



Study Plan

School: School of Social Sciences
Degree: Bachelor
Course: Cultural Heritage (cód. 608)

Specialization Heritage and Cultural Management

1st Year - 1st Semester

Specialization Heritage and Cultural Management

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES2311L	Introduction to Management	Management	6	Semester	156
HIS12024L	Introduction to Digital Humanities	History	6	Semester	156
HIS10829L	General History of Art	History of the Art	6	Semester	156
HIS12104L	Introduction to Cultural Heritage	History	6	Semester	156
HIS12101L	Methodologies and Resources in Cultural Heritage	History	6	Semester	156

1st Year - 2nd Semester

Specialization Heritage and Cultural Management

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS12102L	Societies and Cultures Classic	Archeology	6	Semester	156
HIS2450L	History of Portuguese Art	History of the Art	6	Semester	156
GES12103L	Project management	Management	6	Semester	156
HIS2465L	Museology	Cultural Heritage	6	Semester	156
HIS12105L	Heritage Critical Studies	History	3	Semester	78
GES2328L	Organizational Culture and Ethics	Management	3	Semester	78

2nd Year - 3rd Semester

Specialization Heritage and Cultural Management

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS12106L	Medieval Society and Culture	History	6	Semester	156
HIS12107L	Al-Andalus and the Mediterranean Cultural Heritage	History	6	Semester	156
HIS12108L	Architectonic Heritage	History of the Art	6	Semester	156
HIS12109L	Religious Cultural Heritage	History	6	Semester	156
GES2309L	Marketing	Management	6	Semester	156

2nd Year - 4th Semester

Specialization Heritage and Cultural Management

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS12110L	Early Modern Society and Culture	History	6	Semester	156



2nd Year - 4th Semester
Specialization Heritage and Cultural Management

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS12111L	Territory and Cultural Planning	History	6	Semester	156
HIS12112L	Cultural Landscape, Agro-systems and Cultural Heritage Values	History	6	Semester	156
HIS12113L	Applied Cultural Heritage	History	3	Semester	78
GEO2386L	Social and Cultural Geography	Geography	3	Semester	78

Group of Options

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS2394L	History of Medieval Portugal	History	6	Semester	156
HIS2462L	History of Culture in Portugal	History	6	Semester	156

3rd Year - 5th Semester
Specialization Heritage and Cultural Management

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS12114L	Contemporary Culture and Society	History	6	Semester	156
HIS12115L	Technical and Industrial Heritage	History	6	Semester	156
GES2331L	Strategy	Management	6	Semester	156

Group of Options

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS2396L	History of Early Modern Portugal	History	6	Semester	156
HIS2397L	History of Contemporary Portugal	History	6	Semester	156

***** TRANSLATE ME:Optativas-Quadro 15 *****

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES2334L	Human Resources Management	Management	6	Semester	156
GES2340L	e-business and web marketing	Management	6	Semester	156

3rd Year - 6th Semester
Specialization Heritage and Cultural Management

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS12116L	Scientific Cultural Heritage	History	6	Semester	156
HIS12117L	Urban Historic Landscapes and Heritage Values	History	6	Semester	156
ECN12118L	Economy of Culture	Economy	6	Semester	156
HIS12119L	Project	History	6	Semester	156



3rd Year - 6th Semester
Specialization Heritage and Cultural Management

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
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Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS12023L	History of Évora City	History	6	Semester	156
HIS2467L	Archaeological Heritage	Archeology	6	Semester	156
HIS12123L	Documentary Heritage and Identity	History	6	Semester	156
HIS12027L	Artistic expressions Pre and Proto-Historic	Archeology	6	Semester	156
QUI12124L	Heritage Conservation and Science	*** TRANS-LATE ME: Química/História de Arte ***	6	Semester	156
SOC2428L	Sociology of Cultural Heritage	Sociology	6	Semester	156

Specialization Heritage and Cultural Tourism

1st Year - 1st Semester
Specialization Heritage and Cultural Tourism

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC10805L	Introduction to the Study of Tourism	Tourism	6	Semester	156
HIS12024L	Introduction to Digital Humanities	History	6	Semester	156
HIS10829L	General History of Art	History of the Art	6	Semester	156
HIS12104L	Introduction to Cultural Heritage	History	6	Semester	156
HIS12101L	Methodologies and Resources in Cultural Heritage	History	6	Semester	156

1st Year - 2nd Semester
Specialization Heritage and Cultural Tourism

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS12102L	Societies and Cultures Classic	Archeology	6	Semester	156
HIS2450L	History of Portuguese Art	History of the Art	6	Semester	156
GES2310L	Entrepreneurship and Innovation	Management	6	Semester	156
SOC10819L	Communication and Tourism	Tourism	6	Semester	156
HIS12105L	Heritage Critical Studies	History	3	Semester	78
GES2328L	Organizational Culture and Ethics	Management	3	Semester	78

2nd Year - 3rd Semester
Specialization Heritage and Cultural Tourism

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS12106L	Medieval Society and Culture	History	6	Semester	156



2nd Year - 3rd Semester

Specialization Heritage and Cultural Tourism

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS12107L	Al-Andalus and the Mediterranean Cultural Heritage	History	6	Semester	156
HIS12108L	Architectonic Heritage	History of the Art	6	Semester	156
HIS12109L	Religious Cultural Heritage	History	6	Semester	156
SOC10821L	Tourism and Cultural Destinations	Tourism	6	Semester	156

2nd Year - 4th Semester

Specialization Heritage and Cultural Tourism

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS12110L	Early Modern Society and Culture	History	6	Semester	156
HIS12112L	Cultural Landscape, Agro-systems and Cultural Heritage Values	History	6	Semester	156
SOC12120L	Touristic Tours	Tourism	6	Semester	156
HIS12113L	Applied Cultural Heritage	History	3	Semester	78
GEO2386L	Social and Cultural Geography	Geography	3	Semester	78

