

ECONOMIA E MARKETING AGROALIMENTARE

Prof. Gian Luigi Corinto

e-mail: gianluigi.corinto@unimc.it

degree course: L21-0/19

degree class: L-1,L-15

logistic sharing: classe L-1,L-15

total hours of tuition: 36

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: AGR/01

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) Erica Croce, Giovanni Perri, *Il turismo enogastronomico. Progettare, gestire, vivere l'integrazione tra cibo, viaggio, territorio*, FrancoAngeli, Milano, 2018, tutti
2. (C) Roberta Garibaldi, *Primo rapporto sul turismo enogastronomico italiano 2018*, CELSB, Bergamo, 2018, tutti

aims:

The course aims to provide students with the necessary tools for the knowledge of strategic and applied marketing with reference to food and wine tourism.

prerequisites:

null

content:

The situation of food production in the world and in Italy. Promotion of enogastronomy with the practice of tourism in the framework of environmental, social, economic sustainability, at the national level and of the Italian regions. Main products, culinary recipes, relationship with culture, tourism and performative arts for knowledge and promotion.

ARCHEOLOGIA DELLE PROVINCE ROMANE

Prof.ssa Giulia Baratta

e-mail: gbaratta@unimc.it

degree course: L21-0/19, L21-0/21 **degree class:** L-1,L-15

total hours of tuition: 36

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: L-ANT/07

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) P. Zanker, *Arte Romana*, Laterza, Bari, 2008,
2. (C) J. Ward Perkins, *L'Architettura Romana*, Electa Mondadori, Milano, 1989,
3. (A) S. Rinaldi Tufi, *Archeologia delle province romane*, Carocci, Roma, 2000, i capitoli relativi alle province europee
4. (C) R. Bianchi Bandinelli, *Roma la fine dell'arte antica*, Rizzoli, Milano, 2005,
5. (C) R. Bianchi Bandinelli, *Roma. L'arte nel centro del potere*, Rizzoli, Milano, 2005,
6. (C) G. Becatti, *L'arte dell'età classica*, Sansoni, Milano, 1995,
7. (C) U.E. Paoli, *Vita romana*, Mondadori, Milano, 2000,
8. (C) K.-W. Weeber, *Vita quotidiana nell'antica Roma*, Newton Compton, Roma, 2003,
9. (C) S. Angiolillo, E. Portale, C. Vismara, *Le grandi isole del Mediterraneo occidentale. Sicilia, Sradinia, Corsica*, L'Erma di Bretschneider, Roma, 2005,
10. (A) Eckhard Meyer-Zwiffelhofer, *Storia delle province romane*, Il Mulino, Bologna, 2011,

aims:

To introduce the student to the study of Archaeology of the roman Provinces

prerequisites:

archaeology and ancient history of art, ancient history and geography
German or French or Spanish or English basic level

content:

Part I

Introduction to roman provincial archaeology
Development and organisation of the provinces
The concept of roman provincial art
The concept of romanization

Part II

Topography
Cities
Architecture
The limes and the army
The villae and the rural setting
Artistic forms
The ways of communication
Trade
Religion
Material culture
Rome and the provinces

Parte III

Practicum I : visit to a archaeological area
Practicum II: visit to a museum or collection

DIRITTO DEI BENI CULTURALI E DEL TURISMO

Prof.ssa Carmen Vitale

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degree course: L21-0/19, L21-0/21

degree class: L-1,L-15

total hours of tuition: 36

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: IUS/10

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) C. Barbatì, M. Cammelli, L. Casini, G. Piperata, G. Sciullo, *Diritto del patrimonio culturale*, Mulino, Bologna, 2020, 312
2. (C) M. Cammelli, *La pubblica amministrazione*, Mulino, Bologna, 2014,
3. (A) P.M. Vipiana, *Diritto pubblico del turismo*, Pacini, Pisa, 2017, cap. I,(pp.11-17) II, (pp. 17-49) III, (pp.49-81)

aims:

The course aims to provide adequate preparation with particular regard to typical institutes of the of cultural heritage and tourism law.

prerequisites:

There are no prerequisites

content:

Cultural heritage law

Organization of the cultural heritage system: subjects.

Protection, use and circulation of cultural heritage

Cltural heritage management

Turism law: main principles

Administrative organization of tourism

Mache regional Law no .9 2006

DIRITTO DEI CONTRATTI E DEL TURISMO

Prof.ssa Barbara Marucci

e-mail: barbara.marucci@unimc.it

degree course: L21-0/19, L21-0/21 **degree class:** L-1,L-15

total hours of tuition: 30

European Credit Transfer and Accumulation System (ECTS): 3

Discipline Scientific Sector: IUS/01

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) Francesco Galgano, *Manuale di diritto privato*, Cedam, Padova, 2019, capp. X-XVII; XVIII-XXVII
2. (C) Franceschelli - Morandi, *Manuale di diritto del turismo*, Giappichelli, Torino, 2019, pp. 5-45; 66-75; 232-263;306-380

aims:

It is intended to provide the student with the notions relating to the discipline of individual contracts, both typical and atypical, most commonly used in commercial practice and in tourist relations with particular reference to the sale o

prerequisites:

No prerequisites

content:

The contract in general; contracts for: alienation; enjoyment; loan; provision of work and services; acts of donation; surety; contracts with the consumer, subcontracting. System of sources and discipline of tourism. Private autonomy and new forms of contracts: travel contract; tourist packages; information obligations of hospitality contracts; tourist rentals. Tourism and civil liability; protection of the rights of the tourist.

DOCUMENTAZIONE DIGITALE PER I BENI CULTURALI

Prof. Pierluigi Feliciati

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degree course: L21-0/19, L21-0/21

degree class: L-1,L-15

total hours of tuition: 36

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: M-STO/08

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) P. Feliciati, *Slides e dispense di Documentazione digitale per i beni culturali*, Università di Macerata, Macerata, 2019,
2. (A) M. Guerrini, *Dalla catalogazione alla metadattazione: tracce di un percorso*, AIB, Roma, 2020, capitolo 1 - pp. 25-55
3. (A) F. Valacchi, *Una panoramica sugli inventari archivistici nel web*, EUM, Macerata, 2012, JLIS.it, Vol. 2, n. 1 (Giugno 2011), pp. 1-18
4. (A) L. Moro, *Quale governance per il Catalogo nazionale dei beni culturali*, AEDON, Bologna, 2017,

aims:

The course aims to give awareness about updated methods and applications for the digital representation of cultural heritage, material and immaterial entities

prerequisites:

basic ICT skills and awareness about the Cultural Heritage organisation in Italy

content:

1. Foundations of representations of material and immaterial cultural entities and their relations;
2. Cultural heritage on the web: data, metadata, LOD, ontologies, digitization, access and use;
3. Bibliographic catalogues: history, standards, OPAC, SBN;
4. Describing archives on the Net: standards, access, information systems in Italy;
5. Cultural Heritage catalogues in Italy: history, models, systems in Italy.
6. Participatory digital resources for Cultural Heritage: Wikipedia, Commons, Wikidata

