

UNIVERSITY OF KERALA

(Abstract)

Master of Visual Art in Museology– Regulation, Scheme and Syllabus – with effect from 2016 admissions – Approved - Orders issued.

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ACADEMIC A.IV SECTION

No. Ac.A IV/1/48837/3.1/2016

Dated, Thiruvananthapuram, 02.06.2016

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- Read:- i) Item no. 3.1 of the minutes of the meeting of the Faculty of Fine Arts held on 26th March 2016.
ii) Minutes of the meeting of the Academic Council held on 18.04.2016.

ORDER

The Academic Council at its meeting held on 18th April 2016 approved the Regulation, Scheme and Syllabus of Master of Visual Art in Museology as recommended by the Board of Studies in Applied Arts and as endorsed by the Faculty of Fine Arts.

This will come into effect from 2016 admissions onwards.

(A copy of the Regulations, Scheme and Syllabus is appended)

Orders are issued accordingly.

Sd/-

SOBHANA KUMARI K.

DEPUTY REGISTRAR (Acad. II)

For **REGISTRAR**

Copy to:-

1. The Dean, Faculty of Fine Arts
2. The Chairman, Board of Studies in Applied Arts
3. The Honorary Director, Raja Ravi Varma Centre of Excellence in Visual Arts
4. The Controller of Examinations
5. The Director, Computer Centre
6. JR / DR / AR (Exams)
7. Tabulation sections
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11. The Librarian, Campus Library, Kariavattom.
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Forwarded / By Order,

SECTION OFFICER

Master of Visual Art in Museology Course

Applicants seeking admission to MVA Museology must have passed a Bachelor's degree examination or a Master's Degree examination in Arts or Science (with) subjects like History, Sociology Political Science, Ancient History, Archaeology , Anthropology, Physics, Chemistry, Geology, Botany, Zoology or a Bachelor's degree examination or Master's degree examination in Visual Arts/Fine Arts, Education, Library Science and Home science. The candidates possessing Master's degree in various subjects as stated above all will be given preference for admission to the degree course in Museology.

The MVA Museology Course is of two – years duration: spread over four semester's graduate courses. The admission to the course will solely depend upon the performance of the candidate in the aptitude test conducted by the centre.

Medium of instruction of the course is English.

Proposed Teaching Scheme: M V A Museology, Part I

Semester I

Course No	Subject	Teaching Scheme Total teaching hrs in 15 weeks		Credits
		Theory	Practical	
1	Introduction to Museum, Museology and Museum Profession	45		3
2	History and Development of Museums	45		3
3	Museum Management	45		3
4	Introduction to Conservation	45		3
5	Museum Environment	45		3
6	Ancillary Museum Techniques, Part I		90	3
7	Project	45		3

Semester II

Course No	Subject	Teaching Scheme Total teaching hrs in 15 weeks		Credits
		Theory	Practical	
8	Collection Management	45		3
9	Documentation and research	35	20	3
10	Museum Education and Interpretation	35	20	3
11	Museum Extension services and publications	35	20	3
12	Curatorial Conservation	35	20	3

13	Ancillary Museum Techniques Part II		90	3
14	Project	45		3

Proposed Teaching Scheme: M V A Museology, Part II

Semester III

Course No	Subject	Teaching Scheme		Credits
		Total teaching hrs in 15 weeks		
		Theory	Practical	
15	Legislations and Conventions related to heritage	45		3
16	Professional conservation Part I	35	20	3
17	Museum exhibition Part I	35	20	3
18	Museum exhibition Part II	35	20	3
19	Specialised Museology	45		3
20	Ancillary Museum Techniques Part III		90	3
21	Project	45		3

Semester IV

Course No	Subject	Teaching Scheme		Credits
		Total teaching hrs in 15 weeks		
		Theory	Practical	
22	Museum Architecture	45		3
23	Preservation of Architectural Heritage	45		3
24	Professional Conservation Part II	35	20	3
25	Museum Marketing	45		3
26	Dissertation	90		6
27	Practical Training : Report and Presentation	45		3

