



A new study program at



Alfa BK Univerzitet
Alfa BK University

HERITOLGY-HERITAGE PROTECTION





ARE YOU ACQUAINTED WITH THE STUDY OF HERITOLGY?

DO YOU KNOW WHAT HERITOLGY IS?

ALFA BK University was founded in 1993 as the first private university in Serbia. The founder of ALFA BK University is BK Company, the first privately owned Serbian company in the former Yugoslavia. Despite the difficult social circumstances in Serbia during the last decades, the University has successfully gone through the process of survival and managed to preserve its resources, primarily by fostering traditional human values.

Today, ALFA BK University has initiated serious organizational and program reforms of the higher education development, adjusting its activities to the contemporary needs of Serbia and beyond.

Accordingly, ALFA BK University has recognized the needs of modern society, and so **we now announce the initiation** of the studies in Heritology-Heritage Protection, for the school year 2017/2018.

- Basic – Bachelor studies
- Master studies
- Doctoral studies



Academic Title: Bachelor of heritology

- Admission requirements for undergraduate studies: a person can enroll in the first year of our undergraduate studies with a completed high school education of four years and a passed entry exam/differential exam in accordance with the acts of the ALFA BK University and the Law on Higher Education, but due to the interdisciplinary nature of the studies, these exams will be organized in May / June and in September.

First year

1. The history of heritology
2. Legal protection of heritage 1
3. Curative conservation and restoration of tangible cultural heritage 1- architectural conservation
4. Introduction to the History of Art
5. Introduction to Cultural Studies
6. Introduction to Psychology of Culture and Arts
7. The Preservation of the Natural Heritage 1 -
8. Introduction to the Methodology
9. Basics of Management
10. English language 1
11. Elective course 1 <ul style="list-style-type: none">• Italian language 1• Spanish language 1
12. Elective course 2 <ul style="list-style-type: none">• Policy of Culture and Heritage Institutions• Preservation of the intangible cultural heritage

Second year

1. Basics of Marketing
2. Conservation of the Natural Heritage 2 - Systemically preservation of biodiversity
3. Legal protection of heritage 2
4. English language 2
5. The history of architecture
6. Implementation of digital documents in the protection of the cultural heritage 2
7. Curative conservation and restoration
Professional practice 1
Elective course 3 <ul style="list-style-type: none">• Italian language 2• Spanish language 2
Elective course 4 <ul style="list-style-type: none">• Introduction to Information Technology

Third year

1. Basics of preventive conservation
2. Identification and nomination of intangible cultural heritage
3. Curative conservation and restoration of tangible cultural heritage 3
4. Geoconservation
5. The preservation of intangible heritage
6. English language 3
7. Social responsibility and Ethics
8. Tourism, ecotourism and geotourism
Professional practice 2
Elective courses 5
<ul style="list-style-type: none">• Italian language 3• Spanish 3

Fourth year

1. Introduction to Drama and Audiovisual Arts
2. Curative conservation and restoration of tangible cultural heritage 4
3. English language 4
Elective courses 6
<ul style="list-style-type: none">• Italian language 4• Spanish language 4
4. Easel painting
5. Standards of Environmental Management
Professional practice 3
6. Safety systems and forensics in protection of heritage
Professional practice 4



**Master studies, MAS HERITOLGY-PROTECTION HERITAGE
one-year MA (two semesters)**

Academic title: **Master of Heritology**

Requirements for admission to the programme: MAS HERITOLGY-HERITAGE

PROTECTION can enroll all graduates ALFA BK University students who finished Bachelore Studies, OAS Heritology-Heritage Protection.

MAS Heritology-Heritage Protection can be entered by persons who finished Bachelore Studies in the field of Mathematics and Natural Sciences, Technical-Technological Sciences, Social Sciences and Humanities, and in fields of art, with passed the entry/ differential exam in compliance with the acts of the ALFA BK University and the Law on Higher Education.

List of compulsory and elective subjects

1. The Methodology of Scientific Research
2. Architectual Heritage Protection
3. Conservation of organic and inorganic heritage objects
4. The Preservation of intangible heritage
5. Protection of the natural heritage
6. Professional practice
Elective course 1 <ul style="list-style-type: none">• Applied Sciences in Conservation,• Preventive Conservation
Elective Course 2 <ul style="list-style-type: none">• Management of Heritage• Cultural Urbanism
Research work
The Final Master Work

The basic structure of the study program consists of four parts, which are divided, according to the type and kind of heritage, into:

- **Material heritage**
- **Intangible heritage**
- **Natural heritage**
- **Heritage management**

These new studies deal with the concept of integrative heritage protection, which combines interdisciplinary and complex activities on the heritage protection, conservation and management, and includes material, intangible, and natural heritage.

Integrative protection of heritage is an integral part of the modern framework of sustainable development, which also includes economic prosperity, social balance and protection of the living environment of man (cultural and natural heritage combined).

Sustainable development clearly singles out the integrative concept of heritage conservation as unique and comprehensive care for both natural and cultural heritage.