EDUCAZIONE AL PATRIMONIO CULTURALE

Prof.ssa Marta Brunelli

e-mail: marta.brunelli@unimc.it

degree course: L21-0/19, L21-0/21 **degree class:** L-1,L-15

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 2

Discipline Scientific Sector: M-PED/01

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) BRUNELLI M., *L'educazione al patrimonio storico-scolastico. Approcci teorici, modelli e strumenti per la progettazione didattica e formativa in un museo della scuola*, FrancoAngeli, Milano, 2018, pp. 31-50; 65-158; 214-222
2. (C) J. VAN LAKERVELD, I. GUSSEN (ed. by), *Aqueduct Manual: Acquiring Key Competences through Heritage Education*, LiesKerkhofs, Bilzen, 2011, <https://online.abc.regione.emilia-romagna.it/I/libri/pdf/Aqueduct.pdf>

aims:

Students will acquire theoretical and methodological principles of Heritage education; students will design and present an educational activity based on cultural heritage.

prerequisites:

No prerequisites in pedagogical sector are required.

content:

Heritage Education: theory and practice; design principles; case studies and best practices; project templates; evaluation tools.

EDUCAZIONE ALLA PROGETTAZIONE PARTECIPATA

Prof.ssa Gigliola Paviotti

e-mail: gigliola.paviotti@unimc.it

degree course: L21-0/19, L21-0/21 **degree class:** L-1,L-15

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 2

Discipline Scientific Sector: M-PED/03

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

- to understand the subjects/players, dynamics and techniques of participatory planning
- to be able to design and develop a participatory project

prerequisites:

Basic knowledge of most common software (word processing, presentation, etc.)

Ability to surf the internet

content:

- participatory methods and techniques
- participatory design
- the project cycle management
- project design techniques and tools

IMPRENDITORIALITA' E BUSINESS PLANNING

Prof.ssa Katia Giusepponi

e-mail: katia.giusepponi@unimc.it

degree course: L21-0/19, L21-0/21

degree class: L-1,L-15

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 10

Discipline Scientific Sector: SECS-P/07

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Francesco Favotto, Saverio Bozzolan, Antonio Parbonetti, *Economia Aziendale - Modelli, misure, casi (4/ed)*, McGraw-Hill, Milano, 2016, Capitoli 1-8 (pagine 1-195)
2. (A) Eric Ries, *Partire leggeri. Il metodo Lean Startup: innovazione senza sprechi per nuovi business di successo*, Rizzoli Etas, Milano, 2012, parte I, parte II e paragrafi 10, 11, 12 e 13 della parte III (pagine 1-182 e 225-288)
3. (A) Katia Giusepponi, Ernesto Tavoletti, Virginia Tosi, *Top startups worldwide. An investigation on entrepreneurial and organisational profiles*, Franco Angeli, Milano, 2019, integralmente
4. (C) Alexander Osterwalder e Yves Pigneur, *Creare modelli di business*, Edizioni Lswr, Milano, 2019, integralmente
5. (C) Carlo Alberto Bentivoglio e Katia Giusepponi, *Fashion e sostenibilità: opportunità offerte dalla tecnologia blockchain*, Ledizioni, Milano, 2020, integralmente

aims:

The course will examine the profiles of entrepreneurship particularly focusing on cultural and tourism sectors. Students will acquire basic skills and will have the opportunity to develop their own business idea.

prerequisites:

None

content:

- _Introduction to business
- _Governance
- _Social responsibility
- _Competitiveness
- _Economic and financial profiles
- _Managing resources
- _Financial statements
- _Evaluation tools and decision making
- _Elements of strategy
- _Digital transformation for business
- _Profiles of entrepreneurship
- _Starting a business
- _Process of business planning
- _Identification of entrepreneurial opportunities
- _Business model and value proposition
- _Economic-financial projections
- _Communicating the business plan
- _Evaluation of the business model
- _Evaluation of the business plan

LEGGERE LE FONTI - DALLA CARTA ALLO SCHERMO

Prof.ssa Sabina Pavone

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degree course: L21-0/19, L21-0/21

degree class: L-1, L-15

total hours of tuition: 10

European Credit Transfer and Accumulation System (ECTS): 1

Discipline Scientific Sector: M-STO/02

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) E. Colombo-M. Massimi, *In Viaggio. Gesuiti candidati alle missioni tra Antica e Nuova Compagnia*, Il sole 24 ore, Milano, 2014,
2. (C) S. Pavone, *I gesuiti dalle origini alla soppressione*, Laterza, Roma-Bari, 2020,
3. (C) Pierre-Antoine Fabre, Girolamo Imbruglia, Guido Mongini (a cura di), *Le lettere indipetae della Compagnia di Gesù*, Institutum Historicum Societatis Iesu, Roma, 2022,

aims:

The didactic laboratory "Reading sources - from paper to screen" is aimed at students who want to compete with the transcription and digitization of early modern documents.

prerequisites:

Knowledge of early modern European history.

content:

a) Introductory lessons with the participation of international colleagues on the history of the Society of Jesus, on the litterae indipetae, and on the use of digitized archival resources, as well as a demonstration of the functioning of the Digital Indipetae Database.

b) Transcription of some indipetae letters.

The workshop will be held by prof. Sabina Pavone in collaboration with the Digital Indipetae Database team: prof. Emanuele Colombo (DePaul University Chicago), dr. Elisa Frei and dr. Sonia Isidori.

LINGUA E CULTURA TEDESCA

Prof. Giovanni Giri

e-mail: _

degree course: L21-0/19, L21-0/21 **degree class:** L-1,L-15

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-LIN/14

module type: -

semester: n/i

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

(to be included)

prerequisites:

(to be included)

content:

(to be included)

LINGUA SPAGNOLA AVANZATA PER LA COMUNICAZIONE DEL PATRIMONIO

Prof.ssa Amanda Salvioni

e-mail: amanda.salvioni@unimc.it

degree course: L21-0/19, L21-0/21 **degree class:** L-1,L-15

total hours of tuition: 30

European Credit Transfer and Accumulation System (ECTS): 3

Discipline Scientific Sector: L-LIN/06

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

Consolidation of the B1 level of Spanish and acquisition of specific vocabulary for the communication of cultural heritage.

prerequisites:

Spanish language level B1

content:

The description of the work of art.

The museum communication.

The communication of the Intangible Cultural Heritage.