Group of Options

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS2394L	History of Medieval Portugal	History	6	Semester	156
HIS2462L	History of Culture in Portugal	History	6	Semester	156

3rd Year - 5th Semester

Specialization Heritage and Cultural Tourism

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS12114L	Contemporary Culture and Society	History	6	Semester	156
HIS12115L	Technical and Industrial Heritage	History	6	Semester	156
SOC7807L	International Tourism	Tourism	6	Semester	156

Group of Options

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS2396L	History of Early Modern Portugal	History	6	Semester	156
HIS2397L	History of Contemporary Portugal	History	6	Semester	156

*** TRANSLATE ME:Optativas-Quadro 16 ***

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC10820L	Tourism and Hospitality	Tourism	6	Semester	156
SOC10804L	Social Sciences and Tourism	Tourism	6	Semester	156



3rd Year - 6th Semester
Specialization Heritage and Cultural Tourism

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS12116L	Scientific Cultural Heritage	History	6	Semester	156
HIS12117L	Urban Historic Landscapes and Heritage Values	History	6	Semester	156
SOC12121L	Tourism and Cultural Territory	Tourism	6	Semester	156
HIS12119L	Project	History	6	Semester	156

Group of Options

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
HIS12023L	History of Évora City	History	6	Semester	156
HIS2467L	Archaeological Heritage	Archeology	6	Semester	156
HIS12123L	Documentary Heritage and Identity	History	6	Semester	156
HIS12027L	Artistic expressions Pre and Proto-Historic	Archeology	6	Semester	156
QUI12124L	Heritage Conservation and Science	*** TRANS-LATE ME: Química/História de Arte ***	6	Semester	156
SOC2428L	Sociology of Cultural Heritage	Sociology	6	Semester	156



Conditions for obtaining the Degree:

*** TRANSLATE ME: Património Cultural - Património e Gestão Cultural

Para obtenção do grau de licenciado em Património Cultural - Percurso Património e Gestão Cultural é necessário obter aprovação a 156 ECTS em unidades curriculares obrigatórias e 24 ECTS em unidades curriculares optativas, distribuídas da seguinte forma:

1º Ano

1º Semestre:

5 UC Obrigatórias num total de 30 ECTS

2º Semestre:

6 UC Obrigatórias num total de 30 ECTS

2º Ano

3º Semestre:

5 UC Obrigatórias num total de 30 ECTS

4º Semestre:

5 UC Obrigatórias num total de 24 ECTS

1 UC Optativa do Grupo I do Quadro 17 num total de 6 ECTS

3º Ano

5º Semestre:

3 UC Obrigatórias num total de 18 ECTS

1 UC Optativa do Grupo II do Quadro 17 num total de 6 ECTS

1 UC Optativa do Quadro 15 num total de 6 ECTS

6º Semestre:

4 UC Obrigatórias num total de 24 ECTS

1 UC Optativa do Grupo III do Quadro 17 num total de 6 ECTS

Património Cultural - Património e Turismo Cultural

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Para obtenção do grau de licenciado em Património Cultural - Percurso Património e Turismo Cultural é necessário obter aprovação a 156 ECTS em unidades curriculares obrigatórias e 24 ECTS em unidades curriculares optativas, distribuídas da seguinte forma:

1º Ano

1º Semestre:

5 UC Obrigatórias num total de 30 ECTS

2º Semestre:

6 UC Obrigatórias num total de 30 ECTS

2º Ano

3º Semestre:

5 UC Obrigatórias num total de 30 ECTS

4º Semestre:

5 UC Obrigatórias num total de 24 ECTS

1 UC Optativa do Grupo I do Quadro 17 num total de 6 ECTS

3º Ano

5º Semestre:

3 UC Obrigatórias num total de 18 ECTS

1 UC Optativa do Grupo II do Quadro 17 num total de 6 ECTS

1 UC Optativa do Quadro 16 num total de 6 ECTS

6º Semestre:

4 UC Obrigatórias num total de 24 ECTS

1 UC Optativa do Grupo III do Quadro 17 num total de 6 ECTS

Program Contents



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Introduction to Management (GES2311L)

Part One - Fundamental concepts and challenges

- * Key-concepts of organization, system, company and management
- * Major challenges for management and managers
- * Manager roles

Part Two - Historical approaches of management

- * Classical and structuralist approaches
- * Human and Behavioral approaches
- * Systems and contingency approaches

Part three - Organizational legal, structures and dynamics

- * Organizational structures
- * Legal forms
- * Management system and sub-systems
- * Decision and organizational planning and controlling

Part four - Behavioral dimensions of management

- * Motivation and job satisfaction
- * Organizational leadership
- * Organizational Communication
- * Organizational culture, quality and excelency

Part five - Management issues

- * Enterpreneurship and innovation
- * Ethics and social responsibility
- * Technology role and management
- * Managing Knowledge
- * Managing change

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Introduction to Digital Humanities (HIS12024L)

1. What are Digital Humanities? Key concepts and resources.
2. Analyses of DH Projects, plataformas and tools.
3. HTML and content modeling
4. Classification schemes
5. Metadata and metadata standards
6. Data collection and quantitative analysis.
7. Data mining and text analysis
8. Network analysis
9. Spacial analysis. Geographic Information Systems
10. Virtual spaces and 3D modeling



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General History of Art (HIS10829L)

1. Imagery development in Prehistoric and Ancient Art. Perception and visual interpretation. Figurative and narrative representation in the Antiquity
2. From the ancient Classicism and the Hellenistic and Roman legacies to its formal rearrangements in Late Antiquity and Early Medieval Arts
3. The Medieval Art. The Romanesque and the Gothic. The structural definition in architecture and decorative forms; symbolic uses in Art
4. Renaissance. From Northern studio Art to the perspective theory in Modern Italy
5. Renaissance and Mannerism. Coherence and synthesis of artistic trends in Italy and Europe. Maniera and normative rules
6. Baroque Art. Excess and reality vs. imaginative and scenic intentionality in European courts. The cities as art expression
7. Arts between utopia and Romanticism. From Academicism to the new representations of Nature and Reason
8. Art and visual culture in 19th-20th Centuries. Style revival and the new Art Schools. Art, technological progress and the avant-gardes

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Introduction to Cultural Heritage (HIS12104L)

- Cultural Heritage: concepts, principles and typologies
The processes of patrimonialização
The legal framework of cultural heritage in national and international level.
The main national and international institutions associated with the Cultural Heritage
The Cultural Heritage and its links with the regions and communities in which is inscribed.
An approach to the objectives and methodologies of Cultural Heritage inventories.
The different forms of recovery, refunctionalization and dissemination of cultural heritage.
Cultural heritage and formal and informal education.
An approach to the cultural heritage and sustainable development.