Proposed Scheme for Examination: M V A Museology, Part I

Semester I

Course No	Subject	Examination Scheme		Total Marks
		Internal Exams	University Exams	
1	Introduction to Museum, Museology and Museum Profession	25	75	100
2	History and Development of Museums	25	75	100
3	Museum Management	25	75	100
4	Introduction to Conservation	25	75	100
5	Museum Environment	25	75	100
6	Ancillary Museum Techniques, Part I	100		100

7	Project	100		100
Total Marks				700

Semester II

Course No	Subject	Examination Scheme		Total Marks
		Internal Exams	University Exams	
8	Collection Management	25	75	100
9	Documentation and research	25	75	100
10	Museum Education and Interpretation	25	75	100
11	Museum Extension services and publications	25	75	100
12	Curatorial Conservation	25	75	100
13	Ancilliary Museum Techniques Part II	100		100
14	Project	100		100
	Practical Exam: Documentation		50	50
	Practical Exam: Museum Education and Extension services and Publications		50	50
	Viva-Voce		50	50
Total Marks				850

Proposed Scheme for Examination: M V A Museology, Part II

Semester III

Course No	Subject	Examination Scheme		Total Marks
		Internal Exams	University Exams	
15	Legislations and Conventions related to Heritage	25	75	100
16	Professional conservation Part I	25	75	100
17	Museum exhibition Part I	25	75	100
18	Museum exhibition Part II	25	75	100
19	Specialised Museology : Project Report	25	75	100
20	Ancilliary Museum Techniques Part III	100		100
21	Project	100		100
	Practical Exam: Conservation		50	50
	Practical Exam: Museum Exhibitions		50	50

	Viva-Voce		50	50
Total Marks				850

Semester IV

Course No	Subject	Examination Scheme		Total Marks
		Internal Exams	University Exams	
22	Museum Architecture	25	75	100
23	Preservation of Architectural Heritage	25	75	100
24	Professional Conservation Part II	25	75	100
25	Museum Marketing	25	75	100
26	Dissertation	100	100	200
27	Practical Training : Report and Presentation	100		100
	Practical Conservation			50
	Viva-Voce			50
Total Marks				800

Total Marks for all the four semesters: 700+850+850+800= 3200

Passing Scheme:

Minimum passing marks required in each theory paper, project, dissertation and viva-voce, etc;

Internal Exams = 40%

University Exams=40%

Scheme for awarding class/division;

Pass class: 40% and above

Second class: 50% and above

First Class: 60% and above

Distinction: 70% and above

Note: Grading system as per the University Guidelines will be used.

Promotion, Re-admission and Time for completion of the Course

1. A candidate, who has undergone a regular course of study in semester I, fulfills the required criteria of attendance and has secured marks equal to passing standard both in internal and University Examination shall be eligible for promotion to Semester II. He /She will have to earn minimum of 15 credits in Semester I.
2. A candidate who has successfully completed all the courses of Semester I and II will be eligible for promotion to semester III
3. A candidate, who has undergone a regular course of study in semester III, fulfills the required criteria of attendance and has secured marks equal to passing standard both in

internal and University Examination shall be eligible for promotion to Semester IV. He /She will have to earn minimum of 15 credits in Semester.

4. A candidate shall have maximum of 10 semesters (Five academic years) for completion of the course.

Syllabus for MVA Museology, Part I

Semester I

Course1: Introduction to Museum, Museology and Museum Profession

Definitions, purpose and social relevance of museum, Functions of museum: collection, documentation, conservation, research, exhibition and education, changing role of museum, Role of museum in tourism.

Types of Museums- classification of museum on the basis of nature of collections, governing body, and scope, specialized museums. Museum –like structures and allied institutions. Specified purposes of different types of museums.

Museology and Museography, origin, meanings and definitions. Concepts of new Museology. Formation of eco museums, fragmented museums, open air museums, community museums and neighborhood museums. Museum as a profession, Museology as an academic discipline and museum training Museology courses and training programmes in India and abroad.

Professional organizations – International: ICOM, Commonwealth Association of Museums: National : Museums Association of India, Museums Association (United Kingdom), American Association of Museums. Regional Museums of Kerala.

