

# Postgraduate Certificate

## Cultural Cataloging and Museology



## Postgraduate Certificate Cultural Cataloging and Museology

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences

Website: [www.techtitute.com/in/school-of-business/postgraduate-certificate/cultural-cataloging-museology](http://www.techtitute.com/in/school-of-business/postgraduate-certificate/cultural-cataloging-museology)

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# 01

# Welcome

Cultural Cataloguing and Museology are fundamental for the preservation, management and dissemination of heritage. Professionals who master these skills can contribute to improving the quality and efficiency of art management and conservation processes. They are also capable of opening up opportunities for projects and creation in institutions. TECH wants to consolidate your professional career in this area with this program. In it you will find the most updated and innovative contents, allowing you to develop managerial skills with which you will take steps to innovative initiatives. All this from a 100% online content platform and didactic methods of excellence such as Relearning.



Postgraduate Certificate in Cultural Cataloguing and Museology.  
TECH Technological University



“

*Contribute to the preservation of cultural heritage for future generations with the management and leadership skills this program will give you”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*



## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This Postgraduate Certificate aims to provide an in-depth analysis of the management and organization of museums, galleries and exhibitions, as well as tools and skills for cataloging and documenting cultural heritage. Through these academic objectives, professionals will master the history and evolution of these organizations. In addition, they will gain an understanding of the role of these institutions in today's society and the importance of education in the context of heritage conservation.





“

*Develop effective communication strategies to promote cultural events through this Postgraduate Certificate”*



TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Certificate in Cultural Cataloging and Museology will enable students to:

01

Understand the evolution of the museum concept and its history

04

Plan and organize exhibitions in a museum

02

Identify the typologies and contents of museums

03

Learn the tools and skills necessary for collection management



05

Master the sources of funding for a museum and associations of friends of museums

06

Understand the role of the museum in today's society and its relationship with information and communication technologies

07

Use social networks and the media to disseminate collections and projects

08

Determine the functions and structure of education and cultural action departments in museums



05

# Structure and Content

The Postgraduate Certificate in Cultural Cataloging and Museology is a tailor-made program delivered in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 12 weeks and is intended to be a unique and stimulating experience that lays the foundation for your professional success.



“

*Master the contents of this program through a learning platform 100% online, interactive and without predefined schedules”*

## Syllabus

This TECH program addresses a wide variety of topics related to the management and organization of museums, galleries and exhibitions. It also discusses the most effective strategies for the organization of such facilities.

It also delves into cultural documentation, including cataloging and research, as well as information management and documentary standardization tools. It also analyzes the importance of education in the context of heritage and museums, as well as mediation and participatory experiences.

On the other hand, it examines the art market and collectors, as well as art galleries and their management, with emphasis on the role of artists and refers to the distinctive characteristics of copyright and intellectual property.

Graduates of this program will be able to apply all these competencies in their professional practice upon completion of this degree. Thus, they will become experts with a high capacity for leadership and mastery of the most specialized actions in the field of Cultural Cataloging and Museology.

This Postgraduate Certificate takes place over 12 weeks and consists of 2 modules:

### Module 1

Management of Museums, Art Galleries and Exhibitions

### Module 2

Cultural documentation: cataloging, research and education



### Where, When and How is it Taught?

TECH offers you the opportunity to study this Postgraduate Certificate in Cultural Cataloging and Museology completely online. During the 12 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*



**Module 1. Management of Museums, Art Galleries and Exhibitions**

**1.1. Museums and Art Galleries**

- 1.1.1. The Evolution of the Concept of Museum
- 1.1.2. History of Museums
- 1.1.3. Content-Based Typology
- 1.1.4. Contents

**1.2. Organization of Museums**

- 1.2.1. What is the Function of an Museum?
- 1.2.2. The Core of the Museum: the Collections
- 1.2.3. The Invisible Museum: The Storerooms
- 1.2.4. The DOMUS Software: Integrated System Documentation and Museum Management System