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Methodologies and Resources in Cultural Heritage (HIS12101L)

- Part I- Patrimonial object and C. Heritage
1. Conceptualization of Cultural Heritage: trends, swings and perspectives
 2. From the object to patrimonial places - Material Heritage and Intangible Heritage
 3. The subject asset protection: the national and international legal framework; the inventory of heritage
- Part II - Methodologies and resources in C.Heritage research
1. The identification of different heritages and hybridization of C.I Heritage: from local to global
 2. Documentary sources and resources for research in material and immaterial Heritage
 3. Research Strategies on tangible and intangible C. Heritage: identification and establishment of criteria in accordance with the work to develop
- 3.1. The object of study and the available sources
 - 3.2. The multiplicity of practices and the scientific-theoretical foundations
 - 3.3. The research process and its inter or multidisciplinary
- Part III - Epistemology of methodologies of preservation of C.Heritage: history, logic and context.



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Societies and Cultures Classic (HIS12102L)

Key concepts: Classicism, Myth, Identity. Sources and geographical framework

I-Greece

-Minoan Greece -The Mycenaean Greece.

-The Dark Ages: The world of Homer and the founding myths

-The Archaic Period.

-The Classical Age: from the oikos to the polis. The emergence of city-states and the renewal of identities. The formation of political programs. The Hellenic Wars and the crisis of the polis.

-The end of classicism. The Hellenism.

II. Rome

-Italy before Rome.

-The city of Rome: from the villages to the Urbs.

-The Roman Republic. The patrician and plebeian Res Publica: origins of a new political system. Political institutions: the evolution of the written law. The Roman Republic until the Punic Wars. The foreign

policy during the Punic Wars: Carthage and Iberia. The conquest of the East.

-The Imperium. between Augustus and the Severi. The crisis of the third

century and the military anarchy. Causes of decay of Rome. Christianity and the changes in the world of Late Antiquity.

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History of Portuguese Art (HIS2450L)

The Art before Portugal. Rock art and megalithic. The Bronze and Iron Ages. Romanization and Classicism. Paleo-Cristian and Visigothic Arts. Islamic Art.

The Romanesque, the Gothic and the Emmanuelin. A Portuguese School of Painting?

Renaissance. The 16th century painting: the "Luso-Flemish" and the Portuguese painting. Architecture: classicism and classic contaminations. Sculpture: Nicolau de Chanterenne e João de Ruão.

Mannerism and Plain Architecture. The façade altarpiece. Francisco de Holanda. The Portrait painting. The Trento Influence.

The Baroque. The 16th century architecture. The North Baroque. The Mafra cycle sculpture. The Tenebrism. A. Gonçalves e V. Lusitano. The gilt and the tiles.

Neoclassicism and Romanticism.

Naturalism.

Modernism. Architecture: modernity and modernism. Continuities or ruptures?

Abstractionism, Neorealism and Surrealism.

New figurations and conceptualizations.

Architecture and Visual Arts in the end of the 20th century.

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Project management (GES12103L)

Introduction to Accounting and the Accounting Standards System

Cost centers, budgeting and management control

Project structuring and management of cultural heritage projects

Design and evaluation of cultural heritage projects



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Museology (HIS2465L)

- I. Conceptual historical and methodological introduction: collecting, history of museology, museum concepts.
- II. National and international museum organizations.
- III. Museum types: the mission and vocation of the museum, nature of the collections.
- IV. Museum functions: study, incorporation, documentation, conservation, safety, exposure and education.
- V. Museum Architecture.
- V. Programming Museum.

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Heritage Critical Studies (HIS12105L)

1. Introduction: critical perspectives on cultural heritage: the Association of Critical Heritage Studies manifesto.
2. Ideologies and contemporary heritage policies: who decides what is heritage, how and why.
 - 2.1 Policies and past uses: Memory, History and Forgetting.
 - 2.2 Conflict, loss and conservation.
 - 2.3 Eurocentrism, post-colonialism and globalization.
 - 2.4 Universalism, nationalism, regionalism and the local
 - 2.5 Capitalism and Neo-liberalism.
 - 2.6 Identity and Otherness.
3. Practices and contemporary uses of heritage under discussion.
 - 3.1 The tangible and the intangible.
 - 3.2 Heritage and communities.
 - 3.3 Heritage and development: crisis and sustainability.
 - 3.4 Heritage and Tourism.
 - 3.5 Negative Heritage.
 - 3.6 Shared Heritage.
 - 3.7 Digital Heritage.
 - 3.8 Critical Conservation.
 - 3.9 Heritage and Creation.
 - 3.10 The new heritage assets.