Course 2: History and Development of Museums

History of museums in global context early collecting and ancient and medieval prototypes in Europe and elsewhere. Development of museums during Renaissance age, post renaissance period and industrial age. Development of museums in the 20th and 21st century. Development of museums in America. Introduction to select museums in Europe and America. History of museums in India (Pre independence period); Early collecting and museum like structure. Phases of development of museums: Phase I (1796-1857) Formative phase. Phase II (1858-1898) Contributions of native kings and the impetus given by the celebration of Golden jubilee of Queen Victoria. Phase III (1899-1927) Contribution of Lord Curzon and Sir John Marshall. Phase IV /1928-1947) phase of setback, emergence of University and personalia museum, and publication of report on Indian Museums.

History of museums in India (Post Independence era): Phase V-Establishment of national and regional museums, NCSM, Cultural Centers, Tribal Research Institutes, CABM, Museology courses, etc. Introduction to select museums in India National Museums including museums of

national importance, and select museums of state, regional and local level. History of development of museums in Kerala. Introduction to select museums in Kerala.

Course 3: Museum Management

Management mean: Meaning and definitions. Decision making and leadership as essential elements of management. Management as science and art. Management versus administration. Functions of management . Management as a museum function. Defining vision, mission and objectives. Planning – types of plans and planning process.

Organising – types of organizational structures: Role of management boards and committees. Delegation of authority and responsibility. Directing – meaning , importance and functions: issue of leadership in museums.

Staff Recruitment rules and methods of recruitment, Job descriptions, Service condition, motivation , training, performance management and performance appraisal etc. Prevention of harassment in work place.

Funding sources: admission fee, membership programmes renting, food services, museum shop, donations, grant-in-aid, foundations and corporate houses. Process and terms of getting grant-in-aid from central and state government. Strategy for seeking donations and sponsorships. Budget-meaning and importance; types of budgets: setting financial goals, evaluating financial performance.

Course 4: Introduction to Conservation

Conservation concept and significance. Terms commonly used in conservation. History of conservation. Principles/Basis of conservation. Specific role of curator and conservator in conservation. Ethics of conservation. Traditional conservation versus professional conservation. Relevance of traditional methods in present day context. Types of museum collections. Materials of collections, their nature and role in deterioration. Meaning of deterioration and other similar terms. Types of deterioration, causes of deterioration.

Methodology of Conservation. Requirements for conservation. Introduction to various tools and equipment used in conservation. Planning the conservation efforts. Documentation in Conservation and its significance and methods. Conservation audit, research in conservation . Analytical tools employed in the study of deterioration and assessment of materials.

Conservation as a profession. Attributes of a conservation professional; Training and career enhancement opportunities. National and international conservation organizations and associations . Partnership with outside agencies for conservation efforts.

Courses 5: Museum Environment

Meaning of museum environment: terms commonly used to describe museum environment: environmental factors: light, relative humidity, temperature, pollutants(particulate matter and gases), vibrations and various types of pests. Introduction to the effects of the various environment factors on organic and inorganic material of museum artifacts.

Monitoring and assessment of environmental parameters using different equipments such as UV Monitor, Light meters, Hygrometers and Thermo hygrographs , Data loggers and Dosimeters. Environmental standards and compromise levels

Strategies for mitigating and controlling environmental problems; RH use of silica gel, air-conditioning, humidifiers and dehumidifiers: Light use of filters, absorbers reflectors, reduced exposures, dimmers, glazing materials, etc: Air quality use of air filters, sealed surfaces , good housekeeping . Creating micro- climates.

Integrated pest management: basic identification of common invertebrate and vertebrate pests; developing an awareness of pest population in and near museum facilities. Infestation preventive methods: determining action thresholds: integrated control methods (both for building and in collections) : health hazard relating to infesting pests and pest control efforts.

Green environment: Evaluating specific materials used in the production of exhibitions, storage systems and buildings in terms of their consequences for collections, people and environment.

Course 6 : Ancillary Museum Techniques, Part I

Photography, importance of photography in museums, Basic principles of photography , Importance of light and its control, Types of cameras SLR, Digital , Digital SLR Camera.