MUSEOLOGIA

Prof.ssa Patrizia Dragoni

e-mail: patrizia.dragoni@unimc.it

degree course: L21-0/19, L21-0/21 **degree class:** L-1,L-15

total hours of tuition: 36

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: L-ART/04

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) M. T. Fiorio, *Il museo nella storia. Dallo studio alla raccolta pubblica*, Mondadori, Milano, 2011, pp. 1-198
2. (A) G. Bazin, *Des temps des musées*, Edifir, Firenze, 2018, un capitolo a scelta dello studente
3. (A) Fontanarossa R., *Collezionisti e musei. Una storia culturale*, Einaudi, Torino, 2022,
4. (A) Christillin E., Greco C., *Le memorie del futuro. Musei e ricerca*, Einaudi, Torino, 2021, 1-131

aims:

The course aims at providing students with methodological tools that enable them, through a clarification of the museology's competences, to build and manage every kind of museum activity.

prerequisites:

Basic knowledge in history of Europe, with a special focus on Italy.

content:

Outlines of the history of collecting. Collecting and museum. Overview of the history of the museum in Europe, Italy and US. The contemporary museum. The valuation of the museum for tourism promotion. Elements of museum's interpretation.

PROGETTAZIONE DI ITINERARI CULTURALI NEL PATRIMONIO STORICO-ARTISTICO MEDIEVALE

Prof.ssa Maria teresa Gigliozzi

e-mail: _

degree course: L21-0/19, L21-0/21 **degree class:** L-1,L-15

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 2

Discipline Scientific Sector: L-ART/01

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

The workshop aims to implement the active participation of students through immersion in the cultural, historical-artistic and architectural heritage of the Middle Ages.

prerequisites:

A basic knowledge of the main historical-artistic themes of the Middle Ages is required.

content:

The workshop activity foresees: a presentation, with the indication of the preparatory readings and an exercise on the bibliographical research method (3 hours in the classroom); planning of the work to be carried out on the territorial context (3 hours in the classroom); field activity (for a total of 10 hours), which will involve, didactic visits, direct contacts with operators of the cultural and museum world, interviews, webinars; presentation of the work carried out by the students and discussion (4 hours in the classroom). For the bibliography, some entries of the Encyclopaedia of medieval art Treccani will be taken as reference.

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degree course: L21-0/19, L21-0/21

degree class: L-1,L-15

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 2

Discipline Scientific Sector: M-STO/02

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) L. Bertuccelli, A. Botti, *Public history. Discussioni e pratiche*, Mimesis, Sesto San Giovanni, 2017,
2. (C) Greppi, Carlo - Bidussa, David - Rumiz, Paolo, *Il passato al presente. Raccontare la storia oggi*, Fondazione Giangiacomo Feltrinelli, Milano, 2016,
3. (C) Noiret Serge, *Public History e Storia Pubblica nella Rete*, in "Ricerche storiche", Polistampa, Firenze, 2009,
4. (C) Torre, Angelo, *Public History e Patrimoine: due casi di storia applicata*, in "Quaderni storici", 2015, Il Mulino, Bologna, 2016, 629-660
5. (C) Silvia Mantini, a cura di, *Ricostruire storie. Riflessioni e pratiche di storia moderna*, Editoriale scientifica, Napoli, 2020, 204
6. (C) Serge Noiret, Mark Tebeau, and Gerben Zaagsma (ed. by), *Handbook of Digital Public History*, De Gruyter, Berlin-Boston, 2022,

aims:

The goal is to offer paths that enable students to develop skills that can make compatible the historical knowledge with professional skills in the fields of cultural heritage and tourism.

prerequisites:

Knowledge of the long period's fundamental features of European history.

content:

The first part of the lessons will be dedicated to the basis of the public history and to identify areas in which this discipline has its day applications.

The second part will be conducted as a workshop: the students will work individually or in groups on some issues related to the role of

public historian in the preparation of exhibitions and museums, in the digital humanities and in some forms of entertainment such as TV series and video games.

- The Enlightenment and the political and material revolutions of the late eighteenth century

e-mail: patrizia.dragoni@unimc.it

degree course: L21-0/19, L21-0/21 **degree class:** L-1,L-15

total hours of tuition: 10

European Credit Transfer and Accumulation System (ECTS): 1

Discipline Scientific Sector: L-ART/04

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) N. Mandarano, *Musei e media digitali*, Carocci, Roma, 2019, pp. 1-126
2. (C) N. Mc Gregor, *La storia del mondo in 100 oggetti*, Adelphi, Milano, 2015, capitoli a scelta dello studente

aims:

To provide students with a practical opportunity to understand how the study of public history can also be applied in the communication of museum heritage.

prerequisites:

To have attended Module I

content:

The first part of the lessons will be devoted to the fundamentals of museum communication.

The second part will be conducted in a more laboratory form: students will work individually or in groups on some themes identified in Module I to develop some tools for museum communication.

10 hours of the workshop (5 hours of each module) will be carried out in co-teaching with Prof. Pavone

STORIA, TERRITORIO E MEMORIA

Prof. Francesco Bartolini

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degree course: L21-0/19, L21-0/21

degree class: L-1,L-15

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 2

Discipline Scientific Sector: M-STO/04

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) G. Zucconi, *La città dell'Ottocento*, Laterza, Roma-Bari, 2001, pp. 1-164
2. (C) B. Secchi, *La città del ventesimo secolo*, Laterza, Roma-Bari, 2006, pp. 1-193
3. (C) S. Ewen, *What is Urban History?*, Polity, Cambridge, 2016, pp. 1-157

aims:

Learning the research methods of urban history and exploring their uses in specific cases. Increasing the abilities of observation and contextualization of urban spaces.

prerequisites:

Knowledge of the basic aspects of European history during XIX e XX centuries.

content:

The Urban Space. History and memory

In this workshop we experience the potential of historical research on the contemporary city. In the wake of some preliminary methodological guidelines, discussed in the first meetings, students are encouraged to develop their own historical research on a specific urban space, reconstructing the origins and its main transformations and representations. The results of these works constitute the subject of collective discussions.

Program of meetings:

1. The historical study of the cities
2. The Nineteenth Century City
3. The Twentieth Century City
4. Urban landscapes
4. Analysis of historical sources
5. Analysis of historical sources
6. Analysis of historical sources

ARCHEOLOGIA DEI PAESAGGI

Prof. Umberto Moscatelli

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degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-ANT/09

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Umberto Moscatelli, *Dispense*, A cura del docente, Macerata, 2021, Le dispense hanno forma di presentazioni power point: le pagine non sono attualmente quantificabili
2. (A) Anna Maria Stagno, *Tra archeologia e storia: parole, approcci e metodi di studio del paesaggio e degli spazi rurali*, in F. Fabiani e G. Gattiglia (eds), *Paesaggi urbani e rurali in trasformazione. Contesti e dinamiche dell'insediamento letti alla luce della fonte archeologica*, Archaeopress Publishing Ltd, Oxford, 2021, 69-84
3. (A) Anna Maria Stagno, *Gli spazi dell'archeologia rurale. Risorse ambientali e insediamenti nell'Appennino ligure tra XV e XXI secolo*, All'Insegna del Giglio, Firenze - Sesto Fiorentino, 2018, 17-92
4. (A) Franco Cambi, *Archeologia dei paesaggi antichi: fonti e diagnostica*, Carocci, Roma, 2003, 9-60; 86-89

aims:

