



## LLL Course on 'Land Management in Rural Areas' at BOKU University Vienna: The Making Of ...

Reinfried MANSBERGER and Christina PAULUS

University of Natural Resources and Life Sciences (BOKU)  
[www.boku.ac.at](http://www.boku.ac.at)



### 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*



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## Content of Presentation



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



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## 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



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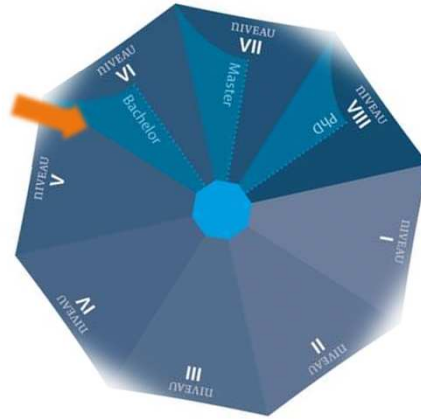


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## LLL Course “Rural Land Management”: Requirements & Figures



- 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



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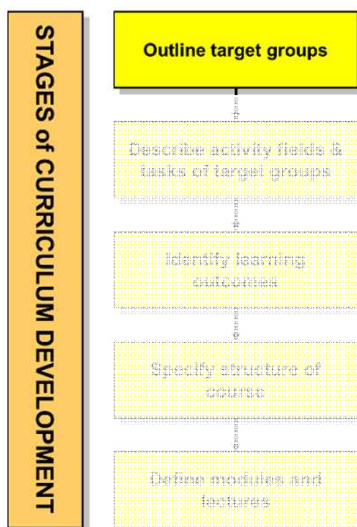


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## Curriculum Development



### 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

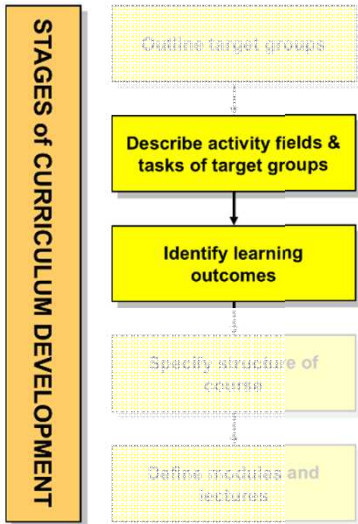


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## Curriculum Development



Development of content and didactical concept by experts from:

- research & teaching
- public and private practice

1. Verwalten / Dokumentieren (engl. Land Administration)

Potentielle Tätigkeitsfelder / Aufgaben

- Entwicklung eines Rechnungswesen inkl. Kostenrechnung und Controlling
- Aufbau und Führung eines Geografischen Information Systems (GIS)
- Verfassen von fachspezifischen Anträgen und Meldungen
- Beantragung von Förderungen
- Durchführung von Öffentlichkeitsarbeit (z.B. Entwicklung einer Homepage, Verfassen von Pressemitteilungen, Erhalten eines Folders)
- **Teilung**
- **Organisiere**
  - Betriebliche Öffentlichkeitsarbeit
    - Betriebliche Ziele und Grundsätze formulieren und kommunizieren können
    - Berichte (Monats-, Quartals-, Jahresberichte) gestalten bzw. erstellen können
    - Leistungen für die Gesellschaft identifizieren und kommunizieren können
    - Auf Angriffe (spez. solche in Medien) adäquat reagieren können
    - Unglücks- und Schadensfälle an die Öffentlichkeit kommunizieren können
    - Die wichtigsten Akteure im betrieblichen Umfeld identifizieren und adressieren können
    - Ein konsistentes PR-Konzept in den Grundzügen entwerfen können
    - Den Prozess einer Leitbild- oder Logoentwicklung managen können

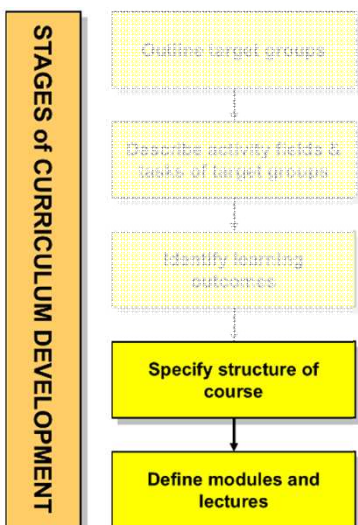


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## Curriculum Development



Course structure:

- 9 modules (à 5 ECTS)
- Interdisciplinary Project (3 ECTS)
- Excursion (2 ECTS)
- Thesis (10 ECTS)

<b>MODUL Vermarktung und Kommunikation</b>	<b>5 ECTS</b>
Vermarktung land- & forstwirtschaftl. Produkte und Dienstleistungen	1
Betriebliche Öffentlichkeitsarbeit	1
Projektmanagement	1
Verhandlungsführung	2
<b>MODUL Vermessung und Landinformation</b>	<b>4 ECTS</b>
Vermessung und Fernerkundung	2
GIS und Geodatenbanken	2
<b>MODUL Bodenmarkt und Bodenpolitik</b>	<b>5 ECTS</b>
Bodenpolitik und Bodenschutz	2
Landwirtschaftliche und Geoinformatik	3

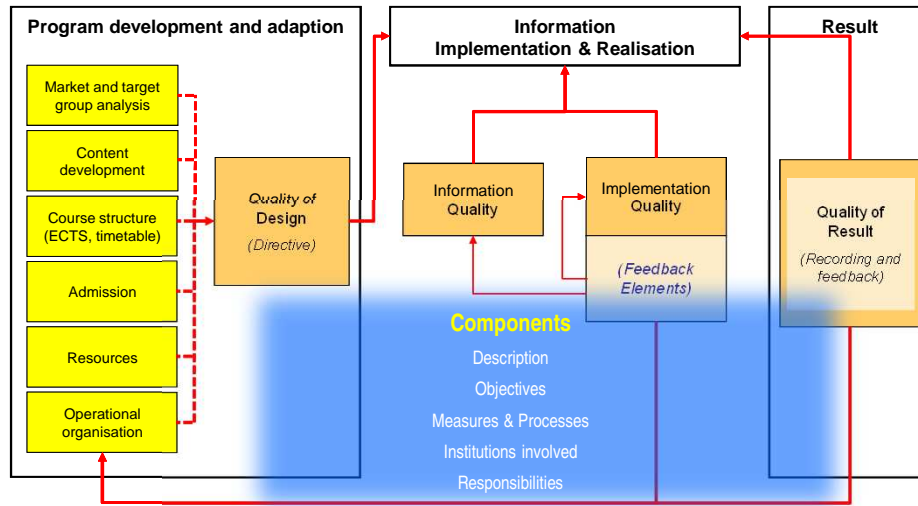


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## Quality Assessment



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15th anniversary of the magazine 'Quality in Higher Education'

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## 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



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## 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)



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## 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



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# Thank You for Your Attention

**Dr. Reinfried MANSBERGER**  
University of Natural Resources and Life Sciences (BOKU Vienna)  
Department for Landscape, Spatial and Infrastructure Sciences  
E-mail: mansberger@boku.ac.at

**Mag. Christina PAULUS**  
University of Natural Resources and Life Sciences (BOKU Vienna)  
Department for Lifelong Learning and Continuing Education  
E-mail: christina.paulus@boku.ac.at

