

2014-2017 Curriculum

for the study programme of
The Bachelor of Natural and Cultural
Heritage Management
(common section)



Applicable to students commencing the study programme as of September 2014, as well as for students who began the study programme in 2013

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This curriculum comprises the common section of the Bachelor of Natural and Cultural Heritage Management programme, Order No 917 of 18/08/2011. Link to the Order: <https://www.retsinformation.dk/Forms/R0710.aspx?id=138281>

2. Purpose and skills profile of the study programme

2.1 Objectives of the study programme

The objective of the study programme leading to the professional bachelor's degree is to qualify the graduate to perform the tasks of both natural and cultural heritage management in the experience industry, organising and marketing heritage programmes and concepts as well as to plan, develop and implement new initiatives within the experience economy. The study programme has a local, national and international outlook and is aimed at public-sector companies, private enterprise and other organisations involved in purveying experiences, including tourism.

2.2 Skills profile of a professional bachelor's degree in Natural and Cultural Heritage Management:

The requirements of the study programme in terms of knowledge, abilities and skills are described in relation to *Danish qualifications framework for Danish higher education study programmes*.

The goals for educational benefit include the knowledge, skills and competencies that a graduate with a professional bachelor's degree in Natural and Cultural Heritage Management should have acquired.

Knowledge

A graduate with a professional bachelor's degree in Natural and Cultural Heritage Management can demonstrate

- practical knowledge of the application of theory and methods with a view to critical and constructive analysis of and reflection on the application of theory and methods in the experience industries
- the experience economy, including an understanding of creative enterprises, experience industries and experience dimensions in other enterprises in both the public and private sector, as well as proficiency in international relations necessary for the experience economy,
- the structure of experiences in relation to concepts such as experience, building awareness, learning and development,
- the interplay between culture and enterprise, public-sector and private companies, as well as the organisation of networks in experience industries with a view to knowledge sharing and knowledge development, as well as commercial collaboration,
- an Understanding of nature and views of nature, ecology, natural history heritage administration and management, and the ability to reflect on the interaction between human beings and nature,
- the importance of nature experiences and nature activities in relation to the promotion of good health,
- different forms of cultural expression,
- an understanding of culture, including understanding of cultural heritage, cultural history, foreign cultures and modern cultural development trends,

- communication theory with an emphasis on strategic and market-oriented communication,
- communication techniques of significance for communicating experiences in relation to both interpersonal communication and mass communication,
- intercultural communication as well as the importance of English and German in the professional realm
- project management and project development as well as fundraising in relation to innovation projects
- entrepreneurship.

Skills

A graduate with a professional bachelor's degree in Natural and Cultural Heritage Management is proficient in:

- selecting and using creative development tools in matters of innovation and new technology with a view to concept and product development in experience industries,
- applying relevant theories and methods with a view to developing, organising and implementing natural and cultural heritage projects and events in both public-sector and private-sector professions and industries,
- preparing, implementing and assessing a communication plan to convey initiatives in experience industries,
- preparing and assessing a business plan with a view to finding business partners and funding,
- justifying and assessing the quality and sustainability of experiences
- communicating, conveying and presenting experience economy projects and products in different contexts and in relation to users and business partners alike – including in foreign languages.

Competencies

A graduate with a professional bachelor's degree in Natural and Cultural Heritage Management is proficient in:

- converting his/her communicative competencies into action and developing professionally-oriented and user-oriented communication and facilitation,
- handling communications and getting the message across to recipients of a different cultural and linguistic background, with intercultural expertise as the starting point,
- transferring his/her analytical and critical expertise into planning and development of new initiatives in the area of conveying experiences,
- handling complex, didactic and market-oriented problem areas within the experience economy from the point of view of development,
- demonstrating personal and professional responsibility in terms of acting on the basis of requirements for sustainability and with professional ethics as the starting point,

- autonomously delving into and developing specialist, cross-disciplinary and professional collaboration, including bringing in new and different specialist perspectives in relation to natural and cultural heritage management,
- converting innovation expertise into specific innovation projects and intrapreneurship and entrepreneurship within the experience economy
- Identifying his/her own needs for learning, and to develop know-how, skills and competencies within his/her professional field and in relation to in-service training.