**1.3. Dissemination and Communication of the Museum**

- 1.3.1. Exhibition Planning
- 1.3.2. Forms and Types of Exhibitions
- 1.3.3. Dissemination and Communication Areas
- 1.3.4. Museums and Cultural Tourism
- 1.3.5. Corporate Image

**1.4. Management of Museums**

- 1.4.1. Department of Management and Administration
- 1.4.2. Sources of Financing, Public and Private
- 1.4.3. Associations of Friends of Museums
- 1.4.4. The Store

**1.5. Role of the Museum in the Information Society**

- 1.5.1. Differences between Museology and Museography
- 1.5.2. Role of the Museum in Today's Society
- 1.5.3. Information and Communication Technologies at the Service of the Museum
- 1.5.4. Applications for Mobile Devices

**1.6. The Art Market and the Collectors**

- 1.6.1. What is the Art Market?
- 1.6.2. The Art Trade
  - 1.6.2.1. Circuits
  - 1.6.2.2. Markets
  - 1.6.2.3. Internationalisation
- 1.6.3. The Most Important Art Fairs in the World
  - 1.6.3.1. Structure
  - 1.6.3.2. Organization
- 1.6.4. Trends in International Collecting

**1.7. Art Galleries**

- 1.7.1. How to plan an Art Gallery
- 1.7.2. Functions and Constitution of Art Galleries
- 1.7.3. Towards a New Typology of Galleries
- 1.7.4. How Galleries are Managed?
  - 1.7.4.1. Artists
  - 1.7.4.2. Marketing
  - 1.7.4.3. Markets
- 1.7.5. Difference among Museums, Exhibition Halls and Art Galleries

**1.8. Artists and their Exhibitions**

- 1.8.1. Recognition of the Artist
- 1.8.2. The Artist and his/her Work
- 1.8.3. Copyright and Intellectual Property
- 1.8.4. Awards and Opportunities
  - 1.8.4.1. Contests
  - 1.8.4.2. Scholarships
  - 1.8.4.3. Awards
- 1.8.5. Specialized Journals
  - 1.8.5.1. Art Critic
  - 1.8.5.2. Cultural Journalism

**1.9. The Motives of Culture**

- 1.9.1. What Culture Represents
- 1.9.2. What Culture Offers
- 1.9.3. What Culture Needs
- 1.9.4. Promote Culture

**1.10. Basis for Didactic Museography in Art Museums**

- 1.10.1. Art Exhibitions and Museums: Differential Diagnosis
- 1.10.2. Some Evidence and Opinions on All This: From Boadella to Gombrich
- 1.10.3. Art as a Convention Set
- 1.10.4. Art Inscribed in Very Specific Cultural Traditions
- 1.10.5. The Art in the Museums and in the Spaces of Heritage Presentation
- 1.10.6. Art and Didactics
- 1.10.7. The Interactivity as Didactic Resource in the Art Museums



**Module 2. Cultural documentation: cataloging, research and education**
**2.1. Documentation of a Museum**

- 2.1.1. What Is the Documentation of a Museum?
- 2.1.2. What is the Purpose of an Museum?
- 2.1.3. Museums as a Collection Center of Documentation
- 2.1.4. Documentation Related to Museum Objects

**2.2. Information Management and its Practical Application**

- 2.2.1. Description of the Information Management
- 2.2.2. Information Management Origins and Development
  - 2.2.2.1. 20th century
  - 2.2.2.2. Currently
- 2.2.3. Tools for Management Information
- 2.2.4. Who Can be in Charge of the Information Management?

