



DIGITAL HUMANIST

DIGITAL HUMANIST CURRICULUM DESIGN

The **Intellectual Output 1** begins with partners' research to analyse and evaluate current offer of university curricula with literature review and context desk research. Mapping skills required by the businesses and the ones already developed within the university context, will allow the partnership to jointly draw up the **Digital Humanist curriculum**, making these highly specialized students build key competences, be easily employed and foster businesses' growth and customer satisfaction internationally.

Methodology for creation of the *curriculum model* is based on development of curriculum prototype, from which to build different national curriculum. The purpose of the *curriculum* prototype is to establish and define a set of disciplines (courses) with theoretical and with practical aspects, helping professors to achieve the appropriate knowledge and skills, which will satisfy the objectives of the project - to build, test and then distribute a research based model framework that will assist the education sector to match the *curriculum* of their students with the professional requirements expressed by the community of digital heritage management.

MODEL TRAINING CURRICULUM

The Methodology is based on 4 theoretical models for *curriculum creation*:

- Tyler model;
- Taba model;
- Oliva model;
- Hunkins model

integrated under common Principles.



COURSE DESCRIPTION

- The **Digital humanist course** develops digital cultural promotion and entrepreneurial skills, with innovative and interactive teaching methodologies. It is designed to shape the professional figure of a typical humanist, specializing in areas such as literature, philosophy, history, religion, languages, art history, philology, semiotics and visual arts, with IT skills and competences.

- The **aim** of this new figure is to exploit theoretical methodologies typical of the humanistic world, to be able to carry out scientific collaborations developing practices with the use of resources and tools typical of the information technology field useful in all areas of the human sciences and with an emphasis on cultural heritage management and promotion.

- The most popular **professional profiles**, described in the National Classification of Occupations and Positions are: travel agent, sales representative, marketing associate, economist, information broker, specialist in public administration, specialist on information management, coordinator of EU projects, etc.

- A figure of Digital Humanist finds **employment** in many sectors including web agencies, software companies, software localization companies, libraries and museums, and many fields in the arts of entertainment and culture.

PROFESSIONAL PROFILE

Different sources: literature review, focus group research, National standards of professional competences, job descriptions, professional associations recommendations

Integrated framework of **profile design**, **characteristics of the further professional** (competences, skills, know how, indicators, expected results) and **curriculum design features** (modules, courses, OER content)

Digital humanist capabilities, expected know how and related skills to be developed: some considered as prerequisites, others - developed within the curriculum, as learning objectives

Four blocks or layers of activities refer to the four competence areas of the Digital Humanist curriculum.

LEARNING OUTCOMES

Expected learning outcomes can be structured in two major groups:

- Domain-specific (cultural heritage management and promotion);**
- Digital competences.**

ENTRY REQUIREMENTS

- Basic knowledge and skills in the field of *Business Administration, Management and Marketing*;
- Digital Humanist as a set of **suggested courses**, methodologies and experiences that will indicate students the best combination to achieve advanced knowledge and skills in the field of digital cultural communication;
- This is coherent with the main Digital Humanist project aim, to design, pilot and disseminate a new university-based advanced learning program, intended to refine and fine-tune business and marketing of cultural heritage assets, to create prepared, competent and experienced professionals.

THE PARTNERSHIP

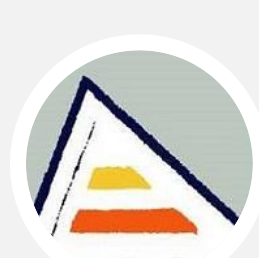
The Partnership involves 9 partners from 5 EU Countries (IT, ES, GR, BG and PL) expression of:

The Academic System



[Università degli Studi di Salerno](#)

Lead Partner



[Universitat d'Alicant](#)

Partner



[Institute for Postgraduate Studies](#)

Partner



[Poznań University of Economics and Business](#)

Partner

Training and Consultancy



[CONFORM](#)

Consulenza, Formazione e Management S.c.a.r.l.

The Chamber System



[Chamber of Commerce and Industry – Blagoevgrad](#)



[Wielkopolska Chamber of Commerce and Industry](#)

Entrepreneurial and cultural associations



[IACuDiT - International Association of Cultural and Digital Tourism](#)

Business Incubators



[Incubation for growth - I4G](#)