3. Core subject areas of the study programme, and scope of ECTS

The study programme includes the following core subjects pursuant to the Order (BEK no 917 of 18/08/2011):

1. Understanding of nature, including in particular ecology, natural history heritage management and physical geography.
2. Nature experiences, outdoor pursuits, and the human body and health.
3. Understanding and analysis of culture, cultural history and cultural encounters.
4. Cultural experiences and cultural institutions.
5. Communication, communication forms and concepts, as well as experience design.
6. Intercultural communication with an emphasis on the English and German languages.
7. The experience economy from a societal perspective, including sociology, culture and tourism policy and public administration, entrepreneurship, market conditions and economics.
8. Project management and project direction.
9. Innovation, intrapreneurship and entrepreneurship.

3.1 Core subject: Understanding of nature, including in particular ecology, natural history heritage management and physical geography

Contents	<ul style="list-style-type: none"> • The interaction between human beings and nature at local, national and global levels • Selected elements of Danish nature based on a number of themes, activities and opportunities for experiences of interest to relevant target groups and for the development of natural heritage management • Identifying sources, both generally and specifically – including analysis and selecting from the options within a given geographical area • Existing natural heritage management at local and national levels • The prerequisites for natural heritage management in a given geographical area – including familiarity with relevant legislation
ECTS scope	10 ECTS
Learning targets – knowledge	<p>The student is knowledgeable about</p> <ul style="list-style-type: none"> • the interaction between human beings and nature in relation to an Understanding of nature and views of nature, ecology, natural history heritage administration and management
Training objective – abilities	<p>The student is proficient in</p> <ul style="list-style-type: none"> • demonstrating personal and professional responsibility in terms of acting on the basis of requirements for sustainability and with professional ethics as the starting point • seeking information about specific geographical areas and is able to analyse the potential for nature experiences
Learning targets – skills	<p>The student is proficient in</p> <ul style="list-style-type: none"> • autonomously delving into and developing specialist, cross-disciplinary and professional collaboration, including bringing in new and different specialist perspectives • further developing his/her own knowledge, abilities and skills, including the capacity for proceeding to MA and professional master’s degrees • conveying specialised content in different contexts and in relation to users and business partners alike

3.2 Core subject area: Nature experiences, outdoor pursuits, and the human body and health

Contents	<ul style="list-style-type: none"> • People’s view of nature in relation to age, culture and historical perspective and insight into the link between a person’s view of nature, interests and need for nature experiences. • Health-promoting activities in connection with nature and outdoor pursuits
ECTS scope	10 ECTS
Learning targets – knowledge	<p>The student is knowledgeable about</p> <ul style="list-style-type: none"> • the importance of nature experiences and nature activities in relation to the promotion of mental and physical health • health-promoting activities in connection with nature and outdoor pursuits
Learning targets – abilities	<p>The student is proficient in</p> <ul style="list-style-type: none"> • assessing and being aware of how our view of nature and our view of health and lifestyle develop and change, in order thereby to qualify the development of natural heritage management activities • justifying and assessing the quality and sustainability of experiences • applying relevant theories and methods with a view to developing, organising and implementing natural and cultural heritage projects and events in both public sector and private sector professions and industries
Learning targets – skills	<p>The student is proficient in</p> <ul style="list-style-type: none"> • autonomously delving into and developing specialist, cross-disciplinary and professional collaboration, including bringing in new and different specialist perspectives • further developing his/her own knowledge, abilities and skills, including the capacity for proceeding to MA and professional master’s degrees

