MASTER OF MANAGEMENT STUDIES
IN
HERITAGE MANAGEMENT
PROSPECTUS 2018
WHY A MASTERS DEGREE IN HERITAGE MANAGEMENT?
Heritage is a theme that should ideally feature as a common thread across both education and professional practices in India and elsewhere. However, in India, this is not yet the case even in sectors to which heritage has direct connection. This is a missed opportunity in a country with incredibly rich heritage. Evidently, many sectors like archaeology, crafts, museums, performing arts, natural resources, tourism, urban development today needs a holistic managerial approach in addition to their own domain specific expertise. Heritage related organisations today need managerial level professionals who can manage the specific heritage but with an integrated and context-based approach. It is in this context that the Master of Management Studies in Heritage Management at the Ahmedabad University is conceived as a strategic contribution to address this crucial gap. Accordingly, the unique curriculum developed for this 2-year programme carefully integrates domain specific knowledge from both the heritage and management disciplines, and articulates the delivery of the course in real life context - through various curricular components that are in-built over the span of the course.

ABOUT THE PROGRAMME
Masters in Heritage Management at Ahmedabad University is a unique programme, founded on two key pillars: critical heritage studies and holistic management approach. We emphasize on a collaborative learning model where students, faculty, communities (owners and custodians of heritage) and professionals, become key contributors in creating knowledge, innovatively managing heritage, and participate in rethinking public discourse and policy around it. Our students learn not only in the classroom but also through fieldwork, immersion programme, practicum, projects and research.

Pedagogical Framework

Field-Based Learning

Ismail Khatri, master craftsman - Ajrakh, sharing his experiences as keynote speaker at inauguration of Masters programme

A typical classroom session
The programme starts with an \textit{Inaugural Seminar} where the new students are required to present about themselves, their heritage, their perception of heritage etc. while the faculty group shares about the new journey, its ‘rule of the games’, as well as some additional activities/tours etc.

The first semester sets up the tone of the programme starting with a course titled \textit{‘Heritage Discourses’} which helps in ‘unlearning’ some of the pre-conceived notions about heritage, and expanding the horizon of understanding diverse heritage. Some fundamental courses follow, such as - documentation, conservation, ethnography, heritage economics, heritage laws & governance, heritage marketing, finance etc. Every semester, there is a \textit{workshop} component where a project brings together all the courses in a real case scenario.

After the first semester, the students participate in a \textit{field immersion} to explore the idea of heritage fresh from the ground, and get new insights from their interaction with entirely new contexts/people/issues.

The second semester focuses on professional courses such as \textit{built and urban heritage management, museums management, cultural landscapes management, indigenous knowledge systems management, project management, etc.}

After the second semester, students pursue a two-month long \textit{practicum} in which they are engaged with a relevant organisation to explore various learning areas along with a research project. Through this, they will have identified their own niche area and hence they focus on building up their own career path by taking elective courses, research methods course, entrepreneurship course as well as preparing a thesis proposal.

The fourth semester focuses on thesis along with a course - ethics and professional practice. The thesis is expected to be presented at an international conference. Students are also required to fulfil a social responsibility project before they graduate.
ADMISSIONS
WHO CAN APPLY?
Anyone with Bachelors degree in any discipline (with a minimum of 50% aggregate marks) and a demonstrated interest in heritage sector can apply for this programme. Visit our website for online application. www.ahduni.edu.in/chm

SELECTION PROCESS
INTEREST/PASSION FOR HERITAGE
Though it cannot be quantified, one of the underlying requirements is a passion for heritage. This eligibility will be assessed through the Statement of Purpose and Interview. The selection process components include:

- **STATEMENT OF PURPOSE:** Statement of Purpose must reflect why the candidate would like to join the programme, and can be based on the applicant's interest or passion, or their prior education or work related to heritage management.

- **PORTFOLIO:** Applicants who have pursued any studies or work related to heritage (in any of its manifestations) must put together a portfolio and submit it as a qualifier. The format and size of the portfolio is flexible. Applicants must try their best to communicate their engagement with the heritage sector to the admissions committee.

Or

- **STANDARD TEST SCORES:** Candidates who do not have any experience but are interested in pursuing the programme must submit a standard test score. For this purpose, standard test score eligibility will be the same as Ahmedabad University's MBA admission process.
SOME OF OUR FACULTY

**Neel Kamal Chapagain**  
Director, Centre for Heritage Management and Associate Professor  
- PhD, University of Wisconsin-Milwaukee  
- Visiting Fellow, UNESCO C2C, Wildlife Institute of India, Dehradun  
- Co-editor of Asian Heritage Management: Contexts, Concerns & Prospects (Routledge, 2013)

**Shahul Ameen KT**  
Senior Lecturer  
- PhD, Indian Institute of Technology, Kanpur  
- Areas of Expertise: Anthropology of Intangible Heritage, Ethnographic Research Method, Sociological theory  
- Assistant Editor, Journal of Heritage Management

**Abrar Ali Saiyed**  
Assistant Professor  
- PhD, IIM-Ahmedabad  
- Areas of Expertise: Entrepreneurship in art, culture and heritage related ventures

**Aditi Deo**  
Assistant Professor  
- PhD, Indiana University Bloomington  
- Areas of Expertise: Ethnomusicology, Folklore, Communication & Culture