The main objective of the course is to acquire the basic knowledge and techniques for a diachronic approach to the study of the archaeological landscape.

prerequisites:

Basic knowledge of Geography, Roman History and Medieval History.

content:

The following topics will be discussed:

1. Landscape understanding and archaeology;
2. "Ancient Topography", "Landscape Archaeology" and others: framing a discipline;
3. Zabulina Landscapes: tales of seas, rivers and lakes;
- 4.1 Archaeological excavations
- 4.2 Archaeological survey
- 4.3 Building Archaeology
- 4.4 Aerial Archaeology
- 4.5 Sources for the study of the landscapes

ARCHEOLOGIA E STORIA DELL'ARTE GRECA E ROMANA

Prof.ssa Giulia Baratta

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degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 36

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: L-ANT/07

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) R. Bianchi Bandinelli, *Roma. L'arte nel centro del potere*, Rizzoli, Milano, 2005,
2. (C) G. Becatti, *L'arte dell'età classica*, Sansoni, Milano, 1995, la parte relativa al mondo greco
3. (C) R. Bianchi Bandinelli, *Roma. La fine dell'arte antica*, Rizzoli, Milano, 2005,
4. (C) Charbonneaux, Martin, Villard, *Grecia. L'età arcaica*, Rizzoli, Milano, 2005,
5. (C) Charbonneaux, Martin, Villard, *Grecia. L'età classica*, Rizzoli, Milano, 2005,
6. (C) Charbonneaux, Martin, Villard, *Grecia. L'età ellenistica*, Rizzoli, Milano, 2005,
7. (A) Tonio Hoelscher, *L'archeologia classica*, L'Erma di Bretschneider, Roma, 2009,
8. (C) P. Zanker, *Arte romana*, Laterza, Bari, 2008,
9. (C) S. Rinaldi Tufi, *Pompei. La vita quotidiana*, Giunti, Firenze, 2002,
10. (C) R. Etienne, *La vita quotidiana a Pompei*, Il Saggiatore, Milano, 1973,

aims:

To introduce the student to the principal questions of Roman and Greek Archaeology and Art History

prerequisites:

Ancient History and geography

content:

Part I

Archaeology and Greek and Roman art History - Introduction
Archaeological excavation - principles and methods
Interpretation of Archaeological Sources

Part II

Greek and Roman Urbanism
Architectonic Orders
The Roman Town
Buildings and public Life
Buildings and private Life
Domus, villae, insulae
Pictorial and sculptural Decoration
Instrumentum and ceramic
Buildings for Production and commercial Activities
Funerary Monuments

Part III

Practicum I : visit of a archaeological collection
Practicum II: Visit of a archaeological Site

ARCHIVISTICA GENERALE

Prof. Federico Valacchi

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degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: M-STO/08

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Federico Valacchi, *Diventare archivisti. Competenze tecniche di un mestiere sul confine. Seconda edizione*, Editrice Bibliografica, Milano, 2022, 11 - 244
2. (A) Linda Giuva, Mariella Guercio (a cura di), *Archivistica. Teorie, metodi e pratiche*, Carocci, Roma, 2014, 1-452

aims:

To supply the basic competences with respect to the nature and the management of archive in every phase of its life-cycle

prerequisites:

None

content:

Introduction to archival science, history of archives, archival basic concept, archival life-cycle and record management, ICT and historical archives, planning and management of archival activities

CAREER PLANNING

Prof.ssa Katia Giusepponi

e-mail: katia.giusepponi@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 10

European Credit Transfer and Accumulation System (ECTS): 1

Discipline Scientific Sector: SECS-P/07

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) Gary W. Carter, Kevin W. Cook, and David W. Dorsey, *Career Paths: Charting Courses to Success for Organizations and Their Employees*, Wiley-Blackwell, Oxford, UK, 2009, Pages 33-72

aims:

The course will examine the fundamentals of the subject: career planning as a process of development; career management; career planning in an organisation; placement process in various contexts.

prerequisites:

None

content:

- _Career planning and management
- _Key elements of career
- _Skills analysis and placement process
- _Career planning in an organisation
- _Matching corporate objectives with personal ambitions

DIRITTO DEI TRASPORTI E DEL TURISMO

Prof. Stefano Pollastrelli

e-mail: stefano.pollastrelli@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: IUS/06

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) M. Casanova - M. Brignardello, *Corso breve di diritto dei trasporti*, Giuffrè, Milano, 2017, 276
2. (A) Stefano Pollastrelli, *Codice dei trasporti*, EUM, Macerata, 2019,
3. (A) Renato Santagata, *Diritto del Turismo*, Utet Giuridica- Wolters Kluwer, Torino, 2021, 436

aims:

The aim of this course is to provide a detailed commentary on the various national and international legislations relating of carriage by road, rail, air and sea and about tourism law.

prerequisites:

(none)

content:

The study of matter will allow the student to obtain a sound knowledge of the main institutions of the right transport and tourism for the development of the main professional activities of the vast tourism industry.

ECONOMIA E GESTIONE DEI BENI CULTURALI E DEL TURISMO

Prof.ssa Marta maria Montella

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degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 10

Discipline Scientific Sector: SECS-P/08

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) S. Sciarelli, *La gestione dell'impresa*, CEDAM, Padova, 2017, per chiarire concetti base di management: 3-61/94-99/103-118/165-173/187-193
2. (C) M.Montella, *Valore e valorizzazione del patrimonio culturale storico*, Electa-Mondadori, Milano, 2009, 21-142
3. (C) U. Martini (a cura di), *Management e marketing delle destinazioni turistiche territoriali*, McGraw-Hill Education, Padova, 2017,
4. (A) M. Montella (a cura di), *Economia e gestione dell'eredità culturale. Dizionario metodico essenziale*, CEDAM, Milano, 2016,
5. (C) A. Tunisini, L. Ferrucci, T. Pencarelli, *Economia e management delle imprese. Strategie e strumenti per la competitività e la gestione aziendale*, HOEPLI, Milano, 2020, per chiarire e approfondire concetti base di management

aims:

Understanding of the basic concepts of business economics and the cultural sector.

Analysis of the constraints and opportunities for private and public organizations aimed at enhancing cultural heritage.

prerequisites:

Knowledge of basic elements of business economics, which will be resumed in the first part of the course.

content:

Economy.

Company.

Government and management.

Production function.

Marketing.

Postmodern context; culture and cultural heritage; territory-landscape.

Protection and enhancement.

Cultural and museum marketing.

Museum as a company.

Product policies.

Process policies and organizational structures.

Pricing, promotion and distribution policies.

Horizontal and vertical subsidiarity.

