	Optional
ARCH6126	Bioarchaeology of Human Remains	7.5	Optional
ARCH6121	Contexts for Human Origins Research	7.5	Optional
HERI6002	Global Cultural Heritage	7.5	Optional
SOES6061	Marine Geoarchaeology	7.5	Optional
ARCH6414	Maritime Aspects of Culture	7.5	Optional
MANG6185	Marketing in the Digital Age	3.75	Optional
ARCH6417	Materials, Technology and Social Life	7.5	Optional
ARCH6419	Nautical Archaeology	7.5	Optional
ARCH6420	Palaeopathology in Context	7.5	Optional
ARCH6413	Professional Placement in the Archaeological and Cultural Heritage Sector	7.5	Optional
ARCH6412	Professional Practice	7.5	Optional

MANG6130	Strategic Management	3.75	Optional
ARCH6411	The Analysis of Palaeolithic Stone Tool Assemblages	7.5	Optional
ARCH6418	Themes in Osteoarchaeology	7.5	Optional

## Progression Requirements

The programme follows the University's regulations for [\*Progression, Determination and Classification of Results : Undergraduate and Integrated Masters Programmes\*](#) and [\*Progression, Determination and Classification of Results: Postgraduate Master's Programmes\*](#) Any exemptions or variations to the University regulations, approved by AQSC are located in [\*section VI of the University Calendar\*](#).

## Support for student learning

There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:

- library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- high speed access to online electronic learning resources on the Internet from dedicated PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.
- computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources)
- standard ICT tools such as Email, secure filestore and calendars.
- access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.
- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling. Support includes daily Drop In at Highfield campus at 13.00 – 15.00 (Monday, Wednesday and Friday out of term-time) or via on-line chat on weekdays from 14.00 – 16.00. Arrangements can also be made for meetings via Skype.
- assessment and support (including specialist IT support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia).
- the Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards
- Career and Employability services, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls and in the local community, (18.00-08.00)
- A Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.

The Students' Union provides

- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; SUSU provides training and support for all these representatives, whose role is to represent students' views to the University.
- opportunities for extracurricular activities and volunteering
- an Advice Centre offering free and confidential advice including support if you need to make an academic appeal
- Support for student peer-to-peer groups, such as Nightline.

There are facilities and services to support your learning, some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

Associated with your programme you will be able to access:

- Relevant computer software and datasets
- Specialist archaeological laboratories and reference collections
- An academic advisor and dissertation supervisor (please see details in postgraduate handbook)

## Methods for evaluating the quality of teaching and learning

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You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation questionnaires for each module of the programme.
- Acting as a student representative on various committees, e.g. Staff/Student Liaison Committees, School Programmes Committee OR providing comments to your student representative to feedback on your behalf.
- Serving as a student representative on Faculty Scrutiny Groups for programme validation.
- Taking part in programme validation meetings by joining a panel of students to meet with the Faculty Scrutiny Group.

Further details on the University's quality assurance processes are given in the [Quality Handbook](#).

## Career Opportunities

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Graduates from this programme will be suited to work in a wide range of business and management roles in the heritage, tourism and construction sectors. These will include government positions in heritage bodies, private consultancy and non-governmental organisations. The business skills you gain on this programme will also be useful for a wide range of non-heritage business roles.

## External Examiner(s) for the programme

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Name: Dr James Cole - University of Brighton

Name: Dr Michael W Scott - London School of Economics and Political Science

Name: Dr Robert Hosfield - University of Reading

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff: Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their Personal Academic Tutor in the first instance.

**Please note:** This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook.

## Appendix 1:

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. In addition to this, students registered for this programme also have to pay for:

### Additional Costs

Type	Details
Books and Stationery equipment	Books and Stationery Equipment (such as Lab equipment, Field Equipment, Art equipment, Recording Equipment, stethoscopes, fob watch, Excavation equipment, Approved Calculators)
Clothing	Clothing (such as Protective Clothing, Lab Coats, specific shoes and trousers)
Conference expenses	Conference expenses
Costs of attending a graduation ceremony (e.g. hiring a gown for graduation)	Costs of attending a graduation ceremony (e.g. hiring a gown for graduation)
Field Trips	Field Trips (including accommodation costs for the field trips)
Materials	Materials (such as laboratory materials, textbooks, drawing paper, fabric, thread, computer disks, Sheet Music)
Obtaining Disclosure and Barring Certificates or Clearance Subsistence costs	Obtaining Disclosure and Barring Certificates or Clearance Subsistence Costs
Other activities (e.g. visiting specialist marine stations and other institutions)	Other activities (e.g. visiting specialist marine stations and other institutions)
Parking costs (including on placements at hospitals)	Parking costs (including on placements at hospitals)
Paying for a Music accompanist	Paying for a Music accompanist
Paying for immunisation and vaccination costs before being allowed to attend placements	Paying for immunisation and vaccination costs before being allowed to attend placements
Printing and Photocopying Costs	Where possible, coursework such as essays; projects; dissertations is likely to be submitted on line. However, there are some items where it is not possible to submit on line and students will be asked to provide a printed copy. A list of the University printing costs can be found here: <a href="http://www.southampton.ac.uk/isolutions/students/printing/">http://www.southampton.ac.uk/isolutions/students/printing/</a>
Professional exams	Professional exams
Replacing lost student ID cards	Replacing lost student ID cards
Software Licenses	Software Licenses
Travel Costs for placements	Travel Costs for placements, field trips and to and from the University and various campus locations (including travel insurance)
Typing Costs	Typing Costs

Work experience and Placements	Work Experience and Placements (including accommodation costs near the placement, additional insurance costs)
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In some cases you'll be able to choose modules (which may have different costs associated with that module) which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at [www.calendar.soton.ac.uk](http://www.calendar.soton.ac.uk).