**Sara Ahmed**  
Adjunct Faculty  
- PhD, University of Cambridge  
- Areas of Expertise: Water ethics and policy; gender, poverty and social inclusion; Climate adaptation and resilience

**Rina Hooja**  
Visiting Faculty  
- Editor, Journal of Heritage Management (Ahmedabad University/Sage Publications)  
- Consultant Director (Library & Archives), Maharaja Sawai Man Singh II Museum Trust  
- Ex-Member, National Monuments Authority, Govt. of India

**Rohit Jigyasu**  
Visiting Faculty  
- President, ICOMOS, India  
- UNESCO Chair Professor, Institute of Disaster Mitigation for Urban Cultural Heritage at Ritsumeikan University, Japan

INSTITUTIONAL COLLABORATIONS

- Wildlife Institute of India, Dehradun  
- KHAMIR, Kutch  
- National Park Service, USA  
- University of Valladolid, Spain
<table>
<thead>
<tr>
<th>Student</th>
<th>Topic</th>
<th>Platform</th>
<th>Country</th>
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<tbody>
<tr>
<td>Chirashree Thakkar</td>
<td>Post-Disaster Rehabilitation Process: A Gujarat Experience</td>
<td>International Symposium on Heritage &amp; Tourism: Exploring Issues and Opportunities for Post-Disaster Rehabilitation</td>
<td>2015, Nepal</td>
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<tr>
<td>Prarthi Shah</td>
<td>Reconstruction from Rubble: Celebrating Communities and process of rehabilitation</td>
<td>International Symposium on Heritage &amp; Tourism: Exploring Issues and Opportunities for Post-Disaster Rehabilitation</td>
<td>2015, Nepal</td>
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<tr>
<td>Anshika Jain</td>
<td>‘Heritage in India: The means for inclusive economic development?’</td>
<td>International Conference on Cultural Economics, presented by the Association for Cultural Economics International (ACCI)</td>
<td>2015, Spain</td>
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<td>Gourav Mandloi</td>
<td>The Story of carved faces from Bengal</td>
<td>December 2017, GuNESCO Magazine</td>
<td>2017, India</td>
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<tr>
<td>Richa Pandey</td>
<td>Historic Regeneration: Old buildings, new life</td>
<td>Architectural Heritage’17 organised by DAKAM (Eastern Mediterranean Academic Research Centre)</td>
<td>2017, Turkey</td>
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<td>Aanchal Mehta</td>
<td>Intangible Traditions &amp; water Conservation: Concerns around Rejuvenation of Temple Tanks in Ekarma Kshetra</td>
<td>Co-Author, at General Assembly &amp; Scientific Symposium organised by ICOMOS</td>
<td>2017, India</td>
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<td>Aayushi Maheshwari</td>
<td>Commodification of Cultural Heritage</td>
<td>ICHT 2018: International Conference on Cultural Heritage and Tourism</td>
<td>2018, France</td>
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**Students’ Background - Geographical & Disciplinary**

- Archaeology
- Architecture
- Art Conservation
- Art Curation
- Chemistry
- Civil Engineering
- Commerce
- Geography
- History
- Interior Design
- International Relations
- Literature
- Marketing
- Performing Arts
- Psychology
- Textile Design
- Tourism Management
- Urban Planning

Current working sectors of recent graduates

- Management of Art Gallery
- Education & Community Development
- Research & Documentation
- Craft & Community Development
- Urban Heritage Management
- Architectural Heritage Conservation
- Integrated Heritage Management
- Entrepreneurship & Education
- Natural Heritage

![Map with geographical and disciplinary background information](map.png)
OTHER INITIATIVES OF THE CENTRE

International Conference on Heritage Management Education & Practice
Annual conference focusing on critical research and interdisciplinary connections in heritage education and practice area.

Journal of Heritage Management
Biannual Journal published in collaboration with Sage Publications for sharing theoretical discourses, analyzing policies and practices, and promoting discussions on key issues in heritage management.

Undergraduate Students Symposium & Workshop on Heritage Studies
Annual symposium for students to learn about heritage sector and share their learning.
ABOUT AHMEDABAD UNIVERSITY
Ahmedabad University is a research university dedicated to rigorous academic pursuit with a focus on building enquiry as a value through interdisciplinary learning. We provide a liberal education that prepares students to think deeply and creatively across fields, and emerge as independent thinkers and compassionate leaders, who can innovatively engage with complex challenges of our society. Established in 2009 by the 80-year-old Ahmedabad Education Society (AES), we are committed to the discovery of ideas that can enhance our understanding of issues that face our society.

The university comprises eminent founders, a congregation of engaging scholars and a talented pool of highly motivated students. Our faculty consists of distinguished scholars from across India and abroad who hold doctoral degrees from leading institutions such as University of Pennsylvania, Massachusetts Institute of Technology, University of Chicago, Purdue University, University of California at Berkeley, University of Maryland, Columbia University, etc.

ABOUT CENTRE FOR HERITAGE MANAGEMENT
Centre for Heritage Management is a unique academic centre that specialises in heritage studies and professional management of diverse heritage resources in India and beyond. This includes but is not limited to: monuments, crafts, museums, natural resources, tourism, urban development and intangible heritage like languages, music, customs, performing arts, among others.

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