LLL Course on ‘Land Management in Rural Areas’ at BOKU University Vienna: The Making Of …

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Preliminary Remarks

- Knowledge is an important economic as well as social element in our society.
  
  Peter Drucker, 1993

- Lifelong learning (LLL) is one of the ingredients to meet the needs of a changing labor market.

  EHEA, 2012

- Quality in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for.

  Peter Drucker, 1985
Content of Presentation

- Introduction
- LLL-study programme „Land Management in Rural Areas“
  - Requirements & Figures
  - Curriculum Development
- Quality Assurance System
- Conclusions

Introduction

- 2010: Request from Land & Forest Enterprises Austria to implement a LLL course „Land Management in Rural Areas“

- Objectives of the extra occupational CPD study programme
  - Delivery of understanding & practical competences in key areas of land management (administration and documentation; cultivation and use; validation; development)
  - Delivery of up-to-date expertise
  - Sharing of knowledge and knowledge exchange
  - Extension of professional network
LLL Course “Rural Land Management”: Requirements & Figures

- 2 years
- Extra-occupational programme
- Bologna conform - European Qualification Frame 5-6
- ~ 60 ECTS
- Blended learning concept (35% physical presence)
- Maximum of 25 students
- Cost-covering

Curriculum Development

Target Groups:
- Owners and managers of land;
- Managers and experts in private companies and/or public institutions dealing with land;
- Consultancies (legal, financial, taxation) for land
Curriculum Development

STAGES of CURRICULUM DEVELOPMENT

- Define target groups
- Describe activity fields & tasks of target groups
- Identify learning outcomes
- Specify structure of course
- Define modules and lectures

Development of content and didactical concept by experts from:
- research & teaching
- public and private practice

Course structure:
- 9 modules (a’ 5 ECTS)
- Interdisciplinary Project (3 ECTS)
- Excursion (2 ECTS)
- Thesis (10 ECTS)
Quality Assessment

Program development and adaptation
- Market and target group analysis
- Content development
- Course structure (ECTS, timetables)
- Admission
- Resources
- Operational organisation

Information Implementation & Realisation
- Quality of Design (Objectives)
- Information Quality
- Implementation Quality (Feedback Elements)

Result
- Quality of Result (Recording and feedback)

Components
- Description
- Objectives
- Measures & Processes
- Institutions involved
- Responsibilities

Example 1: QAS – Quality of Implementation & Realisation

- Clearly defined responsibilities
  - Academic (course-, module-, and lecture-level)
  - Administration

- Selection of teachers
  - Long-time experience
  - 50% of teachers with habilitation

- Selection of participants
  - Formal requirements (education)
  - Motivation letter
  - Standardized Interviews

- Examination regulations
  - Defined in curriculum
Example 2:  
QAS – Quality of Result

Participants Survey
- Teachers
- Teaching materials
- Lecture rooms
(Questionnaires, personal discussion, visits)

Statistics
- Participation rate in courses
- Drop-out rate
- Extend of qualified teachers

Review of Graduate
- …. ??? (one year after finalising the programme)

Conclusions
- In EU in general and in Austria in particular, Life Long Learning (LLL) is an important issue
- No extra money for LLL activities
- On academic level (up to ERF 5) universities have to take leadership for LLL programs
- Good experience to develop a study program from the scratch
- Development of LLL study programs is very time consuming
- Study Course Land Management in Rural Areas is a success story at BOKU
Thank You for Your Attention

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