

MASTER OF ARTS IN CULTURAL HERITAGE MANAGEMENT AND SUSTAINABILITY

The aim of the Master of Cultural Heritage Management is to offer a predominantly professionally oriented education for leaders managing the cultural heritage. This Master Program is designed to improve managerial skills in the field of site management, architectural heritage and historical towns, museum studies, tourism, conservation of the natural heritage and biodiversity. The program integrates **social**, **economic** and **environmental** theories and applications for sustainable business practices aimed to the conservation of the heritage for future generations.



PROGRAM LENGTH

4 terms (full-time program) or 8 terms (part-time program).



SMALL CLASSES



PROGRAM CONTENT

13 core modules, one elective (8 options: Sustainable Management of Parks, Protected Areas and Urban Landscape; International Marketing and Greenwashing; Future Urbanism; Natural Resources Management; Green Economy; Banking; Accounting and Tax for Sustainability; Fashion Management) as well as projects in collaboration with our local and international partners and a final dissertation based on empirical research.



STARTING DATES

January
April
June
September

ENTRY REQUIREMENTS:

Students admitted to graduate degree programs are demonstrably qualified for advanced academic study.

- Application form
- Photocopy of a valid passport or ID
- Official Certified University Transcripts and Diplomas, with certified translation if not originally in English
- Official Certified Transcript of Master Studies (if applying for transfer of credits)
- CV / Resumé indicating both complete education and any work experience in reverse chronological order
- Motivation Letter indicating why the student chooses Switzerland and why Sustainability Management School
- If you are not a native English speaker, or if you have not spent the last 3 years in an English-taught school: TOEFL (minimum score of 550 PBT or 80 IBT), or IELTS (minimum score of 5.5), or other Standardized English Placement Exams. To submit the TOEFL test score to the Sustainability Management School automatically, please enter SUMAS's TOEFL® Institutional Code number - 4629 when you take the test
- Application fee of 150 CHF

For more information: info@sumas.ch or +41(0)22 999 03 76

Apply online at www.sumas.ch



CORE MODULES

Sustainable Development

MSUS801	Sustainable Innovation: Energy, Water & Materials
MSUS805	Sustainable Consumption and Green Advertising
MSUS808	Responsible Management and Corporate Social Responsibility
MSUS807	Organizational Sustainability and Systems Thinking

Cultural Areas and Creative Industries

MCH831	Intangible Heritage
MCH832	Swiss Tourism: Topography, Ecology, and Politics
MCH833	Management of Museums, Monuments and Archeological Sites
MCH834	Sociology of Cultural Production
MCH835	World Conservation

Development of Professional Skills

MLC821	Executive Communication, Leadership and Change Management
MLC822	Research Methods and Report Writing
CHOOSE ONE OUT OF TWO	
MLC 823	Career Coaching and Development of Intercultural Skills
MLC 829	French as a second language

MPLC800	Project Management with Partners : Sustainable landscape management
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DISS900	Dissertation
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ELECTIVE MODULES: Choices of Specialization

*Student can choose only one major area of study from the following eight options

MELE04 – SUSTAINABLE MANAGEMENT OF PARKS, PROTECTED AREAS AND URBAN LANDSCAPE

Life Cycle Assessment of different processes for ecosystems like historic gardens, parks or protected areas or for anthropogenic ecosystems like historic urban landscape.

MELE01 – FUTURE URBANISM

Sustainable Architecture, Building Materials and Energy Use, Sustainable Community Design and Transportation

MELE02 – NATURAL RESOURCES MANAGEMENT

Oil & Gas Management, Mine Management, Soil and Water Management, World Conservation

MELE03 – GREEN ECONOMY

Circular Economy, The Cradle-to-Cradle Design Model, Ecologic Economics and Environmental Efficiency of Waste Management

MELE05 – ACCOUNTING and TAX FOR SUSTAINABILITY

Environmental Management Accounting, Business Ethics for Accountants and Auditors, Tax Planning and Tax Accounting, Governmental and Not-for Profit Accounting, Advanced Financial Reporting

MELE06 – BANKING

Bank Management, Asset and Wealth Management, Risk Management, Investment Banking, Sustainable Portfolio Management, Introduction to Options and Futures

MELE07 – INTERNATIONAL MARKETING AND GREENWASHING

Marketing-mix in international contexts, Consumers' perceptions, Global-local issue, Advertising and Green-wash

MELE08 – FASHION MANAGEMENT

Fashion panorama, Fashion ethics, Fashion Event Management, Sociology of Consumption