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Organizational Culture and Ethics (GES2328L)

Module 1. Delimitation and Clarification of the Concept of Organizational Culture

Module 2. Manifestations and Functions of Organizational Culture

Module 3. The relations of the cultural system with other behavioral variables: Structure, Leadership, Motivation, Participation and Organizational Communication

Module 4. From management by values to management by ethical culture - the foundation for the establishment of organizational ethical climates

Module 5. Delimitation and evolution of key concepts: Ethics, Morals, Ethics, Sustainable Development, Social Responsibility, Business Ethics

Module 6. Performance and analysis of a set of ethical theories

Module 7. Ethics and Professional Conduct

Module 8. The role of ethical codes of conduct and the creation of a management by the ethical culture and responsible leadership model

Module 9. Models of ethical decision - Application of a framework for resolving ethical dilemmas



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Medieval Society and Culture (HIS12106L)

1. Between Europe and the Mediterranean
 - 1.1 Who are we? Present and Medieval Times
 - 1.2 Discussing concepts: societies and cultures in a long term perspective
2. From the end of the Empire to the 10th century: mutations continuities, ruptures
 - 2.1 Political context
 - 2.2 The origin and expansion of a new religion: Islam
 - 2.3 Languages and cultures: the origin of the European culture
 - 2.4 Between the two shores of the Mediterranean: societies and cultures in contact
 - 2.5 Cultural heritage
3. Europe and the Mediterranean between the 11th and the 13th century
 - 3.1 Political context
 - 3.2 Demographic and society
 - 3.3 Latin culture and Arabic culture
 - 3.4 Frontier societies: between the Christian and the Islamic Mediterranean
 - 3.5 Cultural heritage
4. Europe and the Mediterranean in transformation: 14th-15th centuries
 - 4.1 Political context
 - 4.2 Societies "in crisis"
 - 4.3 Expansionisms: Europe and the Eastern Mediterranean
 - 4.4 Cultural Emergences: from Ibn Khaldoun to the humanism
 - 4.5 Cultural heritage



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Al-Andalus and the Mediterranean Cultural Heritage (HIS12107L)

INTRODUCTION AND CONCEPTS .

Mediterranean and the Iberian Peninsula - spaces and cultures

- .memory of a "Classic" world
- .a fragmented and dynamic "Mare Nostrum"
- .spaces, beliefs, rituals and forms
- .Al-Andalus - the Late Antiquity to the new flows
- . pre-andalusí traditions
- .orientalization and Islamization
- . contacts with Byzantium, Asia, Europe and North Africa
- . Al-Andalus and the Mediterranean - materials and techniques
- . ceramics, metal and glass
- . textiles, leather and wood
- . construction and hydraulic heritage
- . Al-Andalus and the Mediterranean - the immaterial
- . the Mediterranean Diet
- . routes, trade and languages
- . beliefs and attitudes
- . voices and sounds
- . Cross-cutting themes
- . Continuities, ruptures and hybridisms
- . Shared memories and legacies
- . transmission and reshape of knowledge
- . Minorities

Web:

Euromed - <http://www.euromedheritage.net>

Qantara - <http://www.qantara-med.org>

Med memory -. <Http://www.medmem.eu>

Mutual Heritage - <http://www.mutualheritage.net>

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Architectonic Heritage (HIS12108L)

1. Introduction: the architecture as representation in the genesis of the idea of Cultural Heritage.
2. The heritage process and its classification.
 - 2.1 The antiquity, the historical and national monument and the architectonic heritage.
 - 2.2 From the protection areas to the urban heritage: built sets, historic centers and landscape.
 - 2.3 The Integrated Heritage.
3. The life of buildings.
 - 3.1 The value of the architectural styles, appropriations, re-use, ruins and creative destruction.
 - 3.2 The first restoration concepts.
 - 3.3 The archaeological restoration.
 - 3.4 The stylistic restoration.
 - 3.5 Restoration versus Conservation.
 - 3.6 The scientific restoration.
 - 3.7 Cesare Brandi and the new restoration theory. The historic restoration.
4. The Critical Conservation.
5. Architecture, Cyber-archeology and Digital Heritage.
6. Ethics and built heritage: to build and inhabit the contemporary architectural heritage and the possible future built heritage.



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Religious Cultural Heritage (HIS12109L)

1. Concept of religious heritage: its specificity and autonomy in Cultural Heritage
2. The religious heritage and the historical-cultural contexts
 - 2.1. The diversity of places of cult in time and space
 - 2.2. Implementation of built religious heritage in urban areas and in rural areas
 - 2.3. The religious heritage at present: relationship with the culture, landscape and identity
3. The mobile religious heritage: the sacred objects and works of art; the collections, files, databases, and the guardianship authorities;
4. Intangible religious heritage: from the rites and religious manifestations to romarias and cyclical pilgrimages.
5. Religious heritage: mechanisms of safeguard and protection , legal and diplomatic, at the national and international level
6. The patrimonialisation and the sustainability of the religious heritage: case studies

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Marketing (GES2309L)

- 1 - Introduction
 - 1.1. the evolution of the marketing concept
 - 1.2. the role of marketing in organisations strategic planning
- 2 - Marketing Strategy
 - 2.1. Strategic Planning Stages
 - 2.2. Internal and External Analysis
 - 2.3. Environment, Market and Competition analysis
 - 2.4 SWOT Analysis
- 3 - Consumer Behaviour
 - 3.1. The buying decision process
 - 3.2. Influences to buying decision process
- 4 - Segmentation, positioning and brands
 - 4.1. Segmentation process and strategies
 - 4.2. Positioning the offer
 - 4.3. Defining the competition
 - 4.3. Branding
- 5 - Product
 - 5.1. Product Mix management
 - 5.2. Innovation
- 6 - Price
 - 6.1. Price determination
 - 6.2. Price Strategies
- 7 - Place
 - 7.1. Distribution channels
 - 7.2. Distribution circuits definition
- 8 - Communication
 - 8.1. Communication mix
 - 8.2. Advertising
 - 8.3. Public relations, sponsorship and patronage
 - 8.4. New tools for marketing communication



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Early Modern Society and Culture (HIS12110L)