Taxidermy: Importance of taxidermy in museums . Introduction to techniques of taxidermy, Anatomy of birds and mammals. Introduction to tools , apparatus, chemicals, preservatives , materials, used in taxidermy. Collection of specimen for taxidermy.

Molding and Casting: Importance of molding & casting in museum. Steps involved in preparation of model to enlarge and reduce size: Drawing, Sculpture, preparation of armature, etc. Introduction to basic principles of molding, casting, and tools and materials. Precautions in handling of the objects.

Course7: Project

Students will select a topic from the course taught during the first semester and study it in detail as an extension of the topic under the guidance of a teacher. They will submit a project report in written form (3000 to 4000 words) and also make an oral presentation. The weightage of written report and oral presentation will be 75% and 25% respectively.

Semester II

Course 8: Collection Management

Collecting – a historical perspective, purpose and ethics. Nature and range of tangible heritage, Collection responsibilities , Collection management policy including policy on acquisition, disposal, loaning, Administrative aspects of collecting- planning, obtaining necessary permissions, resource requirements, role of purchase committee, etc.

Methods of collecting tangible heritage: General methods such as purchase, loan, exchange, donation , gift, will bequest, confiscation, fabrication etc: and Specific methods according to discipline such as archaeology, art, anthropology and sciences. Disposing museum collections-

Meaning and purpose of disposal, methods and procedures of disposal, terms and conditions of disposal.

Classifying objects in museums collection. Classification systems for classifying man-made objects and natural history collections. Authentication of museum objects. Appraisal of museum objects.

Classifying storage: meaning, importance and types, Planning establishing collection storage needs in terms of space, accessibility, retrieval, conservation, security and relationship with collection support areas and other museum facilities. Storage systems, specific storage conditions for different types of collections.

Security: Nature and assessment of risks: physical planning in terms – construction of building, doors, windows, showcases, storage systems, etc. Management of security personnel, internal procedures, Protection from fire prevention, detection and counteraction, Electronic security , Emergency ,measures. Damage assessment and procedures after a damage has been done, insurance and indemnity.

Course 9: Documentation and Research

Meaning, purpose and scope of documentation. Documentation policy including accessioning, deaccessioning and temporary arrivals. Introduction to systems and process of documentation, Modern documentation techniques.

Types of documents entry, Accession, Classified, Location, Movement and Deaccessioning Registers: Index and Catalogue Cards. Methods of taking field notes on archaeological anthropological and natural history expeditions. Methods of documenting oral history. Numbering the objects: Purpose : systems Simple, Bipartite and Tripartite; standard locations for numbering objects; applying numbers : processing unnumbered objects or objects having old numbers found in collections.

Documentation standards – Importance, format of various types of documents, use of standard terminology. Objects ID concept of an international standard for describing art, antiques and antiquities: guidelines for writing descriptions and photography . Management of current and archival records acquired or generated by a museum- access, retrieval, storage, maintenance, safety, etc.

Definitions, objectives and scope of research in museums, classification of museum research, research policy, Methods of research , writing research proposals and reports.

Practicals : Writing description of objects using general terms used for describing objects, images edifices etc, and specific terms according to conventions of various types of collections . Preparing various types of documents.

Course 10 : Museum Education and Interpretation

Museum as an educational institution, Education role of museums in developing countries. Concepts of education, learning, Interpretation, Continuing education, adult education, life-long

learning, etc. Structures of education /learning. Barriers to learning. Characteristics of learning in museums. Education versus interpretation. Ethics of museum education.

Management of education services- education philosophy of a museum: education policy : professional standards for museum educators: administrative procedures: resource requirements and development. Planning the learning experience : organized visits of children and adult groups, lesson plans. Training the education staff.

Basic theories of learning, Learning needs and characteristics of various target groups. Making provisions for visually impaired, physically challenged, deaf learning disabled, mentally retarded etc,. people. Liaison with education authority, community and tour operators etc.

Methods of museum education and interpretation : direct teaching, discovery based activities , role play , live interpretation, activity sheets, tactile experiences etc. Developing appropriate programmes for various target groups such as school children, teachers, families, tourists, and people with disabilities. Feedback.