Competences of graduate students

Applying knowledge in practice

- Prepare students for strategic planning and practical implementation of heritage protection, through a short-term and long-term plans and programs at national, local and institutional levels.
- Training for a set of management plans for the protection of all the heritage content, for the use in the field of heritage law and those that are associated with it.
- Training for the implementation of applied science and research in the advancement of heritage science-heritage protection, the application of preventive conservation, curative conservation and restoration, efficient system of contemporary documentation, promotions, presentations and heritage preservation.
- Training within the framework of local and national communities develop strategic awareness of the values of heritage for economic, social and cultural development on the local and national level.

Professional ethics

- Training students within the local and national communities to develop awareness that there is the need for systematic care of their own heritage, that heritage is very sensitive to improper handling and management, and a variety of tangible and intangible influences from the environment, which is why it is easier and quicker to depreciate true values and integrity of the heritage, and that the process of devalorisation of values is irreversible.

- Training students to develop professional and social instruments to properly position the heritage in the contemporary life of the community and to carry over the basic integrity of heritage to the next generation.
- Training students to use the basic standards associated with the use of Heritology-Protection heritage, in accordance with the ethical codes of professional associations and institutions, at national and international level.

Development of communication abilities and skills, as well as the cooperation with closer social and international environment for:

- partnership for intersectional and interdisciplinary cooperation in the protection and presentation of heritage.
- more active role of the media in raising awareness of the professional and general public for the presentation, identification of heritage values and pointing out of its strategic importance in the social and economic development of the society.
- partnership in the international environment in order to properly evaluate the content and integrity of the heritage and as such be equally involved in the international projects.
- cooperation and partnership in the development of cultural, eco, rural, gastronomic, geo tourism in commercial industry and put it at the service of development and heritage protection.

Solving specific problems using scientific methods and procedures

- Solving the problems of control and application of the preventive conservation, controlling the environmental conditions of the heritage artifacts, in order to slow down or stop the operation of the hazardous environmental factors to the material heritage.
- Planning and control of microclimate conditions of storage, display and transportation in the institutions specialized for the protection of heritage.
- Planning environmental conditions and healthy environment to prevent the aggressive influence of external factors on heritage objects.
- Management and control of all the risks, potentially harmful for the heritage (air pollution, emergency situations, inadequate conservation treatment, improper handling, storage, presentation and promotion).
- Solving the problem of application of the appropriate curative conservation and restoration, conservation of new materials for a direct application on the artifacts, removal of old conservations.
- Solving the problems by the use modern digital technology and information systems to improve the documentation system.

Skills development and skills in the use of knowledge in the relevant field

- Students acquire competencies that are dedicated to the development of skills and the proficiency for acquiring knowledge in the scientific research and the selection of appropriate conservation approach, especially in the field of preventive conservation, curative conservation and restoration, information documentation system, legal protection of heritage, management of heritage, modern life heritage and its setting in the framework of sustainable development, especially at the local level.
- Students are trained to combine theoretical knowledge with the development of their practical and artistic skills.
- Students gain competence to fully master the information communication technology for efficient and complete contemporary documentation, creating a common database on all the complex activities and the contents of heritage; creating different databases intended for professional and general public.

The purpose of the study

- To adopt a **global approach in the protection of heritage**, according to the principles of integrative protection.
- To acquire **knowledge necessary for the creation of national and regional strategies** for protecting heritage.
- To adopt and implement the **theory, methodology and practice**, based on the **interdisciplinary fields of science and art skills**, as well as abilities to form a **complete, complex conservation** heritage protection.
- To create **new professional profiles of the complex, interdisciplinary experts and researchers** who will be able to **comprehensively care** for the preservation, conservation, promotion, presentation and management of heritage.

Teaching staff

The teaching staff with the **required scientific, academic, artistic and professional qualifications is provided**. Estimated recruitment of about **24 teachers, assistant professors, assistants and teaching assistants**. Scientific and professional qualifications of the teaching staff in educational and scientific terms mean that every teacher has at **least five references from the narrow scientific or from the field of expertise**.

Procedures and criteria for selection of the teachers are defined by the Regulation on selection of lecturers and associates of the ALFA BK University in Belgrade.

Estimated engagement of **visiting professors among prominent scientists and experts**, especially in the Third Degree studies.

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Realization of the program of Heritology-Heritage Protection is of **general social significance** not only for Serbia but also for the region of South East Europe and beyond. Therefore, we plan that the studies can be followed **in the English language**.

Studies should help in the formation of the new profile of professionals, researchers and experts who will be able to take on complex, interdisciplinary, integrative ways of taking care of heritage.

Students need to be enabled the acquisition of modern scientific knowledge, mastering modern methods and techniques of conservation, training for the successful implementation of the acquired knowledge, methodologies and skills.

By this study concept, ALFA BK University will enable new generations of professionals to get involved in European strategic concept of integrative protection, with a unique, firm, interdisciplinary system includes the protection of all facilities of cultural and natural heritage together.

In order to achieve such a serious, complex and voluminous objective and to allow all interested students to participate in these programs, it is necessary to have the complete studies of Heritology-Heritage Protection (**Bachelor, Master and Doctoral studies, based on the 4+1+ 3**).