1. Global conexions and global interactions
 - The global integration of space. European and Asian empires.
 - Population, ecological structures and demographic growth. Volunteer and forced migrations. - Markets and global exchange
 - Transmission of cultural, religious and welfare practices. The religious reforms conversion and the otherness,
2. Social context and social practices in production and consumption (16th-18th c)
 - Unequal societies. Social groups, hierarchies and discrimination. Gender and minorities.
 - Income, consumer goods and new consumer goods
 - Urban and rural worlds. Residential and work spaces
3. Cultural context and cultural practices in production and consumption (from the Renaissance to the Enlightenment)
 - Artistic and philosophical movements. The printing revolution and censorship
 - Scientific ideas and technological innovation

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Territory and Cultural Planning (HIS12111L)

Issues to be explored :

- I. Cities and historical centers - territory, culture heritage and community
- II . Centers, associations and cultural facilities - programming, management and maintenance
- III . Activities and cultural and creative industries - strategic development and cultural heritage plans of cities and municipalities

Concepts and keywords:

City, Landscape and Urban Environment; Territory and Heritage; Historic center; Midle dimension city; Cities policy; Strategic Development Plan of Cities and Municipalities ; National Programme for Spatial Planning; Creative Cities; Competitiveness; innovation; creativity; Cultural industries; Industries of Creation; Equipment, buildings and Architectural icons ; Creation and Art Market; programming cultural activities; cultural network

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Cultural Landscape, Agro-systems and Cultural Heritage Values (HIS12112L)

0 Intr.

1. Rome and planned landscapes
 - . The design of the territory and the theoretical production
 - . The organization's property. The villae.
 - . Centuriation plans, landscape planning and erosion of natural systems
2. Degradation of the classical system
 - . The definition of new circulation logical
 - . Strengthening the role of non-cultivated areas and new polarities
 - . The transformation and the maintenance of ancient classical systems
3. The natural conditions and the construction of the medieval landscapes
 - . The conquest of the natural environment and the new landscape structures
 - . The urban centers as planning centers of the territory
 - . The widespread expansion of technical improvements
4. The formation of "montado" and landscape structures of the Old Regime societies
 - .The transfer of generalized plants
 - . Technical improvements and variety of forms of exploitation of the earth
 - . The changes in society and the emergence of "montados"
5. Case studies: analysis of landscapes stories



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Applied Cultural Heritage (HIS12113L)

The Uc. aims to provide students with daily contact with the agendas and projects of local organizations and institutions working in different action contexts in the field of cultural heritage (management, protection, enhancement promotion and dissemination of various stakeholders). For two or three weeks the students, as critical observers, gather information and follow the work of these institutions and bodies, integrating their teams, with the aim of drawing up a report of activities .

Thus, during the semester, the work of the Uc. is organized as follows:

A)

- Identification and choice of subjects and institutions where students desenvolverão practical work
- Design work plan (objectives and methodology) appropriate to each case

B)

- Implementation of the plan with the teacher of. the uc.

C) Presentation of the report and self-evaluation

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Social and Cultural Geography (GEO2386L)

1.Themes: Social and cultural geographical processes ; cultural systems ; cultural nationalism; culture and identity; gender inequities in geographic perspective; globalization and social and cultural changes

2. Contexts: some examples about place - the distinctions of public and private and rural and urban places. Our understandings of places can play a central role in processes of social and cultural exclusion.

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History of Medieval Portugal (HIS2394L)

I The Iberian Peninsula from 8th to 10 th century: land and landlords

1 The Muslim Invasion. From the Emirate to the caliphate. The coexistence of religions.

2 The Leonese kingdom of Asturias. The territorial advance of 9th and 10th centuries

II From the county to the regnum

3 The nobility and the construction of the portuguese county.

4 The government of the county: from D Henry to D Teresa and the demand for political autonomy

5 From S. Mamede to the Manifestis Probatum

III The construction of the regnum: The power of royalty (1128-1325)

6 Reconquest and territory

7 The limits of royalty: 1211-1245

8 The reign of Alphonse III and the organization of king Denis

IV The construction of the regnum: institutions and agents (1128-1325)

9 To rule the kingdom: the basis of the administration

10 The write of memory: the royal chancery and his agents

V The 14th century

11 The causes of the crisis

12 The political instability and the crisis of 1383-85

VI The Avis dynasty



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History of Culture in Portugal (HIS2462L)

Introduction to concepts: Culture in History and Anthropology. The meeting of two areas to recognize the construction of cultural identity in time and space (Portuguese Culture). Time of Culture in Portugal - the occupation of the peninsular space: Memory, History and Monuments. Medieval Culture in Portugal - traces of the cultural and artistic production. The foundation of University; the Chronicles of the Kingdom. Exploration, Expansion of European Culture with the Council of Trent. The Baroque culture in the context of Europe and outside Europe. The culture of the "Luzes": the epicenter of 1755 - Europe "breathes for Lisbon- "Luzes" and Revolution in Portugal. The time of Liberalism, Romanticism and Positivism: the marks of the nineteenth century Portuguese culture. Portugal twentieth century, cultural institutions, cultural ideologies, memory usage and celebrations. Option themes to develop in the Culture of Portugal in the nineteenth and twentieth centuries.