**2.3. Documentary System I**

- 2.3.1. Archive Documentary Content
  - 2.3.1.1. Archive in Document Management
  - 2.3.1.2. Importance of the Documentary Archives
- 2.3.2. Duties of the Personnel in Charge of the Documentary Archive
- 2.3.3. Documentary Instruments
  - 2.3.3.1. Records
  - 2.3.3.2. Inventory
  - 2.3.3.3. Catalog

**2.4. Documentary System II**

- 2.4.1. Documentation
  - 2.4.1.1. Graph
  - 2.4.1.2. Technique
  - 2.4.1.3. Restoration
- 2.4.2. Documentary Movements and Funds
- 2.4.3. Administrative Documentation and Filing

**2.5. Documentary Standardization**

- 2.5.1. Terminological Control Tools
  - 2.5.1.1. Hierarchical Lists
  - 2.5.1.2. Dictionaries
  - 2.5.1.3. Thesauri
- 2.5.2. Quality Standards
- 2.5.3. ICT Applications

**2.6. Museum Investigation**

- 2.6.1. Theoretical Framework
- 2.6.2. Documentation vs. Investigation
- 2.6.3. Information Management Processes

**2.7. Dissemination Platforms of Collections and Projects**

- 2.7.1. Transmission of Knowledge
- 2.7.2. Social media
- 2.7.3. Media

**2.8. Education in the Context of Heritage and Museums**

- 2.8.1. Didactics of Museums
- 2.8.2. Role of the Museums and Galleries in Education
- 2.8.3. Theoretical Framework of Learning
  - 2.8.3.1. Formal
  - 2.8.3.2. No formal
  - 2.8.3.3. Informal

**2.9. Mediation and Participatory Experiences**

- 2.9.1. Education for Equality and Integrity
- 2.9.2. Proposals of Awareness and Respect for the Environment
- 2.9.3. Sociomuseology

**2.10. Divisions of Education and Cultural Action**

- 2.10.1. History
- 2.10.2. Structure
- 2.10.3. Functions

# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*





*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

**“** *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.





This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then adapted in audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high-quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive skills in each thematic field. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically assess and re-assess students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