Practicals : preparation of education material such as activity sheets, lesson plans, preparation of feedback forms and conducting surveys in local museums. Interpretation of exhibits, etc.

Course 11: Museum Extension Services and Publications

Extension service- Meaning , puposes , scope and possibilities . Framework, policy staffing, organization structure, finance, fieldwork, Community programmes; purpose : types : liaison with community: Case studies of some successful projects. Extension through Websites.

School loan services: Purpose: linkage with curriculum: cross- curricular links ; school museum liaison: loan kits : contents, lesson plans, Inventory, design factors, storage, delivery and maintenance, Role and responsibilities of the borrowers, Resource requirements staff, funds and physical resources. Feed –back . Case studies of school-loan services.

Travelling and mobile exhibitions: origin and growth, choosing a theme, development of exhibitions: Organisation of travelling exhibitions: resource requirements, packing and transportation, design and safety considerations, planning and scheduling Operation of Mobile exhibitions : types and design of mobile units, instruction manual for staff, Feed- back . Case studies of travelling and mobile exhibitions.

Museum Publications – definitions , range and types of museum publication, Publications as a museum function and its significance. Production of publications: making decisions on paper, type method of printing and binding. Acquisition of publications- Need for a library and its operation .

Practicals;- Developing and visualizing concept of loan kits, travelling and mobile exhibitions etc. Lay outing various types of publications.

Course 12: Curatorial Conservation

Meaning and significance of preventive conservation. Professional conservation versus curatorial conservation: specific roles of curator and conservator in preventive conservation.

House-keeping in and around museum building: meaning and significance of housekeeping; principals of housekeeping; correct methods of cleaning; visual scanning of various areas of hygienic conditions ,microbial growth, insect activities ,physical and chemical changes in objects/specimen .cleaning schedules; supervising the housekeeping staff; safe and eco friendly methods of waste disposal.

Handling of museum collections: Significance of proper handling of objects; general rules of handling museum collections; specific rules of handling small delicate objects; flat and flexible objects; large flat textiles; books and manuscripts; furniture; framed objects; heavy and awkward objects. Packing and transportation of museum objects for various purposes.

Methods of examination and diagnosis, analysis of deteriorated objects in the museum with a view to decide methods of curative and preventive conservation.

Practicals: Critical study of the museum galleries and collection stores to understand preventive measures (including maintenance of environmental standards)taken by museums. Preparation of reports.

Course 13: Ancillary Museum Techniques, Part II

Photography: Types of lenses, films, filters and other accessories.

Basic principles of museum photography. Practical exercise of taking photographs of museum objects.

Taxidermy: Stuffing of a small bird. Preparation of a cabinet specimen killing, skinning, preserving and filling. Preparation of a mounted specimen killing, skinning, preserving, modelling, mounting and labelling.

Molding and Casting: Preparation of models in various mediums: clay / ceramic clay, oil-based clay, polymer clay, paper mache, and wax.

Course 14 : Project

Students will select a topic from the courses taught during the second semester and study it in detail as an extension of the topic under the guidance of a teacher. They will submit a project report in written form (3000 to 4000 words) and also make an oral presentation. The weight age of written report and oral presentation will be 75% and 25% respectively.

Proposed Syllabus for MVA Museology , Part II

Semester III

Course 15 : Legislations and Conventions related to Heritage

UNESCO and its role in heritage related issues.

International Conventions (Part I) on :

- Protection and Promotion of the Diversity of Cultural Expressions (2005)
- Safeguarding the Intangible Cultural Heritage (2003)
- Protection of the Underwater Cultural Heritage (2001)

International Conventions (Part II) on :

- Stolen or illegally Exported Cultural Objects (1995)
- Protection of the world Cultural and Natural Heritage (1972)
- The Means of Protecting and Preventing the Illicit Export, Import and Transfer of Ownership of cultural property (1970)
- Protection of Cultural Property in the Event of Armed Conflict (1954)

Indian Antiquarian Laws:

- The Indian Treasure Trove Act, 1878.
- The ancient Monuments and Archaeological Sites and Remains Act, 1958
- The Antiquities and Art Treasures Act, 1972

Indian Legislation related to Natural History:

- Wild Life Protection Act, 1972
- Prevention of Cruelty to Animals Act

Miscellaneous Legislation:

- Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995
- Protection of Copyright and Neighboring Rights Act (1952)
- RTI Act 2005

Course 16: Professional Conservation Part I

Low and high tech methods of preventive and curative conservation:

Gold, Silver and its alloys objects:

Copper, Iron and its alloys objects.

