

**COURSE DATA****DATA SUBJECT****Code:** 46831**Name:** Gestión del conocimiento, públicos y recursos informáticos**Cycle:** Master's Degree**ECTS Credits:** 7**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
2270 - Master's Degree in Cultural Management	Facultat de Ciències Socials	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2270 - Master's Degree in Cultural Management	Gestión del conocimiento, públicos y recursos informáticos	COMPULSORY

COORDINATION

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SUMMARY

Information and Communication Technologies have substantially modified the models of management and communication of cultural heritage. Knowledge management, in any organization, is considered one of the most valuable assets that must be considered, just like the rest of physical assets. Technologies, with the diversity of computer applications, are now essential tools that the cultural manager must master both for the performance of the programmed activities and for the communication of the proposed events. Both knowledge of computer applications and knowledge of the functioning of the Internet are skills demanded by companies and cultural organizations when assessing the skills of their new employees.

The subject will deal with topics on organization, recovery and management of information and knowledge in organizations, software applied to the management of cultural projects, etc. Students will carry out laboratory practices with computers on the implementation of computer applications.

This subject is a control point for the transversal competence "Specific Instrumental", so the degree achieved by the student in the knowledge and use of computer and technology applications given in class will be evaluated.



PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES

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Be able to conduct audience analyses and propose target audience development.

Be able to plan information resources and systems based on the social and cultural characteristics of a given territory and the needs detected.

Collaborate effectively in work teams, assuming responsibilities and leadership roles and contributing to collective improvement and development.

Contribute to designing, developing and implementing solutions that address social demands, taking the Sustainable Development Goals as a reference.

Demonstrate critical and self-critical reasoning within the field of study, considering aspects such as professional ethics, moral values and the social implications of the different activities carried out.

Have knowledge of different techniques of social research and of access to information sources to carry out research and/or professional projects in the field of cultural management.

Have the necessary skills to lead cultural management projects.

Know how to apply market and environmental information in the field of culture and its implication in strategic management and decision-making as an information system.

Know how to handle information and communication technologies applied to the field of cultural management.

Know how to manage knowledge in institutions and organisations of the cultural sector.

Know how to use computer applications for the management of cultural projects.

Perform audience analyses and propose development strategies for the target audience.

DESCRIPTION OF CONTENTS



1. Web and computer applications

- Knowledge and information management applied to culture
- Cultural management on the network
- CMS, Content Management System

2. Knowledge and information management

The web as a means of dissemination

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	12,00
Group work	2,00
Computer classroom practice	21,00
Total hours	35,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	2,00
Independent study and work	95,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	43,00
Total hours	140,00

TEACHING METHODOLOGY

- Participatory lectures.
- Resolution of practical cases.
- Practical classes with computers and Internet resources.

EVALUATION

Academic work

Students will carry out a project in small groups which they will present orally for evaluation. The project must be the planning of an event.

Students with exemption from class attendance must carry out a cultural management project for an event



using computer applications and perform the exercises that will be recorded in the slides of the topics. The recovery will consist of taking a test determined by the teacher. Students may attend the recovery events for the subject, in order to improve their final grade. However, the grade obtained in the recovery events may result in a change in the final grade, either upwards or downwards. Students will inform the teacher of their intention to take the exam scheduled for recovery, in order to improve their final grade. Students with exemption must take a final written test that will cover all the syllabus of the subject.

REFERENCES

- - BOPP, RICHARD E. (2001), Reference and information services : an introduction. Englewood (Colorado) : Libraries Unlimited -CARRIZO, G. (2000), Manual de fuentes de información. Zaragoza : Confederación Española de Gremios y Asociaciones de Libreros. -CORNELLA, A. (1994), Los recursos de información : ventaja competitiva de las empresas . Madrid : McGraw-Hill. -HERNANDEZ, F. (1994), Manual de museología. Madrid: Síntesis. -HODGE SILVER, A.; HAYDER, H. (2010), WordPress. Madrid: Anaya. -LIGHT, R.B. (Ed.) (2015), Museum documentation systems: developments and applications. Butterworth -MARTIN VEGA, A. (1995), Fuentes de información general Gijón: Trea. -ROBERTS, A., LIGHT, R.B., STEWART, J.D. (eds) (1986), Museum Documentation Systems: developments and applications.. London: Butterworths.
- - CACHO, C.; MARTI, J.; MAICAS, R.; ARMADA, M. (1995), La informatización del MAN, Madrid, Anabad. -CARRETERO PÉREZ, A. (1997), La documentación en los museos: una visión general. Museo. Revista de la asociación profesional de museólogos de España, (2): 11-29 -FERNANDEZ ARENAS, J. (1990), Teoría y metodología de la historia del arte, Barcelona: Anthropos. -MACIÁ DOMENE, F.; GOSENDE GRELA, J. (2009), Posicionamiento en buscadores. Madrid: Anaya. -SOSINSKI, B. ¿qué es la nube?: el futuro de los sistemas de información -MINISTERIO DE CULTURA (1998), Normalización documental de museos, Madrid. -ROBERTS, D.A. (1985), Planning the documentation of museum collections. Duxford: Museum Documentation Association.