FONDAMENTI DI POLITICA ECONOMICA

Prof.ssa Francesca Severini

e-mail: francesca.severini@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SECS-P/02

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Enrico Marelli e Marcello Signorelli, *POLITICA ECONOMICA Le politiche dopo la grande recessione e lo shock pandemico - TERZA EDIZIONE*, Giappichelli, Torino, 2022, Esclusi capitoli 9, 13, 14, 20.
2. (C) Vittorio Valli, Aldo Geuna, Roberto Burlando, *POLITICA ECONOMICA E MACROECONOMIA*, Carocci, Roma, 2015,

aims:

The student must be able to understand the economic policy decisions of the authorities and discuss the current economic problems, using technical language and showing awareness of the economic investigation method.

prerequisites:

none

content:

- Models and theories of economic policy
- The objectives and the instruments of economic policies
- Production, Inflation and Unemployment: the role of economic policies in closed and open economy

GEOGRAFIA DEL TURISMO

Prof. Gian luigi Corinto

e-mail: gianluigi.corinto@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 10

Discipline Scientific Sector: M-GGR/01

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) Corinto G.L., Nicosia E., Rinaldi C., *TURISMO E PROMOZIONE TERRITORIALE. CASI DI STUDIO NELLE MARCHE*, Pàtron Editore, BOLOGNA, 2016, Tutti
2. (C) E. Dell'Agnese, *Bon Voyage. Per una geografia critica del turismo*, UTET, Novara, 2018, Tutti
3. (C) A. Pecoraro Scanio, *Turismo sostenibile. Retorica e pratica*, Aracne editrice, Ariccia - Roma, 2016, Tutti
4. (C) S. Cannizzaro, *Cultura e creatività per la valorizzazione del territorio*, Pàtron, Bologna, 2016, Tutti
5. (C) Bagnoli L., *Manuale di Geografia del Turismo. Dal Grand Tour al Piano Strategico*, UTET Università - De Agostini Scuola, Novara, 2018, tutti
6. (C) Cannizzaro S. (a cura), *Cultura e creatività per la valorizzazione del territorio. Casi studio sul Mezzogiorno d'Italia*, Pàtron, Bologna, 2018, tutti
7. (C) Cannizzaro S. (a cura), *Ambiente Cultura Territorio. Saggi di geografia culturale*, Pontecorvoli, Firenze, 2021, tutti

aims:

Students will acquire geographical knowledge and competencies on travel and tourism industry, with respect to environmental, and socioeconomic features, considering global, national and local scales

prerequisites:

Null

content:

- Definition of tourism
- Methodology of geography
- Definition of space, place, and territory
- Geographical, historical, and socioeconomic evolution of tourism
- Features of travel and tourism industry, tourist indicators of destinations
- Conservation, management, and planning of resources for tourism
- Sustainability and tourism
- Tourism and Cultural Heritage

GEOGRAFIA E MARKETING AGROALIMENTARE

Prof. Gian luigi Corinto

e-mail: gianluigi.corinto@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 36

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: M-GGR/01

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) Erica Croce, Giovanni Perri, *Il turismo enogastronomico. Progettare, gestire, vivere l'integrazione tra cibo, viaggio, territorio*, FrancoAngeli, Milano, 2018, tutti
2. (C) Roberta Garibaldi, *Primo rapporto sul turismo enogastronomico italiano 2018*, CELSB, Bergamo, 2018, tutti

aims:

The course aims to provide students with the necessary tools for the knowledge of strategic and applied marketing with reference to food and wine tourism.

prerequisites:

null

content:

The situation of food production in the world and in Italy. Promotion of enogastronomy with the practice of tourism in the framework of environmental, social, economic sustainability, at the national level and of the Italian regions. Main products, culinary recipes, relationship with culture, tourism and performative arts for knowledge and promotion.

ISTITUZIONI DI DIRITTO PRIVATO

Prof.ssa Barbara Marucci

e-mail: barbara.marucci@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 36

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: IUS/01

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Francesco Galgano, *Istituzioni di Diritto privato*, Cedam, Padova, 2019, pp. 1-282; pp. 319-436; pp. 455-470
2. (C) G. Perlingieri-M. Angelone, *Codice civile*, E.S.I, Napoli, 2022,

aims:

The course is designed to provide the basics of private law with a critical, with the aim of systematically interpreting and value-free legal rules of different legal institutions.

prerequisites:

There are no prerequisites

content:

The sources of law;the interpretation of the law;topics: natural and legal persons;existential situations;the property and real rights;possession; the situations of debt and credit: sources of obligation;performance and modes of extinguishment of debt;mora debendi and default; report modifications required;unilateral promises;warranty situations; the contract: the contractual autonomy, the elements;the representation;the negotiations and the conclusion; the contractual regulation;the effectiveness of the contract and third parties;the disability; the ineffectiveness; the simulation; the representation;interpretation, the family, tort. Are excluded from theprogram: individual contracts, succession.

LETTERATURA DI VIAGGIO

Prof.ssa Giulia Corsalini

MOD. 1: ETA' MEDIEVALE E UMANISTICA

e-mail: giulia.corsalini@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 36

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: L-FIL-LET/08

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Giulio Ferroni, *Storia della letteratura italiana. Dalle origini al Quattrocento*, Mondadori Università, Milano, 2021, 1.1; 1.4; 2.1;2.4; 2.5; 3.1; 3.3; 3.4;3.5
2. (A) Francesco Petrarca, *Guida al viaggio. Da Genova alla Terra Santa*, Feltrinelli, Milano, 2018, 1-112

aims:

Knowledge of the genre of travel literature

Understanding, analyzing and interpreting significant texts of travel literature

Exposing and arguing with coherence and clarity

prerequisites:

Essential knowledge of the authors and works of medieval and humanistic Italian literature

Knowledge and application of the basic principles of literary analysis

content:

First part: characters and evolution of travel literature 2cfu

Second part: analysis of significant texts of Italian travel literature from the origins to the fifteenth century 2cfu

