

CURRICULUM

for

Bachelor in Nature and Agricultural Management

Part I: National part

Commencement 15 August 2018

Revised 31 August 2018

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This national part of the curriculum for the Bachelor in Nature and Agricultural Management has been released in accordance with §18, section 1 in the Ministerial Order for technical and commercial Academy Profession Programmes and Professional Bachelor Programmes. This curriculum is supplemented with an institutional part of the curriculum, which is provided by the individual institution that offers the programme.

It has been prepared by the Educational Committee for the Bachelor in Nature and Agricultural Management and approved by the Board of Directors (or the Rectors) from the business academies who offer the programme, and after consultation with the institution's educational network and the chairmanship of external examiners.

1. The programme's goals for learning outcomes

Knowledge

The graduate has knowledge about:

- the practice and applied theory and methodology related to nature and agricultural stakeholders and companies,
- and an understanding of the practice, theory and methodology within nature and agriculture and can reflect on the profession's practice and the application of theory and methods within nature and agriculture.

Skills

The graduate will get the skills to:

- apply methods and tools related to value creation in the field of nature and agriculture, and be able to argue according to evidence as well as master the skills related to employment in the field of nature and agriculture,
- evaluate practice-orientated and theoretical problem statements and justify and choose appropriate solutions within nature and agriculture,
- communicate practical and academic problems and solutions to partners and users within nature and agriculture.

Competencies

The graduate is able to:

- handle complex and development orientated tasks and situations in the nature and agricultural areas, and incorporate leadership and development functions,
- independently engage in academic and interdisciplinary cooperation within nature and agriculture and assume responsibility within the framework of professional ethics
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to the nature and agriculture profession.

1.1 The programme specialisation Nature and Environment also has these learning objectives:

Knowledge

The graduate has knowledge about:

- the profession and the academic area nature and environmental practices and applied theories and methods, including chemical and biological processes in relation to the nature and environment area
- and an understanding of the practice, theory and methodology and can reflect on the profession's practice and the application of theory and methods within the nature and environment area.

Skills

The graduate has the skills to:

- use the subject's methods and tools and will have to master the skills related to employment within the nature and environment area

- evaluate practice-orientated and theoretical problem statements and justify and choose appropriate solutions within private and public nature and environmental administration
- communicate practical and academic problems and solutions to partners, stakeholders and users within the nature and environmental area.

Competencies

The graduate is able to

- manage complex and development-orientated situations related to employment within nature and the environmental area
- independently engage in academic and interdisciplinary cooperation and assume responsibility within the framework of professional ethics
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to the nature and environmental area.

2. The programmes 4 national subject elements

The programme includes 4 national elements, where one national subject element is from the chosen programme specialisation.

2.1 Theory of science and methodology

Content

This subject element contains the theory of science and the methodological foundation for the collection and application of knowledge. The significance of a study's purpose to the design of an experiment or study will be looked at, as well as the critical assessment and the interpretation of results. The focus is on different qualitative/quantitative methods and processes, formalities and ethics regarding the preparation of larger tasks.

Learning objectives for theory of science and methodology

Knowledge

The student will gain knowledge about

- relevant theory of science and methodology in relation to natural, human and social sciences
- the basic implementation of relevant scientific methods in order to create and apply knowledge within the field of nature and agriculture
- the preparation of written reports targeted at relevant stakeholders
- and an understanding of the practice, theory and methodology and can reflect on the profession's practice and the application of theory and methods

Skills

The student will get the skills to

- use and communicate relevant scientific theoretical and methodological theories in report writing and in relation to the practice-orientated problem statements
- evaluate and prepare problem analyses, problem definitions and thesis statements. And in addition, perform methodological assessments and reflect and justify the choice of scientific methods

- communicate scientific results and solutions which are related to nature and agriculture

Competencies

The student will learn to

- manage the preparation of larger written reports
- independently engage in academic and interdisciplinary cooperation regarding method and assume responsibility within the framework of professional ethics
- identify their own learning requirements and develop their own knowledge, skills and competencies in relation to the theory of science
- manage development-orientated and complex situations where they must choose a methodology related to nature and agriculture

ECTS weight

The subject theory of science and methodology is weighted 5 ECTS credits.