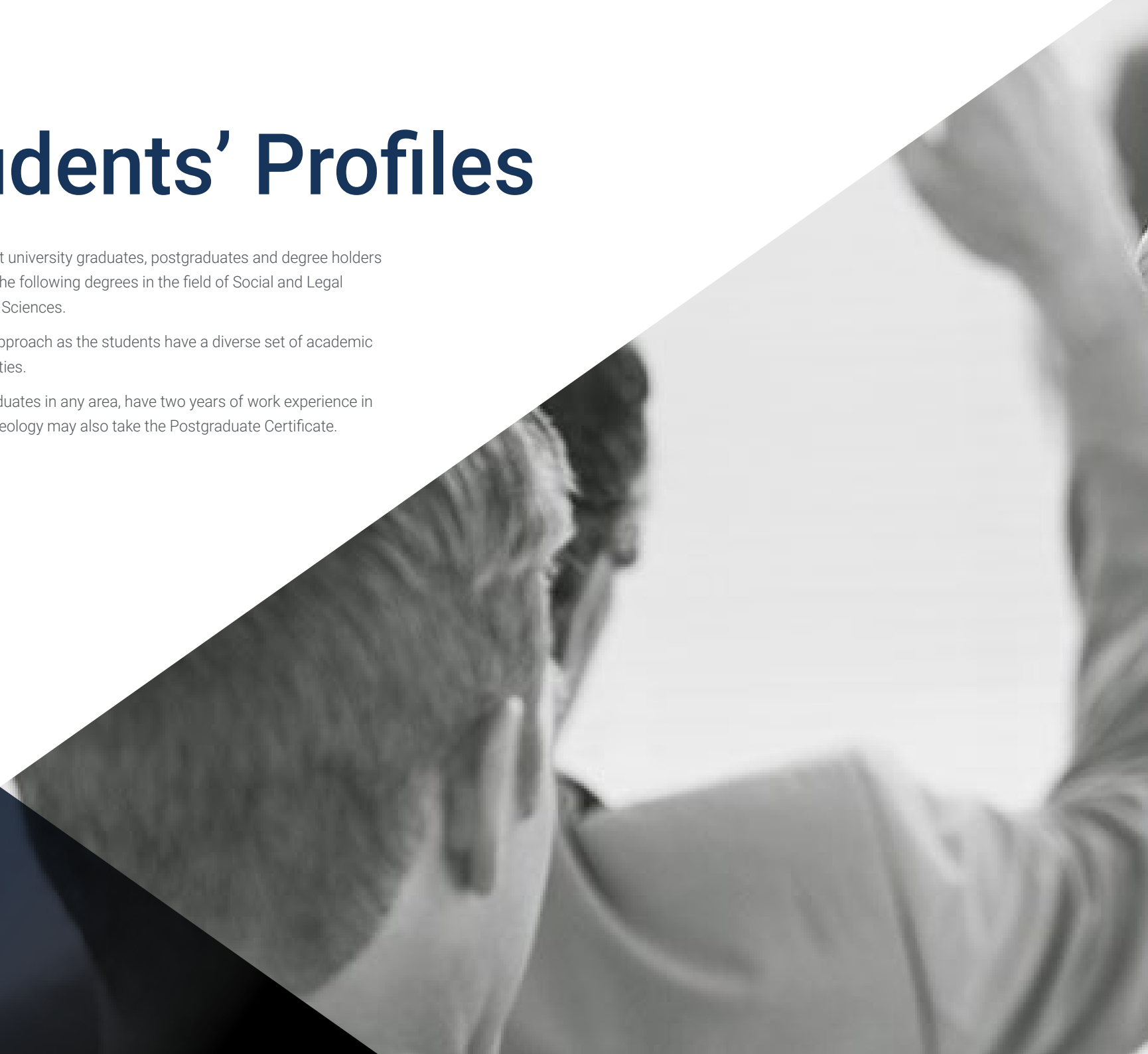
07

# Our Students' Profiles

The Postgraduate Certificate is aimed at university graduates, postgraduates and degree holders who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administrative and Economic Sciences.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Professionals who, being university graduates in any area, have two years of work experience in the field of Cultural Cataloging and Museology may also take the Postgraduate Certificate.





“

*If you want to acquire knowledge about current trends in international collecting, this program gives you the opportunity”*

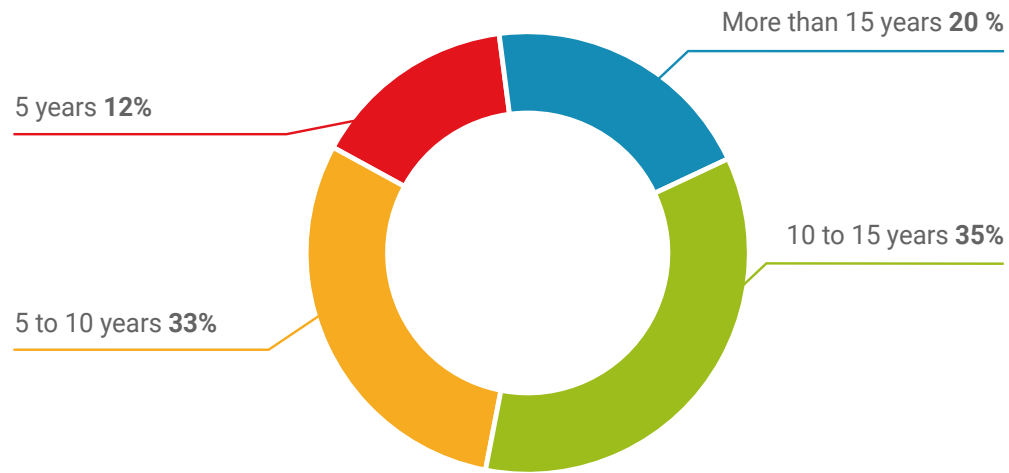
### Average Age

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Between **35** and **45** years old