3.3 Core subject area: Understanding and analysis of culture, cultural history and cultural encounters

Contents	<ul style="list-style-type: none"> • The concept of culture in its historical perspective • History as science, and the use of history • Local history from a theoretical angle – including the relationship between micro-history, local history, national history and global history • Cultural analysis in practice – including cross-disciplinary working methods, identifying sources and field studies • Culture policy – including cultural encounters and memory policy
ECTS scope	10 ECTS
Learning targets – knowledge	<p>The student is knowledgeable about</p> <ul style="list-style-type: none"> • understanding culture, including understanding cultural heritage, cultural history, foreign cultures and modern cultural development trends.
Learning targets – abilities	<p>The student is proficient in</p> <ul style="list-style-type: none"> • conveying specialised content in relation to understanding culture and various modes of cultural expression
Learning targets – skills	<p>The student is proficient in</p> <ul style="list-style-type: none"> • demonstrating personal and professional responsibility in terms of acting on the basis of requirements for sustainability and with professional ethics as the starting point

3.4 Core subject area: Cultural experiences and cultural institutions.

Contents	<ul style="list-style-type: none"> • Museum management and cultural heritage field work • Art and aesthetics – including various types of staging and design • Media and media culture – including cultural communication forms • Leisure activities – including sport, participation in clubs and associations, networking organisations, etc.
ECTS scope	10 ECTS
Learning targets – knowledge	<p>The student is knowledgeable about</p> <ul style="list-style-type: none"> • various cultural forms of expression, aesthetics, art and design
Learning targets – abilities	<p>The student is proficient in</p> <ul style="list-style-type: none"> • applying relevant theories and methods with a view to developing, organising and implementing cultural heritage projects and events in both public sector and private sector professions and industries • justifying and assessing the quality and sustainability of cultural experiences
Learning targets – skills	<p>The student is proficient in</p>

	<ul style="list-style-type: none"> • autonomously delving into and developing specialist, cross-disciplinary and professional collaboration
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3.5 Core subject area: Communication, communication forms and concepts, and experience design

Contents	<ul style="list-style-type: none"> • Basic communication theory • Interpersonal communication versus mass communications • Communication planning • Working with the press and other business partners • Overview of communication forms, including digital communication forms, social networking, public speaking and presentation techniques as well as storytelling and travel journalism • Ethics and responsibility in the communication business and self-examination in relation to the role of the sender • Graphic design – including web design, photo and video editing • Branding and marketing – including aesthetics as exploration, experience and discovery • Communicating experiences, including communicating the design of experiences
ECTS scope	30 ECTS
Learning targets – knowledge	<p>The student is knowledgeable about</p> <ul style="list-style-type: none"> • the practice and methods relating to communication and facilitation in the experience industries • communication theory with an emphasis on strategic and market-oriented communication • communication theory and communication planning in relation to both interpersonal communication and mass communication • describing the target group through the use of quantitative and qualitative surveys • various aesthetic and media-based modes of expression in relation to communication and facilitation in the experience industries, including media design, photographic and video communication, communication using social networks, mobile applications, storytelling, journalism and public speaking.
Learning targets – abilities	<p>The student is proficient in</p> <ul style="list-style-type: none"> • analysing and assessing communication initiatives in the fields of natural and cultural heritage management by applying relevant communication theory and using relevant communication techniques • preparing and assessing a communication plan • selecting and using creative communication tools • conveying and presenting specialised content in different contexts and in relation to users and business partners alike • applying relevant theories and methods with a view to facilitating and marketing natural and cultural heritage projects and events in both public sector and private sector professions and industries.

