

CAH3524: WESTERN CULTURAL HERITAGE

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Western Cultural Heritage

Subject Code

CAH - Chinese and History

Course Number

3524

Academic Unit

Chinese and History (CAH)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

CTL3524 Western Cultural Heritage

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to help students appreciate the cultural heritage of the Western world, the various ways in which cultural heritage and historic sites in Western countries – famous churches, cathedrals, palaces, and museums, etc. - have been

utilized to contribute to cultural prestige as well as economic gains, and how cultural and heritage management are developed in the West.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)		
1	Develop a good understanding of the cultural heritage of the West		x	
2	Develop a good understanding of how cultural heritage turns into cultural prestige and cultural industry in the West		x	
3	Understand the importance of cultural industry and the management of cultural and heritage business	x		
4	Have skills in running business of cultural and heritage management			x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	On-site lectures and lectures on Western culture and history and how cultural heritage can become “soft power” with economic as well as cultural values.	1, 2, 3, 4
2	Reading and class discussion	Reading and class discussion of selective reading materials that form the basis of the syllabus and the content of this course.	1, 2, 3
3	Presentation	Presentations in class to show how well the students understand the course materials and any relevant issues.	1, 2, 3, 4

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Attendance of lectures and participation in class discussions as evidence of the student's involvement in the course.	1, 2, 3, 4	20	
2	Students are required to write a paper of 3,000 words (or 5-7 pages) on a key memorial site or a major memorial object in Western tradition.	1, 2, 3	40	
3	Presentations of a topic in western cultural heritage as evidence of individual research skills and the experience of learning from lectures and field trip visit.	1, 2, 3	40	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Attendance and Participation

Criterion

Grade on active participation in learning activities in both lectures and tutorials.

Excellent (A+, A, A-)

- Excellent command of knowledge of Western cultural heritage.
- Excellent understanding of the various aspects of cultural management in the West.
- Excellent presentation skills to demonstrate an understanding of the basic concepts in cultural and heritage management.

Good (B+, B, B-)

- Good command of knowledge of Western cultural heritage.
- Good understanding of the various aspects of cultural management in the West.
- Good presentation skills to demonstrate an understanding of the basic concepts in cultural and heritage management.

Fair (C+, C, C-)

- Fair command of the course content.
- A certain degree of understanding of the various aspects of cultural management.
- Acceptable presentation skills to demonstrate an understanding of the basic concepts in cultural and heritage management.

Marginal (D)

- Familiarity with the subject matter.
- Marginal command of course materials, with the ability to describe a few basic concepts of cultural heritage management.
- Marginal ability and skills to demonstrate an understanding of the basic concepts in cultural and heritage management.

Failure (F)

Fail to meet the minimum requirements.

Assessment Task

Reading reports and / or field trip reports

Criterion

Grade on the content of reflection after reading articles and/or visiting the cultural heritage sites.

Excellent (A+, A, A-)

- Excellent command of knowledge of Western cultural heritage.
- Excellent understanding of the various aspects of cultural management in the West.
- Excellent presentation skills to demonstrate an understanding of the basic concepts in cultural and heritage management.

Good (B+, B, B-)

- Good command of knowledge of Western cultural heritage.
- Good understanding of the various aspects of cultural management in the West.
- Good presentation skills to demonstrate an understanding of the basic concepts in cultural and heritage management.

Fair (C+, C, C-)

- Fair command of the course content.
- A certain degree of understanding of the various aspects of cultural management.
- Acceptable presentation skills to demonstrate an understanding of the basic concepts in cultural and heritage management.

Marginal (D)

- Familiarity with the subject matter.
- Marginal command of course materials, with the ability to describe a few basic concepts of cultural heritage management.
- Marginal ability and skills to demonstrate an understanding of the basic concepts in cultural and heritage management.

Failure (F)

Fail to meet the minimum requirements.

Assessment Task

Group project and presentation

Criterion

Grade on selection of topics, collection and uses of primary and secondary source materials, creativity in presentation, as well as contents, organizations and fluency of written reports.

Excellent (A+, A, A-)

- Excellent command of knowledge of Western cultural heritage.
- Excellent understanding of the various aspects of cultural management in the West.

- Excellent presentation skills to demonstrate an understanding of the basic concepts in cultural and heritage management.

Good (B+, B, B-)

- Good command of knowledge of Western cultural heritage.
- Good understanding of the various aspects of cultural management in the West.
- Good presentation skills to demonstrate an understanding of the basic concepts in cultural and heritage management.

Fair (C+, C, C-)

- Fair command of the course content.
- A certain degree of understanding of the various aspects of cultural management.
- Acceptable presentation skills to demonstrate an understanding of the basic concepts in cultural and heritage management.

Marginal (D)

- Familiarity with the subject matter.
- Marginal command of course materials, with the ability to describe a few basic concepts of cultural heritage management.
- Marginal ability and skills to demonstrate an understanding of the basic concepts in cultural and heritage management.

Failure (F)

Fail to meet the minimum requirements.

Part III Other Information

Keyword Syllabus

Western cultural tradition; basic cultural values in the West; development and cultural power; cultural heritage and cultural industry; managing cultural and heritage sites in the West.

Reading List

Compulsory Readings

Title	
1	Hirsch, E.D., Jr., Kett, Joseph F. & Trefil, James (eds.), <i>The New Dictionary of Cultural Literacy</i> (Boston: Houghton Mifflin, 2002)
2	Dennis Sherman (ed.), <i>Western Civilization: Sources, Images and Interpretations</i> (Boston: McGraw-Hill, 2004)
3	Smith, Laurajane (ed.), <i>Cultural Heritage: Critical Concepts in Media and Cultural Studies</i> (New York: Routledge, 2006)

Additional Readings

Title	
1	Nil