Third part: the topic of journey in Petrarca's work 2cfu

LETTERATURA DI VIAGGIO

Prof.ssa Sara Lorenzetti

MOD. 2: ETA' MODERNA E CONTEMPORANEA

e-mail: sara.lorenzetti@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 36

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: L-FIL-LET/10

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Eric J. Leed, *La mente del viaggiatore. Dall'Odissea al turismo globale*, Il Mulino, Bologna, 2018,
2. (A) Attilio Brilli, *Quando viaggiare era un'arte*, Il Mulino, Milano, 1995,
3. (C) Ricciarda Ricorda, *La letteratura di viaggio dal '700 ad oggi*, La Scuola, Brescia, 2019,
4. (C) Luigi Marfé, *Oltre la "fine dei viaggi". I resoconti dell'altrove nella letteratura contemporanea*, Gabinetto Scientifico Letterario Viesseux, vol. 18, Firenze, 2009,
5. (A) Johann Wolfgang von Goethe, *Viaggio in Italia*, Rizzoli oppure edizione a scelta. Un testo a scelta tra quelli indicati dai numeri dal 5 al 12, Milano, 1991,
6. (A) Caterina da Belgioioso, *Vita intima e vita nomade in Oriente*, Ibis oppure edizione a scelta. Un testo a scelta tra quelli indicati dai numeri dal 5 al 12, Pavia, 2004,
7. (A) Matilde Serao, *Lettere di una viaggiatrice*, Elliot o edizione a scelta. Un testo a scelta tra quelli indicati dai numeri dal 5 al 12, Roma, 2017,
8. (A) Edmondo De Amicis, *Sull'oceano*, Ibis oppure edizione a scelta. Un testo a scelta tra quelli indicati dai numeri dal 5 al 12, Pavia, 2009,
9. (A) Eugenio Montale, *Fuori di casa*, Mondadori o edizione a scelta. Un testo a scelta tra quelli indicati dai numeri dal 5 al 12, Milano, 2004,
10. (A) Alberto Moravia, *Un'idea dell'India*, Bompiani o edizione a scelta. Un testo a scelta tra quelli indicati dai numeri dal 5 al 12, Milano, 2000,
11. (A) Pier Paolo Pasolini, *L'odore dell'India*, Garzanti o edizione a scelta. Un testo a scelta tra quelli indicati dai numeri dal 5 al 12, Milano, 2015,
12. (A) Giorgio Manganelli, *Esperimento con l'India*, Adelphi o edizione a scelta. Un testo a scelta tra quelli indicati dai numeri dal 5 al 12, Milano, 1992,

aims:

- 1) the students know the main critical issues about Travel Literature
- 3) the students know the main thematic and stylistic Features of Travel Literature
- 3) the students are able to analyse a text of belonging to Travel Literature

prerequisites:

- 1) the students know the main Features of Italian literature from the Medieval Age to XX Century
- 2) the students can write and speak Italian in a correct and fluent way

content:

- 1) The Travel Literature: critical Issues (1cfu)
- 2) the Travel Literature: main Features, history, thematic and stylistic Frames (5 cfu)

LINGUA E CULTURA FRANCESE

Prof. Luca Pierdominici

e-mail: luca.pierdominici@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-LIN/03

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) De Gennaro, *Nuova "grammaire par étapes"*, Il Capitello, Torino, 2010, intero volume

aims:

The course aims at improving knowledge of French (output level: B1); attention is paid to codes, registers, structures and vocabulary (both general and specialized) that are necessary to understand the key cultural aspects of France.

prerequisites:

Knowledge of French language (required levels: A1).

content:

Approaching French: a cultural journey into the language and through the language, focused on the more significant aspects of French language, culture, and the way they are interrelated.

LINGUA E CULTURA INGLESE

Prof. Antonio Fruttaldo

e-mail: antonio.fruttaldo@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-LIN/12

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Strutt, Peter, *English for International Tourism (Intermediate)*, Pearson, Harlow, 2013,
2. (A) Gebhardt, Frederika, *English for Cultural Heritage*, Libreria Editrice Cafoscarina, Venezia, 2003,

aims:

The course aims to develop the specialized language needed by those working in the cultural heritage and tourism sector for effective communication in English.

prerequisites:

Students must have a competence of the English language corresponding at least to an elementary/intermediate level (i.e. B1 level of the Common European Framework of Reference for Languages).

content:

The course covers a series of topics concerning English for Tourism and Cultural Heritage that will be presented, discussed and explored insisting on the specialised vocabulary and most recurring genres in the two fields. All skills, spoken and written, productive and receptive, will be practised, with insights into vocabulary and grammar that will help students reach an upper-intermediate level of competence of the English language (i.e. B2 level of the CEFR for languages).

LINGUA E CULTURA RUSSA

Prof.ssa Laura Orazi

e-mail: _

degree course: L21-0/21 **degree class:** L-1,L-15 **logistic sharing:** classe L-11

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-LIN/21

module type: -

semester: n/i

(A)=Adopted, (C)=Recommended textbooks:

1. (A) D. Magnati, F. Legittimo, *Comunicare in russo. Vol. 1*, Hoepli, Milano, 2017,
2. (C) Cevese C., Dobrovolskaja J., Magnanini E., *Grammatica russa. Morfologia: teoria ed esercizi*, Hoepli, Milano, 2000,
3. (C) Kasatkin L., Krysin L., Zivov V., *Il russo*, Nuova Italia, Firenze, 1995, Capitolo 1
4. (C) De Dominicis A., Skomorochova-Venturini L., *Introduzione allo studio della lingua russa: fonetica, fonologia, prosodia, ortoepia, ortografia, grafematica*, Rosenberg & Sellier, Torino, 1995,
5. (C) S.A. Chavronina, *Il russo. Esercizi*, Il Punto editoriale, Roma, 2007,
6. (C) Cubberley P., *Russian. A Linguistic Introduction*, University Press, Cambridge, 2002, Capitolo su Fonetica-fonologia e morfologia

aims:

A1 level.

Reading and comprehension of texts (elementary level).

Conversation: family, studies, hobbies etc.

prerequisites:

None.

content:

6 cfu programme:

The Cyrillic alphabet and its transliteration to the Latin script.

Phonetics and phonology.

Morphology: (pro)nominal declension, verbal conjugation.

Simple sentence.

9 cfu programme:

Same topics of the 6 cfu programme. More information will be provided.

LINGUA E CULTURA SPAGNOLA E ISPANO-AMERICANA

Prof.ssa Amanda Salvioni

e-mail: amanda.salvioni@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-LIN/06

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Ana Isabel Blanco Esther Jiménez M.^a Pilar Valero Daniel Villar, *Turismo 1*, SGEL, Madrid, 2018,
2. (C) Milin Bonomi, Paula de Santiago González, Javier Santos López, *Glosario español-italiano sobre la gestión del turismo*, Normas, revista de estudios lingüísticos hispánicos. Anexo n.6, Valencia, 2014,
3. (C) Toajas Roger, María Ángeles y Paniagua Soto, José Ramón y Silva Santacruz, Noelia y Fuentes Lázaro, Sara y Guerrero de Llanos, Eva, *Glosario visual de técnicas artísticas. Arquitectura, Pintura, Artes Gráficas y Artes Suntuarias de la antigüedad a la edad moderna*, Universidad Complutense, Madrid, 2012,

aims:

B1 level of knowledge of Spanish and acquisition of specialized language skills.

prerequisites:

A1 level of knowledge of Spanish.

content:

Spanish as a communication system (B1 level descriptors). Specialized Spanish for tourism and cultural heritage.