2.2 Business development

Content

The subject consists of the company's organisation and framework conditions, nationally and internationally. In addition, the subject deals with strategy and business development, strategic management theories, project management as well as company and business development within nature and agriculture. Focus is on stakeholders as the basis for projects and business development.

Learning objectives for business development

Knowledge

The student will gain knowledge about

- the organisation, strategy, management and stakeholders. This covers both national and international levels.
- and an understanding of theoretical models relating to business development
- project management

Skills

The student will get the skills to:

- evaluate and reflect on the business opportunities in the national and international market
- communicate practice-orientated solutions concerning strategic business development to relevant stakeholders
- apply reasonable suggestions for future business strategies and development
- communicate applied and relevant project management theory in connection with organisational and business development

Competencies

The student will learn to:

- manage complex and practical business and business development tasks in the field of nature and agriculture

- manage and present reasoned proposals for future business strategy within the framework of professional ethics
- independently engage in academic and interdisciplinary cooperation concerning the business development and take responsibility within the framework of professional ethics
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to organisational and business development within nature and agriculture

ECTS weight

The subject element business development is weighted 15 ECTS credits.

2.3 Market Communication

Content

This subject deals with strategic corporate communication, market understanding and analysis. In addition, it deals with personal sales and sales psychology, counselling and negotiation skills.

Learning objectives for market communication

Knowledge

The student will gain knowledge about

- market communication and branding
- market analysis
- and an understanding of the practice, theory and methodology related to market communication and can reflect on the profession's practice and the application of theory and methods
- sales and sales psychology

Skills

The student will get the skills to:

- apply and reflect about relevant theories, methods and tools within market communication, personal sales and sales psychology
- apply and reflect about relevant theories, methods and tools within market analysis
- evaluate theoretical and practical problem statements and justify and choose appropriate solutions
- communicate practical and academic problems and solutions to partners and users.

Competencies

The student will learn to

- manage practical and complex market communication tasks
- manage practical and complex sales and advisory tasks
- manage practical and relevant market analysis tasks
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to market communication
- independently engage in academic and interdisciplinary cooperation concerning market communication and take responsibility within the framework of professional ethics

ECTS weight

The national subject element market communication is weighted 10 ECTS credits.

2.4 Ecology and biological resources (programme specialisation nature and environment)

Content

This subject element deals with the theoretical basis for the understanding of ecosystems and population dynamics, including how manmade and natural changes to the physical, chemical and biological processes affect different ecosystems. In addition, it also deals with the use of basic biological theory combined with relevant methods to solve practice-orientated problem statements within nature management and biological resource exploitation.

Learning objectives for ecology and biological resources

Knowledge

The student will gain knowledge about

- ecosystems dynamics and understand the dynamics of ecosystems
- and an understanding of chemical and biological processes, energy flows and substance circulation
- fundamental biological resources in relation to nature and environment management, including public and private companies.

Skills

The student will get the skills to:

- evaluate and analyse ecological problem statements and apply relevant tools to solve tasks within the fields of nature and environmental management as well as biological resource utilisation
- evaluate and analyse the environmental impact as well as propose theoretically well-reasoned solutions for the use of biological resources
- apply an analysis of physical, chemical and biological problem statements in relation to biological resource utilisation, environmental or nature management
- evaluate and analyse the consequences of a modification of the physical, chemical and biological processes at the individual, society and ecosystem level, including the collection of empirical data and conducting an analysis of biological problem statements.