Lead, tin and pewter objects, Enamel and lacquer works.

Conservation of siliceous material – stone, pottery, terracotta, glass etc.

Practical : Identification of materials by various methods, Ways of identifying corrosion products, methods of Examining the type and extent of deterioration, methods of treatment and preservation. Method of preparing case study report for different kind of deteriorated objects.

Course 17 : Museum Exhibition, Part I

Exhibition as a communicating systems. Definitions and models of communication in the context of museum, exhibitions. Purpose of museum exhibition, Types of museum exhibitions permanent and temporary: historical, chronological, systematic, thematic and ecological : Evocative emotive, didactic and recreational.

Exhibition policy, Ethics of exhibitions. Strengths and weakness of exhibition as a communication system. Understanding exhibition as a complex environment exhibit components and their configuration, extra exhibit factors ; and impact of exhibit components and spatial relationship on visitors. Ingredients of a good exhibition.

Exhibition text meaning, purpose, format and language. Methods of assessing , readability and comprehensibility. Signage meaning, purpose and types. Typography in relation to exhibition text and signage. Methods of calculating size of the type.

Exhibition lighting –types of light, principal ranges of lamps for exhibition purposes and their characteristic features, fiber optics, track lighting various arrangements, methods of calculating position of lamps, computer controlled lighting system, lighting levels according to demands of collections and users.

Practical : Critical analysis of exhibitions, writing and assessing exhibition text, lighting etc.

Course 18 : Museum Exhibition, Part II

Designing of exhibits- concepts of design elements of design-colour, texture, layout meaning, types and methodology to evaluate exhibition layouts, light: principles of design-balance, rhythm, emphasis, unity, simplicity and scale, etc. Human ergonomics and its relation to exhibition design.

Design of exhibition furniture: show case, pedestals, display boards etc. Purpose and types of showcases. Factors governing design of showcases, dioramas, period rooms, etc. Qualities of a good showcase.

Exhibition planning – stages and strategies, exhibition team, preparation of exhibition brief and /or exhibition script, schedule of work. Exhibition planning checklist . use of critical path Analysis and Simple Bar Method in planning exhibitions.

Exhibition evaluation : Meaning and significance: Types front-end analysis, formative and summative: Methods: observation studies, experiments and surveys.

Practicals : Analysis of design factors, use of Critical Path Analysis and Simple Bar Method: Evaluation Studies observing visitor behavior in exhibitions and preparing questionnaires and conducting surveys.

Course 19 : Specialised Museology

Students will select a particular type of Museum from the following groups and its study peculiarities in detail under the guidance of a teacher. They will take up a project on any topic of museological interest and submit a report in written form.

1. Art, Archaeology, Anthropology, Ethnology and History museums
2. Natural History and Science and Technology
3. Specialised museums such as children's museum, personalia museum, eco-museum, and virtual museum, etc.

Course 20 : Ancillary Museum Techniques, Part III

Photography : Practical exercise of taking photographs of museum objects, Introduction to printing, types of prints.

Taxidermy : Stuffing of a small mammal, Preparation of a cabinet specimen killing, skinning, preserving and filling, Preparation of mounted specimen killing skinning, preserving, modeling, mounting and labelling.

Molding and Casting: Preparation of moulds in various mediums: Plaster of Paris, rubber/silicon, clay, fiberglass, paper, cement etc.

Course 21 : Project

Students will select a topic from the courses taught during the third semester and study it in detail as an extension of the topic under the guidance of a teacher. They will submit a project report in written form (3000 to 4000 words) and also make an oral presentation. The weight age of written report and oral presentation will be 75 % and 25 % respectively.