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Contemporary Culture and Society (HIS12114L)

1. The great 18th century. Public place; Scientific Revolution; Lights and books; industrial Revolution; French Revolution.
2. Nationalism in Europe, 19th century - society and culture in political and cultural movements.
3. Intellectual: new profile, new roles in society.
4. Newspapers. Reading consumption. The rural and urban spaces.
5. The working class. Cultural and social dynamics.
6. Europe of Nations: International Exhibition - materialization of cultural scenography
7. European Culture, anthropological and colonial cultures.
8. The science and technology in the nineteenth century: social and cultural changes.
9. 1914-1917 - 1918. The end of an era. A global world.
10. Years 30's - society and culture. Consumption and mass culture.
11. 1939-1945: agenda and debates in the XXI century.
12. Revolution of the 60's years!
13. The year of 1989. Social and cultural Imaginary in the global world.
14. Towards the twenty-first century - society and culture vs. Internet. New challenges

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Technical and Industrial Heritage (HIS12115L)

Identification of Technical and Industrial Heritage

Definition and interconnection of several specific types of Technical and Industrial Heritage: Engineering Heritage; Heritage Railway; Heritage Public Works; Mining Heritage

Spaces, institutions and actors of the Technical and Industrial Heritage: factories and engineering laboratories, engineers, technicians and entrepreneurs

Technical and industrial heritage and its links with the territory in which is inscribed: structural and functional development of the regions and construction of identities

Technical innovation and the emergence of technical and industrial landscapes

The city as a museum of the Technical and Industrial Heritage

Exhibitions, collections and museums connected with the Technical and Industrial Heritage Conversion and diverse new usages for Industrial Heritage

The management and enhancement of Technical and Industrial Heritage

Technical and Industrial Heritage and Cultural tourism



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Strategy (GES2331L)

1. Introduction and fundamental concepts.
2. Strategy: methods and techniques.
3. Strategic vision and strategic Plan.
4. Strategic planning process.
5. Environmental analysis: of the external approach.
6. Resources analysis: of the internal approach.
7. SWOT analysis.
8. Strategic formulation.
9. Strategic implementation and control.

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History of Early Modern Portugal (HIS2396L)

1. Structural trend lines:
 - 1.1. Formation of the empire and evolution of geographical and historical complexes from the late fourteenth century.
 - 1.2. Demography and the small rate of urbanization.
2. Conjunctural dynamics (from the late fifteenth century to the Napoleonic wars):
 - 2.1. The House of Avis: from the "Manueline" apogee to Alcazarquivir;
 - 2.2. The economic crises of the second half of the sixteenth century;
 - 2.3. 1580 as conjuncture;
 - 2.4. Portugal under the House of Austria (1580-1640);
 - 2.5. The Restoration;
 - 2.6. The political crises of the second half of the seventeenth century and its political and social effects.
 - 2.7. The economic crisis of the 1660-1680s;
 - 2.8. Portugal under D. João V;
 - 2.9. The Age of Pombal;
 - 2.10. The "viradeira";
 - 2.11. The situation in Portugal in the European context of the threshold of the nineteenth century and the French invasions.
3. The major structural changes of the Early Modern Portugal: a synthesis.

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History of Contemporary Portugal (HIS2397L)

An overview of the Contemporary History of Portugal through the perspective of the political processes and dynamics, since the crisis of the Ancien Régime (1807) until the joining of the EEC in 1986.

This syllabus emphasizes four topics: the periodization; the political transitions, the political institutions and the political citizenship. The main titles of those topics are:

1. THE PORTUGUESE HISTORIOGRAPHY ON CONTEMPORARY PORTUGAL.
2. TIMES OF REVOLUTIONS AND CHANGE: THE CONSTRUCTION AND CONSOLIDATION OF THE LIBERAL PORTUGAL (1808-1890).
3. THE CRISIS OF THE CONSTITUTIONAL MONARCHY AND THE 1ST REPUBLICAN EXPERIENCE (1890-1926)
4. THE ESTADO NOVO: THE AUTHORITARIAN AND ANTI-LIBERAL CICLE (1926-1974)



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Human Resources Management (GES2334L)

- Module 1 - Organizational Behavior and Human Resource Management: definition and areas of confluence of the two areas
- Module 2 - Trends in organizational models
- Module 3 - Human Resource Management (HRM) as a subsystem of the management system: the phases of the evolution of HRM policies and the main dimensions of HRM
- Module 4 - Strategic Planning of Human Resources and Career Management
- Module 5 - Recruitment, Selection and Integration
- Module 6 - Management and evaluation of performance
- Module 7 - Reward Systems
- Module 8 - Health Systems and Safety at Work
- Module 9 - Systems Training and Human Resource Development
- Module 10 - Human Resource Management Information Systems (HRMIS)

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e-business and web marketing (GES2340L)

1. Introduction to e-business and electronic markets.
2. E-business models.
3. Strategy and implementation of the e-business.
4. Marketing and communication on the Internet.
5. New developments on the Web.

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Scientific Cultural Heritage (HIS12116L)

1. Introductory overview to the History of Science and Scientific Practice of the Modern world (18th to 20th centuries).
2. Scientific practices, cultural practices and scientific heritage: Europe context in dialogue with the strategic option of the Atlantic and Indian scientific exchanges networks.
3. Institutions, actors and networks around scientific heritage: Universities, laboratories, gardens, museums, Congress, Science Centers.
4. To discover, evaluate and investigate scientific collections. Display scientific heritage's and collections.
5. Public space and scientific heritage - legislation, policies and usage and enhancement debates.
6. Active role of scientific heritage in society and promoting scientific culture vs. Citizenship culture
7. From seeking scientific heritage to case studies in Portuguese society - an open exercise.

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Urban Historic Landscapes and Heritage Values (HIS12117L)

1. Introduction: coordination and complementarity of the UC approach perspective with other Ucs of the PC I cycle.
2. Critical appraisal of concepts: City, Urban History, Urban Heritage, Cultural Landscape, Historic Urban Landscape.
3. Societal changes, cities and urban transformation - a long time perspective. The Europe and the world.
4. Urban dynamics and globalization - memory, identity, and sustainability.
5. Conventions and Recommendations Letters, legal and regulatory instruments on Urban Heritage, Cultural Landscapes and Historic Urban Landscapes
6. Case study analysis (national and international). Value assignment process for Urban Heritage and Urban Historic Landscapes – a compared approach



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Economy of Culture (ECN12118L)

1. The economics of culture and creativity.
2. Culture and heritage and the theories of value in economics
3. Creativity, innovation and urban regeneration
4. Culture and heritage, and the identity and plasticity of territories and of their development processes
5. The cultural and creative industries.
6. Culture, markets and economic development.
7. The economy of culture in Portugal and in the European Union.
8. Public policies for culture and heritage.