Learning targets – skills	<p>The student is proficient in</p> <ul style="list-style-type: none"> • converting his/her communicative competencies into action and developing professionally-oriented and user-oriented communication and facilitation • transferring his/her analytical and critical expertise into design and facilitation of new initiatives in the area of communicating experiences • demonstrating self-examination and personal responsibility based on the ethics of professional communication.
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3.6 Core subject area: Intercultural communication with an emphasis on the English and German languages

Contents	<ul style="list-style-type: none"> • Communicative competency in theory and practice with reference to cultural tourism • The international view of Denmark • Target group analysis • Cultural theory, Intercultural awareness and cultural perceptions, including the interplay of language and culture. • Development of intercultural skills with a special focus on intercultural simulation
ECTS scope	<i>10 ECTS</i>
Learning targets – knowledge	<p>The student can demonstrate</p> <ul style="list-style-type: none"> • theoretical knowledge of cultural encounters and an Understanding of other cultures, as well as an awareness of language as a culture bearer • exceptional knowledge of international target group surveys relevant to the Danish experience economy
Learning targets – abilities	<p>The student is proficient in</p> <ul style="list-style-type: none"> • planning and analysing communication tasks in relation to various target groups • analysing and assessing selected English-language target group analyses relevant to the experience industries • analysing and assessing different genres of texts of professional relevance • handling different cultural encounters
Learning targets – skills	<p>The student is proficient in</p> <ul style="list-style-type: none"> • handling communication with recipients of a different cultural and linguistic background, with intercultural expertise as the starting point • reflecting on intercultural experience and communication.

3.7 Core subject area: The experience economy from a societal perspective, including sociology, culture and tourism policy and public administration, entrepreneurship, market conditions and economics

<p>Contents</p>	<ul style="list-style-type: none"> • The history of tourism from the end of the 19th century to the present • The variety and diversity inherent in the experience industries, including tourism • The experience economy from a societal perspective, including culture and tourism policy, and public administration • Societal and cultural development trends, including sociology • Data collection, information searches as well as quantitative and qualitative exploratory methods • Organisational structure and organisational culture – including organisation management • Business plan for an idea for starting a business, including marketing aspects and finances
<p>ECTS scope</p>	<p>20 ECTS</p>
<p>Learning targets – knowledge</p>	<p>The student is knowledgeable about</p> <ul style="list-style-type: none"> • the practice and methods of the experience industries • the experience economy • creative enterprises, experience industries and experience dimensions in other enterprises in both the public and private sector • international relations necessary for the experience economy • the interplay between culture and enterprise, public-sector and private companies, as well as the organisation of networks in experience industries • economics in relation to the experience industries and entrepreneurship
<p>Learning targets – abilities</p>	<p>The student is proficient in</p> <ul style="list-style-type: none"> • preparing and assessing a business plan • justifying and assessing the quality and sustainability of experiences <p>communicating, facilitating and presenting experience economy activities.</p>
<p>Learning targets – skills</p>	<p>The student is proficient in</p> <ul style="list-style-type: none"> • transferring his/her analytical and critical expertise into design and development of new initiatives for the experience economy • performing critical and constructive analysis and reflecting on the application of theory and methods in the experience industries • handling market-oriented problem areas from the point of view of development

3.8 Core subject area: Project management and project direction

Contents	<ul style="list-style-type: none"> • Project management and project direction for a given project • Project development in relation to the experience industries • Ideas, objectives and strategies in relation to projects and businesses • Collaborative relationships and networking • Fundraising in relation to projects and project plans
ECTS scope	<i>10 ECTS</i>
Learning targets – knowledge	<p>The student is knowledgeable about</p> <ul style="list-style-type: none"> • project management and project development • types of fundraising in relation to projects
Learning targets – abilities	<p>The student is proficient in</p> <ul style="list-style-type: none"> • preparing and assessing a project plan • using different project planning tools and other project tools • identifying problem areas and pitfalls associated with various project processes • demonstrating experience acquired in managing and evaluating projects, including resource management, quality management, performance management and portfolio management • conveying the objective, process and products, etc., of a project to project participants as well as to external and internal stakeholders.
Learning targets – skills	<p>The student is proficient in</p> <ul style="list-style-type: none"> • leading and managing a project • proposing various solution models in relation to a specific project task • making the case for and reflecting on his/her own choices in a project process • reflecting on autonomy in relation to his/her own role as project manager