Semester IV

Course 22 : Museum Architecture

Museum building: Functions: types- adapted buildings, purpose- built buildings, single unit buildings, multi unit buildings: multistory and green buildings etc: Taxonomy of space and zoning.

General considerations affecting building decisions: site location, nature and size of collections, contents other than collections: types and number of users, pattern of use, requirements of staff and public amenities, etc. Space requirements, organization of spaces with relation to movement of people and material, landscape and aesthetics

Technical requirements in terms of security, conservation, safety, lighting, ventilation and disasters and calamities. Adaptation of existing buildings for museums: advantages and disadvantages, feasibility in terms of use and technical requirements.

The building process: Specific roles of director/ curator, architects and engineers, and building committee in a building project (new building, renovation and expansion). Preparing the brief : purpose, process and components. Basics of building maintenance.

Case studies of museum building in India and some examples of new approaches and experiments in India and abroad.

Course 23 : Preservation of Architectural Heritage

Architectural heritage: meaning, definition and classification. Need for preserving architectural heritage. History of architectural conservation . Present scenario in terms of their state of preservation . Initiatives taken by the government . Agencies involved in conservation of architectural heritage. Public awareness programme for preservation of built heritage.

Approaches to architectural conservation: preservation, rehabilitation, restoration and reconstruction. Introduction to building material used in ancient, medieval and present times. Need for hiring a conservation architect for a conserving a historic building.

Common architectural conservation / preservation problems. Causes of deterioration. Control measures for damaging factors- climatic, Atmospheric and Biological . Preventive measures and maintenance programme.

General remedial measures. Repair and strengthening of structures. Documentation of preservation and conservation efforts.

Ethics of architectural conservation.

Case studies of at least three major projects of architectural conservation. Visit to historic sites and analyses of their state of preservation. Writing structure and conservation reports.

Course 24 : Professional Conservation Part II

Introduction to organic chemistry, study of characteristics of different organic natured objects in museums and their requirements in terms of preservation.

Conservation of organic materials: archival material, textile, wood, leather, bone, ivory, horn/antlers, photographs, etc;

Conservation and restoration of painting on canvass, wood, wall, textile, paper etc.

Preservation of Natural History specimens.

Practicals: Identification of materials by various methods , methods of examining the type and extent of deterioration, methods of treatment and preservation. Various methods of Dry and Wet preservation, Herbarium Preparation and method of preparing case study report for different kind of deteriorated objects.

Course 25 : Museum Marketing

Marketing- meaning, definitions and functions. Core marketing concepts: marketers and prospects, needs, wants and demands: product: offering and brand: value and satisfaction: etc Role of marketing in museums. Myths about marketing. Marketing versus Public Relations.

The Product concept : definitions products life cycle and marketing strategies in different stages of product life cycle. Types of products and their characteristics: goods and services: Museum as a product, Multi-product organization and service.

Meaning and dimensions of market. Market versus public. Market segmentation: meaning and significance, bases of segmentation demographic, geographic psychographic. Approaches to segment markets. Concept of targeting and target marketing. Consumer behavior : meaning and importance, determinants of behavior and consumer buying process.

Marketing –mix : concept and key variables. Product as proposition, product strategies and development, Pricing meaning and strategies: Promotion: meaning, objectives and various aspects- corporate identity, positioning, relationships, publicity and advertising : physical distribution : accessibility.

Museum marketing process: consumer research- meaning, significance , types and methods: Organization, meaning and need for a market-oriented structure: Planning situation analyses, strategy formulation and action plan: control of marketing operation.

Course 26 : Dissertation

Students will select a topic of musiological interest and study it in detail under the guidance of a teacher. They will learn research methodology and mechanics of writing ; do an in depth study of the selected topic: and present the findings of the study in the form of a written dissertation (10,000 to 12,000 words)

Course 27 : Practical Training : Report and Presentation

The students will undergo practical training for four weeks in museums of repute any time during the entire course of study including vacations. The training may be organized in a single museum or more than one museum depending upon the opportunities.

They will submit a written report of the training (3,000 to 4,000 words) and also make an oral presentation. They will be awarded marks/ grades on the basis of report and presentation and weight age will be 75 % and 25 % respectively.