MARKETING AGROALIMENTARE E TURISMO ENOGASTRONOMICO

Prof. Gian Luigi Corinto

e-mail: gianluigi.corinto@unimc.it

degree course: L21-0/21 **degree class:** L-1,L-15 **logistic sharing:** classe L-1,L-15

total hours of tuition: 36

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: AGR/01

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) Erica Croce, Giovanni Perri, *Il turismo enogastronomico. Progettare, gestire, vivere l'integrazione tra cibo, viaggio, territorio*, FrancoAngeli, Milano, 2018, tutti
2. (C) Roberta Garibaldi, *Primo rapporto sul turismo enogastronomico italiano 2018*, CELSB, Bergamo, 2018, tutti

aims:

The course aims to provide students with the necessary tools for the knowledge of strategic and applied marketing with reference to food and wine tourism.

prerequisites:

null

content:

The situation of food production in the world and in Italy. Promotion of enogastronomy with the practice of tourism in the framework of environmental, social, economic sustainability, at the national level and of the Italian regions. Main products, culinary recipes, relationship with culture, tourism and performative arts for knowledge and promotion.

METODOLOGIE DELLA RICERCA ARCHEOLOGICA

Prof.ssa Emanuela Stortoni

e-mail: emanuela.stortoni@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: L-ANT/07

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) C. Renfrew, P. Bahn, *Archeologia. Teoria, metodi e pratica* (trad. a cura di S. Gelichi), Zanichelli, Ozzano Emilia (Bologna), 2018, pp. 3-269, 317-358, 395-438, 485-516

aims:

To provide principles, methodologies and techniques of the archaeological research with a dynamic and historical view of archeology.

prerequisites:

Computer knowledges; basic geological knowledges.

content:

Concept of archaeology and main tendencies of theoretical character; history of the archaeological research; natural and cultural formations processes of the archaeological record; dating techniques; archaeometrical techniques for the analysis of the materials; methods, sources and techniques in landscape archaeology; techniques of the stratigraphical excavation and concepts of stratigraphy; methods and techniques in underwater archaeology.

POLITICA ECONOMICA PER IL TERRITORIO

Prof.ssa Francesca Severini

e-mail: francesca.severini@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SECS-P/02

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Claudio Socci, *Distribuzione del reddito e analisi delle politiche economiche per la regione Marche*, Giuffr , Torino, 2004, Capitoli I, II, III (pagine 83)
2. (C) Vincenzo Siesto, *La contabilit  nazionale italiana*, Il Mulino, Bologna, 2000, pp.210

aims:

The student must be able to understand economic problems and analyse the effectiveness of economic policies with particular attention to the main features of the territories.

prerequisites:

none

content:

Gross Domestic Product: definition and composition.

Accounting schemes and models for economic policy.

Satellite accounts: principles and criteria.

The national accounts.

Input-Output tables.

The Leontief's model and the multi-sectoral analysis.

Guidelines to build and use the Social Accounting Matrix.

Impact analysis of policies in the economic system

PSICOLOGIA AMBIENTALE E PROCESSI ORGANIZZATIVI

Prof.ssa Alessandra Fermani

e-mail: alessandra.fermani@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: M-PSI/06

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Andrighetto, L, Riva, P., *Psicologia sociale*, Il Mulino, Bologna, 2020, capp. 1, 2, 3, 4, 6, 9, 10, 11, 12, 14

aims:

Know the main theories of social, cultural and environmental psychology.

Define dehumanization processes and intergroup bias.

Know the psychological management of organizational processes

prerequisites:

no

content:

Presentation of the program: Social psychology and social cognition

Social influence

Self, identity and culture

Membership and social exclusion

Prejudices and stereotypes

Environmental psychology

Psychology of the organization

Soft Skills and Team building

Elements of team building

SOCIOLOGIA DEI PROCESSI CULTURALI

Prof.ssa Isabella Crespi

e-mail: isabella.crespi@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SPS/08

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Griswold W., *Sociologia della cultura*, Il Mulino, Bologna, 2005, tutto (pagine 220)
2. (A) E. Mangone, F. Ieracitano, G. Russo (a cura di), *Processi culturali e mutamento sociale. Prospettive sociologiche*, Carocci, Roma, 2020, (parte seconda e terza, capp dal 6 al 12) pag 110
3. (C) Crespi, I., *Cultura/e nella società multiculturale. Riflessioni sociologiche*, EUM Macerata, Maceara, 2015, tutto
4. (C) Gili G, e Colombo F., *Comunicazione, cultura, società. L'approccio sociologico alla relazione comunicativa*, La Scuola, Brescia, 2012, pp. 416 (tutto)

aims:

Knowledge of main sociological concepts and theories of culture and communication in order to understand and explain social contexts, cultural products

prerequisites:

None

content:

Culture and communication in social contexts
Communication as a relationship
Interaction and communication processes
Mass and interpersonal communication
The link between communication and culture
Politics and economics as social aspects
Production and distribution of culture
Cultural products and organization
Multicultural social aspects

STORIA CONTEMPORANEA

Prof. Edoardo Bressan

e-mail: edoardo.bressan@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 10

Discipline Scientific Sector: M-STO/04

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) S. Lupo, A. Ventrone, *L'età contemporanea*, Le Monnier Università, Firenze, 2018, pp. 183-574
2. (C) F. Bartolini, S. Betti (a cura di), *Città e regione. Questioni di metodo e percorsi di ricerca*, Eum, Macerata, 2012, pp. 3-149
3. (C) A. Berrino, *Storia del turismo in Italia*, Il Mulino, Bologna, 2011, pp. 3-12; 147-304
4. (C) F. Bartolini, *Roma. Dall'Unità a oggi*, Carocci, Roma, 2008, pp. 1-136
5. (C) F. Adornato, A. Cegna (a cura di), *Le Marche nella mezzadria. Un grande futuro dietro le spalle*, Quodlibet Studio, Macerata, 2014, pp. 3-145
6. (C) F. Bartolini, *La Terza Italia. Reinventare la nazione alla fine del Novecento*, Carocci, Roma, 2015, pp. 3-155
7. (C) M. Moroni, *Istruzione tecnica e sviluppo economico. Sapere agronomico, cultura scientifica e istruzione tecnica nelle Marche tra Ottocento e Novecento*, Andrea Livi, Fermo, 2009, pp. 3-185
8. (C) A. Ciuffetti, *Appennino. Economie, culture e spazi sociali dal medioevo all'età contemporanea*, Carocci, Roma, 2019, pp. 7-46; 139-299
9. (C) F. Bartolini, B. Bonomo, A. Gagliardi, a cura di L. Rapone, *L'Europa del Novecento. Una storia*, Carocci, Roma, 2020, pp. 277-387

aims:

Learning research methods and interpretative models for the study of late modern history, with particular attention to social policies, territories protection and cultural heritage. Learning the Italian history.

prerequisites:

Knowledge of fundamental characteristics of XX century history.

content:

Politics, Society and Territory in the XX Century

Reconstruction and analysis of the main events and issues of the XX Century. Examination of Italian social policies, territories protection and cultural heritage. Critical accounts of the more relevant methodological aspects in a historical study of the transformations of political, social and cultural systems from the First World War to the present time.