3.9 Core subject area: Innovation, intrapreneurship and entrepreneurship.

Contents	<ul style="list-style-type: none"> • Idea and concept development • Creative development methods • Innovation, innovation processes and innovative tools • Innovation management • Developing new business areas
ECTS scope	<i>10 ECTS</i>
Learning targets – knowledge	<p>The student is knowledgeable about</p> <ul style="list-style-type: none"> • entrepreneurship • marketing aspects in relation to the experience industries • innovation and innovation processes, including an awareness of creative development tools.
Learning targets – abilities	<p>The student is proficient in</p> <ul style="list-style-type: none"> • selecting and using creative communication methods and tools • identifying and further developing new business areas in an experience context • preparing and assessing a business plan • performing critical and constructive analysis and reflecting on the application of theory and methods in innovation and intrapreneurship and entrepreneurship • applying relevant theories and methods with a view to facilitating and marketing natural and cultural heritage projects and events in both public sector and private sector professions and industries.
Learning targets – skills	<p>The student is proficient in</p> <ul style="list-style-type: none"> • evaluating and assessing the sustainability of ideas and concepts in relation to business start-ups or business development • developing business models and business plans for new and existing businesses • converting innovation competency into specific innovation projects as well as intrapreneurship and entrepreneurship • leading and managing an innovation process

4. Mandatory programme elements within the core subject areas of the study programme

1. Natural and cultural heritage management from the perspective of a profession 30 ECTS
2. Experiences, change and communication 30 ECTS
3. The experience industries from an intercultural perspective 30 ECTS
4. Experience concepts with user involvement 30 ECTS

4.1 Mandatory programme element: natural and cultural heritage management from the perspective of a profession

Contents

This *first* mandatory programme element is intended to help the student, both independently and in collaboration with others, to identify, plan and implement minor communication activities.

ECTS scope

30 ECTS, of which

- 10 ECTS from the core subject area Understanding of nature, including in particular ecology, natural history heritage management and physical geography
- 10 ECTS from the core subject area Understanding and analysis of culture, cultural history and cultural encounters
- 5 ECTS from the core subject area Communication, communication forms and concepts, and experience design
- 5 ECTS from the core subject area The experience economy from a societal perspective, including sociology, culture and tourism policy and public administration, entrepreneurship, market conditions and economics.

Training objective

Knowledge

The student is knowledgeable about

- Understanding of nature and views of nature, ecology, natural history heritage administration and management, and has the ability to reflect on the interaction between human beings and nature
- understanding culture, including understanding cultural heritage, cultural history, foreign cultures and modern cultural development trends
- communication techniques of significance for communicating experiences in relation to both interpersonal communication and mass communications

- the importance to society of the experience economy.

Abilities

The student is proficient in

- applying relevant theories and methods with a view to developing, organising and implementing natural and cultural heritage projects and events in both public sector and private sector professions and industries
- justifying and assessing the quality and sustainability of experiences
- reflecting on natural and cultural heritage in a societal context

Skills

The student is proficient in

- converting his/her communicative competencies into action and developing professionally-oriented and user-oriented communication and facilitation
- transferring his/her analytical and critical expertise into planning and development of new initiatives in the area of communicating experiences

Assessment

The mandatory programme element of natural and cultural heritage management from the perspective of a profession concludes with an exam.

The exam is assessed on the seven-point scale and is potentially worth 30 ECTS.

Learning targets for this programme element are identical to the learning target for the exam.

For the test format and arrangements, etc., for the exam, please refer to the institutional section of the curriculum.

4.2 Mandatory programme element: Professional communication in practice

This *second* mandatory programme element seeks to enable the student to develop skills, independently and in collaboration with others, to assess the communicative potential and target groups of a business or organisation.

This programme element also seeks to equip the student to prepare and present a proposal for a communication plan to convey concepts.