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Project (HIS12119L)

1. Presentation of the theoretical aspects in the development of projects aiming to promote and increase the value of Cultural Heritage;
2. Analysis and selection of objects and structures linked to Cultural Heritage;
3. Orientation of study, based scientific investigation, of an asset or a group of assets (architectural, real or personal property, integrated, intangible), which will originate a project for its management and valorization.
4. Case analysis.

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History of Évora City (HIS12023L)

HISTORIOGRAPHICAL RELEVANCE OF A CASE STUDY

I MEDIEVAL ÉVORA

1. Évora of the reconquest: inheritance, continuity and changes
2. Christian Évora (12-15 c.)
 - 2.1. Occupation and control of the space: institutions and powers
 - 2.2. Urban morphology
3. Évora: a city in the center of the kingdom.

II ÉVORA IN MODERN PERIOD

1. Évora and the south
 - 1.1. Demographic, social and economic issues
 - 1.2. The city and the presence of the Court
 - 1.3. Powers and institutions; the Inquisition
2. Évora and the kingdom
3. The looks from the others: from de Munzer descriptions to the foreign reports of the 18th c.

III CONTEMPORARY ÉVORA

- 1 - Population dynamics and urban morphology
 - 1.1. Population growth and settlement in the south
 - 1.2. Évora in the Portuguese urban network hierarchy
 - 1.3. Urban morphology and city expansion:
- 2 - Spaces and powers in the city
 - 2.1 - The secular city and the religious city: changes and continuities
 - 2.2. - Local government and the State
- 3 - Daily and weekly urban experiences



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Archaeological Heritage (HIS2467L)

0. introduction
1. Interest and curiosity for the formation of Archaeology Archaeology as a science
2. Legislation and documentation of the Archaeological Heritage
3. Field of archaeological work to recovery, utilization and dissemination of the Archaeological Heritage
4. The archaeological heritage as a cultural, economic

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Documentary Heritage and Identity (HIS12123L)

1. Concepts and problems
 - Heritage, identity and memory - The constraints of documentary memory preservation.
2. Archive and history: the limits of memory.
3. From oral to written record.
4. Documentary typologies and written vision of the past.
5. The challenges of the digital age

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Artistic expressions Pre and Proto-Historic (HIS12027L)

A

1. Methodological approach to aesthetical analysis: Art as graphic and communicative skill and the basis of visual construction; perception, representation and linear recreation.
2. Theoretical framework to artistic research: from cultural and sociological original contexts to the study of spiritual and emotional expression; models, typologies and study-cases in prehistorical times.

B

1. Study methodologies in Pre- and Protohistorical Art: discoveries, researches and concepts; geographical areas, chronology, archaeo-places and collections;
2. Paleolithic Art and the hunter-gatherer societies: mobile art and Rock art. Techniques, typologies and materials.
3. The Art of Neolithic and Calcholithic Ages and the productive societies: Macro-schematic, Schematic, Linear and Geometrical Art; the Levantine Art and its discussion; Art and Megalithism.
4. Proto-historical Art and the development of metallurgic societies: materials and meaning in the ceramics; symbolism in funerary findings

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Heritage Conservation and Science (QUI12124L)

Introduction and background: Art versus Cultural heritage. Concepts of preservation, conservation and restoration of cultural heritage.

Historical perspective. The science behind conservation and restoration. Deontological code of the conservator-restorer, and the regulatory principles of the activity (minimal intervention, reversibility, compatibility).

Color: physical, chemical and physiological properties.

Historical perspective of materials usage (pigments, dyes, stone, textiles, agglutinants, polymers, metals, ceramics, photography).

The processes and agents of degradation of cultural heritage materials and the challenges of conservation.

The heritage and conservation sciences and the importance of the scientific examination of cultural

heritage. Brief overview of the techniques of physical and chemical analysis of cultural and artistic artifacts

- area exams, in-situ analytical techniques, microanalysis techniques. Planning of integrated conservation projects and studies.



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Sociology of Cultural Heritage (SOC2428L)

- I - Conceptual and methodological issues;
- II - Screening and problematization of Heritage, symbolic and imaginary heritage experience;
- III - Modernity and emergency conditions of Patrimonial Experience;
- IV - The forms of mediation between the spheres of social action
- V - Forms of valuation and conversion of assets;
- VI- New technologies and Alternative Asset Model.

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Introduction to the Study of Tourism (SOC10805L)

- 1-The Tourism Phenomenon: models and theories
 - 1.1 Concepts of Tourism, Tourist and Visitor
 - 1.1.1-Leisure, Recreation and Tourism: interrelations
 - 1.2 ? The tourism classifications
 - 1.3-functioning system of tourism
 - 2 - Tourism in Antiquity
 - 3 - History of Modern Tourism: Grand Tour
 - 4 - The Modern Tourism: Thomas Cook
 - 5 - The Contemporary Tourism
 - 6 - Tourism Demand: conceptualization and forms
 - 6.1-Characteristics of tourism demand
 - 6.2-Determinants of tourism demand
 - 6.3-Factors of influence and motivation
 - 6.4-Types of tourists
 - 7 - Tourist Offer: conceptualization
 - 7.1-Characteristics of tourism
 - 7.2-Types of Tourism
 - 7.3-Components of activity: Travel Agencies, Accommodation, Transport
 - 8-Tourism product: concept and singularities
 - 9 - Tourist destination: conceptualization
 - 9.1-Lifecycle tourist destination
 - 10 - Tourism in Portugal
 - 11- Tourism impacts

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Entrepreneurship and Innovation (GES2310L)

Module 1 – Introduction to Entrepreneurship and Innovation

- a. Definitions and concepts of Entrepreneurship
- b. Profile and characteristics of entrepreneurs
- c. Social entrepreneurship and intrapreneurship
- d. What is innovation? Types of innovation
- e. Dynamics of innovation

