

Course code (filled in by the Office for Education)	
Course title	<b>Hungarian Heritage Protection</b>
Module title	Public Administration and Management
Level of the Course	BA
Institute/Department responsible for course	Institute of Public Management and Administrative Studies
Course director	Prof. Dr. István Tózsza
Name of the Lecturer(s)	Prof. Dr. István Tózsza
Number of the ECTS credits	5 ECTS
Teaching methodology	Lectures and presentations, case-studies and performances, homework applications
Language of instruction	English
Prerequisite(s) for the course	Fluency in English
Semester	Fall semester
Course description	The knowledge of the Hungarian National Heritage on the one hand includes the regional information on the natural social economic and cultural factors. On the other hand, it also contains knowledge regarding heritage management protection and maintenance, contributing to the country image formation marketing and branding. The partly analyzing, partly synthesizing subject helps the students to renew and restructure their former knowledge of the Hungarian values, acquired in elementary and grammar school studies. It is done so in case of such Hungarian Heritage (products, produce, traditions, careers, methods, events, objects, pieces of art) that all Hungarian citizens are eligible to know. It is especially certain for the students that graduated from The Nation University of Public Service, who have to communicate the National Heritage abroad too. Hence, the subject not only deals with the legally acknowledged Hungaricums, but with all the key items of National Heritage. Several classes are held by the representatives of such organizations that are engaged in producing marketing organizing and maintaining these heritage. Hence the students get an insight how to protect and manage them too.
Learning outcomes and course competences	Upon course completion, students will be able: 1. To apply the law on Hungaricums and National Heritage. 2. To get around in the institutional system induced by the law. 3. To improve their knowledge regarding National Heritage. 4. To strengthen their national and regional identity contributing to their patriotism. 5. To acquire practical ways to maintain, manage, and conserve the National Heritage.
Weekly content of the course	<ol style="list-style-type: none"> <li>1. Motivation</li> <li>2. Arrangement of Hungarian natural values</li> <li>3. Practical approach to the heritage management. 1st guest lecturer.</li> <li>4. Arrangement of Hungarian economic values</li> <li>5. Practical approach to the heritage management. 2nd guest lecturer.</li> <li>6. Arrangement of Hungarian cultural values.</li> <li>7. Practical approach to the heritage management. 3rd guest lecturer.</li> <li>8. Urban Marketing and Heritage</li> <li>9. Practical approach to the heritage management. 4th guest lecturer.</li> <li>10. Protection of Hungarian identity</li> <li>11. Practical approach to the heritage management. 5th guest lecturer.</li> <li>12. Outstanding achievements of Hungarian culture.</li> <li>13. Practical approach to the heritage management. 6th guest lecturer.</li> <li>14. Analyzing the good Hungarian country brand.</li> <li>15. Evaluation of homework applications on Hungarian Heritage Management.</li> </ol>

Compulsory and recommended reading materials	Slides of the lectures T/5539/2011 Law on the Hungarian National Heritage and Hungaricums. Hungary's official World Heritage webpage. <a href="http://www.vilagorokseg.hu/start/index/lang/en">http://www.vilagorokseg.hu/start/index/lang/en</a> Intangible Cultural Heritage in Hungary. <a href="http://szellemikulturalisorokseg.hu/index_en.php">http://szellemikulturalisorokseg.hu/index_en.php</a> Hungarian World Heritage Sites <a href="http://whc.unesco.org/en/statesparties/hu">http://whc.unesco.org/en/statesparties/hu</a>
Assessment methods and criteria	Regular and active class participation is required; one written exam (five scale rating)
Grading	Five Scale Grading
office hours/contact details	From Monday to Friday 10:00- 12:00 in the institute's administrative office. <a href="mailto:tozsa.istvan@uni-nke.hu">tozsa.istvan@uni-nke.hu</a>