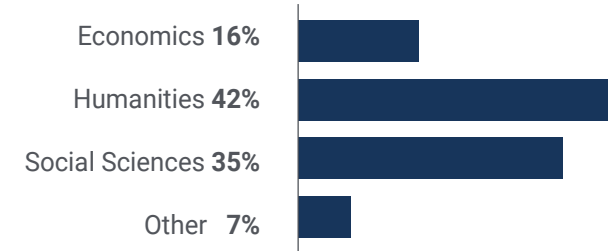
### Years of Experience

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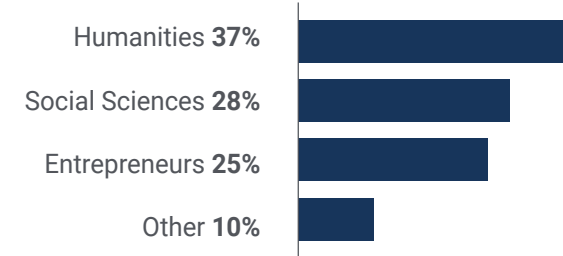
### Training

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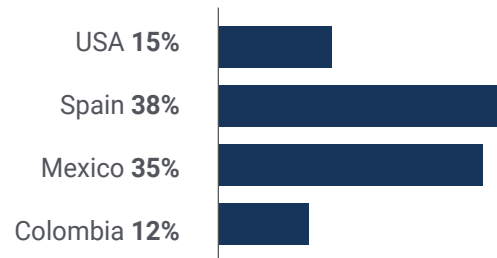
### Educational Profile

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## Geographical Distribution

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## José Miguel Gil

Director of Cataloging for Art Museums

*"This program ensured me exceptional competencies for museum management, cataloging and documentation of cultural heritage works. These skills have become part of my daily professional practice. Based on these skills, I was able to access the leadership positions I aspired to in order to consolidate my career"*



08

# Impact on Your Career

The Postgraduate Certificate can have a great impact on a student's career, as it provides them with a solid theoretical and practical foundation in the management and organization of museums, galleries and exhibitions. Thus, those who complete the program will have the valuable skills and knowledge to work in the cultural and heritage sector, both in public and private institutions. The program will also provide them with the opportunity to establish contacts in the field and advance their professional careers.



“

*Don't miss the opportunity to boost your career with the interdisciplinary cultural management skills that TECH Technological University offers you”*

### Are you ready to take the leap? Excellent professional development awaits you.

TECH's Postgraduate Certificate in Cultural Cataloging and Museology is an intensive program that prepares you to face challenges and business decisions in the cultural field. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

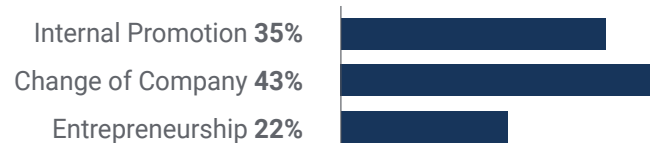
*Don't wait any longer to enroll in this program developed by leading experts in the field of Museology and Cultural Cataloging.*

*Mastering cultural marketing techniques to promote events and exhibitions through this complete program.*

#### Time of Change



#### Type of Change



### Salary Increase

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This program represents a salary increase of more than **25.22%** for our students



09

# Benefits for Your Company

The Postgraduate Certificate in Cultural Cataloging and Museology contributes to elevate the organization's talent to its maximum potential through the instruction of high-level leaders.

Participating in this Postgraduate Certificate is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.







“

*Delve into current trends in international collecting and leads projects of excellence related to art and heritage”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 10 Certificate

The Postgraduate Certificate in Cultural Cataloging and Museology guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*



This **Postgraduate Certificate in Cultural Cataloging and Museology** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Cultural Cataloging and Museology**

Official N° of Hours: **300 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate Cultural Cataloging and Museology

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- » Schedule: at your own pace
- » Exams: online

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