Competencies

The student will learn to:

- manage complex and development-orientated situations related to the analysis of environmental impact as well as propose theoretically well-reasoned solutions for the use of biological resources
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to ecology and biological processes
- manage empirically-based analyses of biological problem statements
- independently engage in academic and interdisciplinary cooperation with relation to tasks within nature and agriculture and assume responsibility within the framework of professional ethics

ECTS weight

The subject ecology and biological resources is weighted 10 ECTS credits.

2.5 The number of exams in the national subject elements

There are two exams in the national subject elements, which include subjects from the programme specialisation, as well as one further exam which is the bachelor project. For the number of exams in the internship, please refer to section 3.

For a comprehensive overview of all the programme's exams, please refer to the institutional part of the curriculum, as the national subject elements described in this curriculum can be examined together with the subject elements specified in the institutional part of the curriculum.

3. Internship

Learning objectives for programme's internship

Knowledge

The graduate has knowledge about:

- nature agricultural practices
- nature and agricultural practices based on relevant theory and methods

Skills

The graduate has the skills to:

- apply and master nature and agricultural methods and tools in relation to relevant employment
- communicate academic problems and solutions in relation to the internship company and line of business
- communicate academic problem statements and solutions in relation to the internship and stakeholders

Competencies

The graduate is able to:

- manage and translate complex and development-orientated problem statements from their studies to practice-orientated solutions at their internship
- manage relevant theories for solving tasks during the internship and related nature and agricultural professions
- independently engage in academic and interdisciplinary cooperation and assume responsibility within the framework of professional ethics
- identify their own learning requirements and develop their own knowledge, skills and competencies in relation to nature and agriculture.

ECTS weight

The internship is worth 15 ECTS credits.

Number of exams

The internship is completed with an exam.

4. Requirements for the Bachelor Project

The learning objectives for the Bachelor project are identical to the programme's learning objectives listed above under point 1.

Academic requirements

The Bachelor's project must document the student's understanding of and ability to reflect on the practices of the profession and the use of theory and method in relation to a practice-orientated problem statement. The problem statement that must be central to the programme and profession, is formulated by the student, possibly in collaboration with a private or public company. The educational institution approves the problem statement.

Formal requirements

The project, which constitutes the written part of the exam, must at least contain:

- Front page with title
- Summary in English
- Introduction
- Table of contents
- Introduction
- Paradigm and methodology
- Academic review/analysis
- Discussion and reflection
- Conclusion
- Written and oral exam bibliography
- Appendice

The individual bachelor project must at least fill 35 standard pages but no more than 45 standard pages.

One standard page is 2,400 keystrokes including spaces and footnotes.

Cover page, TOC, bibliography and appendices are not included. Appendices will not be assessed.

Additional requirements for the form and content can be found in the institutional part of the curriculum.

Bachelor Project Exam

The Bachelor project completes the programme in the last semester once all the preceding exams have been passed.

ECTS weight

The Bachelor Project is weighted 15 ECTS credits.

Examination form

The exam is an oral and written examination with an external co-examiner, a combined mark is given based on the 7-point scale for the written project and the oral presentation.

5. Rules on credit

Passed programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme.

The students are obliged to inform us of any completed educational elements from another Danish or foreign higher education programme or any jobs which are likely to provide credit.

The institution approves, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the subjects, the educational part and the internship part.

The decision is taken according to an academic assessment.

For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies.

In connection with the application for prior credit approval, the students must give permission to the institution to obtain any required information after the completion of their studies.

On approval according to the above, the programme element is deemed to be passed if it was passed according to the rules of the programme in question.

6. Commencement and transitional schemes

Commencement

This part of the national curriculum is valid from 01.08. 2018 and is valid for all students. Simultaneously, the previous national curriculum from 01.08.2017 is NOT valid.

Transitional scheme

Students who were enrolled before 01.08.2018 must also follow this curriculum. However, exams which have been started before 01.08.2018, must be completed according to the earlier relevant curriculum and must be started by 31 January 2019, the latest.