Module 2 – Conception and Structuring business ideas

- a. Process and techniques of generating ideas
- b. Design Thinking tool
- c. Evaluation of business ideas
- d. The process of creating a business idea and firm
- e. Simulation games- from ideas to business formation



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Communication and Tourism (SOC10819L)

- 1-communication and tourism: what relationship?
 - 1.1-verbal and non-verbal communication
 - 1.2-Interpersonal and Mass Communication in Tourism
 - 1.3-Intercultural Communication in Tourism
- 2 - Process of Communication in Tourism
- 3-Objetivos, targets and communication in tourism
- 4 - The media and tourism: effects
 - 4.1-Case Studies: terrorism, political conflicts, disasters
 - 4.2- The professional tourism and the media
- 5 - Tourism in the Information Society
 - 5.1-by Tourist Information Search
 - 5.2-Sources of information and the destination image formation
 - 5.3-Decision-Making Process of the Tourist
- 6 ? Tourist Places and Tourist Destinations: case studies
 - 6.1-components, domains and types of tourist images
 - 6.2-Slogans, Photography and Film in tourism
- 7-Communication strategies in tourism
- 8 - Communication skills in tourism
 - 8.1-Public Relations and Tourism
 - 8.2-Advertising and tourism
- 9-TIC and tourism
 - 9.1-tourist Virtual Communities and Social Networks
 - 9.2-public and private tourism Web Sites

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Tourism and Cultural Destinations (SOC10821L)

- 1 - Tourism, Culture and Cultural Destinations: relationship, concepts and issues
- 2 - Cultural Tourism: concepts and importance
- 3 - Cultural Tourist: types, motivations and dimensions of experience
 - 3.1-Case Studies
- 4 - Cultural Destinations
 - 4.1-International Destinations
 - 4.2-National and Regional Destinations
 - 4.3-Case Studies
- 5 - Planning and Development of Cultural Destinations
- 6 - Management of Cultural Destinations
- 7 - Trends and Prospects for Research on Cultural Tourism and Destinations
 - 7.1-Case Studies



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Touristic Tours (SOC12120L)

1. Itineraries: design and development
 - 1.1. Terminology and typology
 - 1.2. Resources, rules and procedures
 - 1.3. Methodology for the preparation of a tourist route
 - 1.4. General concepts of cartography
 - 1.5. Methodology for the preparation of a pedestrian trail
 - 1.6. The role of tourist guide in the enhancing of the itinerary
 - 1.7. Contributions of the technologies for the promotion of a route
 - 1.8. Cost Analysis
2. Itineraries: enhancement and contributions to tourism offer
 - 2.1. Opportunities and market requirements
 - 2.2. Competitiveness of Portugal
 - 2.3. Business model
 - 2.4. Strategies for the development and impacts
 - 2.5. Transnational cultural itineraries
 - 2.6. Marketing strategies
3. Itineraries: case studies
 - 3.1. Case studies by theme
 - 3.2. Case studies by region
 - 3.3. Analysis of project proposals

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Tourism and Hospitality (SOC10820L)

1. Introduction to Hospitality
 - 1.1. Hospitality: a Historical Perspective
 - 1.2. The concept of hospitality from the guest point of view
 - 1.2.1. The social hospitality
 - 1.2.2. The commercial hospitality
 - 1.3. The tourism industry and hospitality
 - 1.4. Services - mission and the product in hospitality
 - 1.5. Skills to conduct hospitality activities
 - 1.6. Analysis of global issues and hospitality
2. Planning and operation of commercial hospitality
 - 2.1. Commercial hospitality variables
 - 2.2. The paradigm of commercial hospitality
 - 2.3. Tourism stakeholders e commercial hospitality
 - 2.4. Implications of hospitality in the context of a customer service organization
 - 2.5. Customer service as part of a policy of commercial hospitality
3. Tourism industry: a sector approach concerning the policies and strategies of hospitality
 - 3.1. Hospitality and Catering
 - 3.2. Tourism Recreation and Events
 - 3.3. Travel Agencies and Tour Operators
 - 3.4. Case Studies



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Social Sciences and Tourism (SOC10804L)

- 1 - Science and Scientific Knowledge
 - 1.1-Science: Purpose, Scope and Method
- 2 - Specificity of Social Sciences and Challenges for an Epistemology
 - 2.1 Epistemology and Tourism
- 3 - The Social Sciences and Studies in Tourism
 - 3.1-Tourism as Science
 - 3.2- The Tourism as an area Multidisciplinar and Interdisciplinary
 - 3.3-The Sociology and Tourism
 - 3.4- The Anthropology and Tourism
 - 3.5-The Economy and Tourism
 - 3.6-The Geography and Tourism
 - 3.7- The Psychology and Tourism
 - 3.8-The History and Tourism
 - 3.9-The Philosophy and Tourism
- 4 - Social Sciences, Tourism and Ethics: Issues and Challenges
- 5 - Education in Tourism

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Tourism and Cultural Territory (SOC12121L)

- 1-Tourism and Territory
 - 1.1-Tourism and appropriation of territory
- 2- Tourism and Rural and Urban Cultural Territories
 - 2.1 Impacts of tourism in Cultural Territories
 - 2.2-Tourism, Cultural Territories and Sustainable Development
 - 2.3 Case Studies
- 3-Typologies and Tourists' Spaces models in Cultural Territories
 - 3.1-Case Studies
- 4- Cultural Territories and Tourists' Places
 - 4.1 Tourist valorization and Image of Cultural Territories
 - 4.2-Case Studies
- 5- Tourism Planning in Cultural Territories
 - 5.1- Technics and Instruments
 - 5.2- Stages of Planning
 - 5.3 - Planning and Community Participation
 - 5.4-Planning and Development of Cultural Tourism Products
- 6- Potential evaluation of Cultural Tourism in Territories