STORIA DELL'ARTE E DELL'ARCHITETTURA CONTEMPORANEA

Prof.ssa Susanne adina Meyer

e-mail: susanneadina.meyer@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-ART/03

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Carlo Bertelli, *Invito all'Arte. Edizione gialla. 3. Dal Neoclassicismo a oggi*, Pearson Bruno Mondadori, Milano, 2017, Dal Neoclassicismo alla Pop Art A 2 Federica Rovati *L'arte dell'Ottocento* Einaudi Torino 2017
2. (A) Giorgio Cracco, Francesco Paolo Di Teodoro, *Itinerario nell'arte. Quarta edizione versione verde*, Zanichelli, Bologna, 2016, Dal Neoclassicismo alla Pop Art
3. (A) Irene Baldriga,, *Dentro l'arte. Contesto, metodo, confronti. IV e vol. V*, Electa Scuola, Milano, 2016, Dal Neoclassicismo alla Pop Art
4. (A) S. Settis, T. Montanari, *ARTE. Una storia naturale e civile*, Mondadori, Milano, 2019, dal Neoclassicismo fino alla Pop Art (inclusi)

aims:

The course aims to provide students with the fundamental tools to read contemporary art from a material, formal, stylistic and iconographic point of view.

prerequisites:

(none)

content:

The main developments in contemporary art will be illustrated from Neoclassicism to the 1970s through the presentation of works, artists and movements. Particular attention will be given to the reading of the work of art in its context and to the analysis of the role of intermediate figures as great gallery owners, art critics and intellectuals who have influenced the development of contemporary art.

Particular attention will be devoted to the discovery of primitive and infantile art between the nineteenth and twentieth centuries, in order to analyze how this phenomenon contributed to the revolution of figurative language that occurred in the avant-gardes.

STORIA DELL'ARTE E DELL'ARCHITETTURA MEDIOEVALE

Prof.ssa Maria teresa Gigliozzi

e-mail: _

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-ART/01

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) P. DE VECCHI -E. CERCHIARI, *Arte nel tempo*, Bompiani, Milano, 2005, vol. I, tomo 1 e 2 (dal IV al XIV secolo)

aims:

Best elements of medieval art from IV to XIV century, with particular attention to research method.

prerequisites:

It is useful to know classical archeology and Italian medieval history.

content:

The course is composed as follows:

- 1) from Ancient Art to Medieval Art;
- 2) Longobardian and Carolingian Art;
- 3) Architecture and Figurative Art in the Romanesque;
- 4) Gothic Cathedral and Urban Development; Innovation in Sculpture and Painting.

STORIA DELL'ARTE E DELL'ARCHITETTURA MODERNA

Prof.ssa Francesca Coltrinari

e-mail: francesca.coltrinari@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 48

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-ART/02

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) S. Settis, T. Montanari, *Arte. Una storia naturale e civile*, Mondadori Education, Milano, 2019, vol. 3, Dal Quattrocento alla Controriforma (tutto) e vol. 4. Dal Barocco all'Impressionismo, sezioni I-IV, pp. 1-229.
2. (C) V. Curzi, *Storie dell'arte per quasi principianti*, Skira, Milano, 2018,

aims:

Provide the vocabulary and the basic methods to approach to the history of early modern art, in order to provide the skills necessary to interpret and communicate the works of art, especially for the tourists.

prerequisites:

Good skills in reading and comprehension of written texts.

content:

Outlines of the history of art between XV and XVIII centuries.

STORIA MEDIEVALE

Prof. Francesco Pirani

e-mail: francesco.pirani@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 10

Discipline Scientific Sector: M-STO/01

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Albertoni G., Collavini S.M., Lazzari T. (a cura di), *Introduzione alla storia medievale*, il Mulino, Bologna, 2020, Capitoli 1, 2, 5, 6, 9, 10, 12, 28, 29, 31, 32, 33, 34, 36, 37, 38, 39, 41, 43 (per un totale di 192 pagg.)
2. (A) Francesco D'Angelo, *Il primo re crociato. La spedizione di Sigurd in Terrasanta*, Laterza, Roma-Bari, 2021, 1-166
3. (A) Fulvio Delle Donne, *Federico II e la crociata della pace*, Carocci, Roma, 2022, 1-160

aims:

- have a good knowledge of medieval history;
- learn the quality of medieval sources;
- gain understanding of sector-based historical language.

prerequisites:

know the general historically most important events;

content:

Introduction to medieval history: the idea of the Middle Ages, the main historical sources.

The Middle Ages (V-XV century): the most considerable issues about medieval history, with analysis of specimen sources.

The course will investigate some general themes to qualify Middle Ages:

Middle Ages idea. The Middle Ages in the contemporary culture.

The Western World and the 'others'. Islam in the Middle Ages.

Social changes and ideologies.

Church, churches and religious movements.

The medieval origins of Europe.

The "Comuni" and the "Signorie" in medieval Italy.

State constructional processes in Europe.

Close examination: The crusade in XII-XIII Centuries.

STORIA MODERNA

Prof.ssa Sabina Pavone

e-mail: sabina.pavone@unimc.it

degree course: L21-0/21

degree class: L-1,L-15

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 10

Discipline Scientific Sector: M-STO/02

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Roberto Bizzocchi, *Guida allo studio della storia moderna*, Laterza, Roma, 2007,
2. (A) Peter Burke, *Testimoni oculari. Il significato storico delle immagini*, Carocci, Roma, 2021,
3. (A) Ernst H. Gombrich, *Immagini e parole. A cura di Lucio Biasiori*, Carocci, Roma, 2019,
4. (A) Germano Maifreda, *Immagini contese. Storia politica delle figure dal Rinascimento alla cancel culture*, Feltrinelli, Milano, 2022,
5. (A) Ottavia Niccoli, *Muta eloquenza. Gesti nel Rinascimento e dintorni*, Viella, Roma, 2021,
6. (A) Giuseppe Capriotti, Pierre-Antoine Fabre, Sabina Pavone (ed. by), *loquent Images. Evangelisation, Conversion and Propaganda in the Global World of the Early Modern Period*, Leuven University Press, Leuven, 2022,
7. (C) G. Monina, F. Motta, S. Pavone, E. Taviani, *Processo Storico*, Loescher, Torino, 2017, vol. I e II

aims:

- To know the main outlines of the Early Modern and Modern history
- To understand the scientific statute of the discipline
- To know the main sources for the study of the Modern history
- To know the main historiographical trends

prerequisites:

The course requires knowledge of the essential elements of general history, acquired during the training of secondary school. In case of lack of this knowledge in the "Lista di testi" it's possible to find a text book recommended (C)

content:

- a. A general section on Early Modern history, particularly on European history, looking at the most important types of sources and historical interpretations.
- b. The general lessons will be integrated with a monographic part on the historical significance of gestures and images.