

Case study: Rural Land Management

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Rural Land Management

continuing education programme
developed at University of Natural
Resources and Life Sciences Vienna (BOKU)
provides basic skills and deep knowledge
about administration and documentation
of land (use, cultivation, valuation,
development of properties in the rural
space)



Rural Land Management: Process Sequence

Idea

Concept: development of content

First decision of Senate and Rectorate

Analysis of requirements

Design of curriculum and budget

Final decision of Senate and Rectorate

Publication in official BOKU Newsletter



Rural Land Management: Basics

Duration: 2 years, 60 ECTS

Target group: Landowners, employees of public institutions, lawyers, people who are interested in expanding their professional field

Aims: Competence for sustainable land management, ability to optimize land cultivation and land use, knowledge of land related administration and valuation, knowledge on land development, understanding of market mechanisms of land

Certificate: "Academic Rural Land Manager"



Rural Land Mangement: Staff involved

educational-content: scientific head of programme – scientific advisory board – lecturers

administrative staff: administrative head of programme – administrative manager – accountant – controlling – quality management



Rural Land Management: Teaching/Professional Issues

Learning and teaching frame defined by learning outcomes -
Teaching is preferably covered by BOKU-lecturers

External lecturers for specific contents and practical
knowledge

Lecturers are recruited by recommendation

The continuing education programme is evaluated
continuously

Motivation for students: interest to gain the special knowledge of
the university



Rural Land Management: Implementation

Participants: Max. 25 – currently 17 participants in programme

Costs: 13.000 €

Schedule: Programme modules are provided in blocks on weekends and/or holidays

Venue: Programme modules were mainly held at the university, 2 blocks are delivered abroad; 5 days of excursion



Rural Land Management: Promotion

Started 1 year before the launch of the programme

Announcements in professional journals and newspapers

Homepage, Poster, folder and flyer dissemination

Information evening with heads of programme and involved teaching staff

Telemarketing, mails to selected target groups



Rural Land Management: remarks

Extensive amount of time for programme development

Promotion has to be started as early as possible

Co-sponsorship opportunities have to be checked

Offer partial payment options (funding)



Rural Land Management: remarks

High variation of learning and teaching methods is favoured by students

Students expect addressability of course management 24/7

Handouts of lectures have to be delivered in advance

Participants have to be informed about the workload



Thank you for your attention!

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