



Course Specifications

Course Title:	Museums management
Course Code:	
Program:	Tourism and Hospitality Management
Department:	Tourism and Hospitality Management
College:	College of Business
Institution:	Umm Al-Qura University

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A. Course Identification

1. Credit hours:
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 4 th year/10 th semester
4. Pre-requisites for this course (if any):
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended	30	100%
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	30
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	30

B. Course Objectives and Learning Outcomes

<p>1. Course Description</p> <p>This course introduces the museum science, its origin and development throughout different ages. It will help students to learn about museum architecture, its components, technical and administrative departments, its various types, activities and the protection of its contents.</p>
<p>2. Course Main Objective</p> <p>At the end of this course students will be able to:</p> <ul style="list-style-type: none"> Recognize the history of the establishment and development of museums and their trends, goals, concepts and activities. Understand the various types of museums and the various departments within the museums and the protection of its contents. Recognize the security and safety issues of museums from inside and outside. Use modern techniques and methods in the fields of museum exhibition.

- Understand the nature of the museum work and its role in spreading archaeological awareness and developing and educating the community.
- Demonstrate a range of the important local, regional and international museums.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Understand the various types of museum, their goals, concepts and activities	
1.2	Knowledge of the role of museums and related professional systems	
1.3	Learn the principles of museums and the methods used in dealing with groups	
2	Skills :	
2.1	Computer proficiency and knowing how to search for information through the Internet.	
2.2	Develop student's ability to deal with technical means	
2.3	Recognize inventory documentation and preservation methods in museums	
3	Values:	
3.1	Recognize the role of museums in spreading archaeological awareness and developing and educating the community	
3.2	Adhere to ethical standards of behavior and take responsibility for learning	
3.3	The ability to work effectively within a team and form responsible and successful relationships with others.	
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Types of museums - why museum management?	3
2	The role of museums and the work ethics and systems	3
3	Museum management	3
4	Inventory and documentation	3
5	Care and maintenance of collections	1
6	The Structure of Museum Organization	3
7	Museums' technical and administrative departments	3
8	Responsibilities of museum workforce	3
9	Show, exhibits and exhibitions	3
10	Visitor management and concern	3
11	Museum security and illegal trade	2
Total		30

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.1	Understand the various types of museum, their goals, concepts and activities	Lectures Active strategies	learning Exams Assignments Articles Discussion
1.2	Knowledge of the role of museums and related professional systems	Lectures Active strategies	learning Quizzes Course Work Reports Discussion
1.3	Learn the principles of museums and the methods used in dealing with groups	Lectures Active strategies	learning Exams Discussion Course work reports
2.0	Skills		
2.1	Computer proficiency and knowing how to search for information through the Internet.	Lectures Active strategies	learning Exams Case studies Discussions
2.2	Develop student's ability to deal with technical means	Lectures Active strategies	learning Exams Research projects Course Work
2.3	Recognize inventory documentation and preservation methods in museums	Lectures Active strategies	learning Quizzes Teamwork Case studies Presentations
3.0	Values		
3.1	Recognize the role of museums in spreading archaeological awareness and developing and educating the community	Lectures Active strategies	learning Case studies Presentations Teamwork
3.2	Adhere to ethical standards of behavior and take responsibility for learning	Lectures Active strategies	learning Exams Case studies Research projects Presentations
3.3	The ability to work effectively within a team and form responsible and successful relationships with others.	Lectures Active strategies	learning Case studies Presentations Teamwork

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid-term Exam	7	20%
2	Individual Essay	8	10%
3	Semester Work (quizzes- problem solving- attendance)	Every week	20%
4	Research Project (Group)	10	10%
5	Final exam	12	40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

- The course director is available at his office for 8 hours a week (office hours) to help and support students.
- The course director communicates continually with students through e-mail, Whatsapp and the university's e-learning portal Webex and/or Blackboard to provide guidance to students in different issues in regards to the course materials.
- The academic advising unit is also offering the consultation service to the college students.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	<ul style="list-style-type: none"> • Pucek, M.J. and Placek, M. (2021) Museum Management: Opportunities and Threats for Successful Museums, Springer • Lord, G.D. and Barry Lord (2009) The Manual of Museum Management, 2nd edition, AltaMira Press
Essential References Materials	<ul style="list-style-type: none"> • Richard Sandell and Robert R. Janes (2007) Museum Management and Marketing, Routledge, ISBN 9780415396295 • Genoways, H.H. and Ireland, L.M. (2003) Museum Administration: An Introduction (American Association for State and Local History) 2nd Edition, ISBN-13: 978-0759102941
Electronic Materials	
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	<ul style="list-style-type: none"> - Class room with max of 50 seats - Active Learning Halls - A computer lab that contains 40 computers
Technology Resources (AV, data show, Smart Board, software, etc.)	<ul style="list-style-type: none"> - Data-show - Video and scientific films - White board - flip chart - Blue glue; Markers
Other Resources	

Item	Resources
(Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Obtaining Student Feedback on Effectiveness of Teaching	Students	At the end of every lecture, students are asked to write down their feedback about the lecture in an anonymous piece of paper and to hand it to the lecturer. All students feedback will be read and will be discussed in the next lecture
Evaluation of Teaching by the Instructor or by the Department	Peers	Peer Observation Guidelines and Recommendations
Evaluation of course materials	Reviewers	Reviews by the department council of course materials (e.g., syllabi, assignments, activities)
Evaluation of syllabi	Academic staff members	Discussions within group of faculty teaching the course.
Verifying Standards of Student Achievement	Academic staff members	Assigning group of faculty members who have an experience on teaching the course to grade same Questions for various students. Faculty from other institutions are invited
Periodically reviewing course effectiveness and planning for improvement.	The instructor	The course material and learning outcomes are periodically reviewed and the changes to be taken are approved in the departmental and higher councils.

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
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Reference No.	
Date	