ECTS scope

30 ECTS, of which

- 10 ECTS from the core subject area Nature experiences, outdoor pursuits, and the human body and health
- 10 ECTS from the core subject area Cultural experiences and cultural institutions
- 5 ECTS from the core subject area Communication, communication forms and concepts, and experience design

- 5 ECTS from The experience economy from a societal perspective, including sociology, culture and tourism policy and public administration, entrepreneurship, market conditions and economics.

Training objective

Knowledge

The student is knowledgeable about

- the importance of nature experiences and nature activities in relation to the promotion of good health and physical activity.
- various cultural modes of expression and forms of communication
- communication theory with an emphasis on strategic and market-oriented communication
- the experience economy, including an understanding of creative enterprises, experience industries and experience dimensions in other enterprises in both the public and private sector, as well as proficiency in international relations necessary for the experience economy

Skills

The student is proficient in

- applying relevant theories and methods with a view to developing, organising and implementing natural and cultural heritage projects and events in both public sector and private sector professions and industries
- preparing, implementing and assessing a communication plan to convey initiatives in experience industries, and to various target groups
- justifying and assessing the quality and sustainability of experiences

Competencies

The student is proficient in

- demonstrating personal and professional responsibility in terms of acting on the basis of requirements for sustainability and with professional ethics as the starting point
- self-critically and reflexively assessing his/her own methodology and theoretical considerations of professional communication in practice
- reflecting on and synthesising the context of the study programme in relation to actual practice.

Assessment

The mandatory programme element of Experiences, change and communication/Professional communication in practice concludes with an exam.

The exam is marked using the seven-point scale.

Learning targets for this programme element are identical to the learning target for the exam.

For the test format and arrangements, etc., for the exam, please refer to the institutional section of the curriculum.

4.3 Mandatory programme element: Communicating experiences from an intercultural perspective

Contents

This *third* mandatory programme element seeks to equip the student to develop and organise communication activities aimed at target groups whose cultural background is not Danish. The student should also acquire skills in designing experiences, and innovation.

ECTS scope

30 ECTS, of which

- 10 ECTS from the core subject area Communication, communication forms and concepts, and experience design
- 10 ECTS from the core subject area Intercultural communication with an emphasis on the English and German languages
- 5 ECTS from the core subject area The experience economy from a societal perspective, including sociology, culture and tourism policy and public administration, entrepreneurship, market conditions and economics.
- 5 ECTS from the core subject area Innovation, intrapreneurship and entrepreneurship.

Learning target

Knowledge

The student is knowledgeable about

- communication techniques of significance for communicating experiences in relation to both interpersonal communication and mass communications
- intercultural communication, including cultural training and international cultural tourism
- the structure of experiences in relation to concepts such as experience, building awareness, learning and development
- the design and innovation process with a focus on experience-oriented products and concepts
- organisational theory issues.

Abilities

The student is proficient in

- communicating, conveying and presenting experience economy projects and products in different contexts and in relation to users and business partners alike – including in foreign languages.
- selecting and using creative development tools in matters of innovation and new technology with a view to concept and product development in experience industries
- adopting a problem-solving approach to working with interdisciplinary and cross-cultural contexts.

Skills

The student is proficient in

- handling communications and getting the message across to recipients of a different cultural and linguistic background, with intercultural expertise as the starting point
- transferring his/her analytical and critical expertise into planning and development of new initiatives in the area of communicating experiences

- autonomously delving into and developing specialist, cross-disciplinary and professional collaboration, including bringing in new and different specialist perspectives in relation to natural and cultural heritage management
- identifying and putting into perspective the project's potential for development in an intercultural context.

Assessment

The mandatory programme element of The experience industries from an intercultural perspective concludes with an exam.

The exam is marked using the seven-point scale.

Learning targets for this programme element are identical to the learning target for the exam.

For the test format and arrangements, etc., for the exam, please refer to the institutional section of the curriculum.

4.4 Mandatory programme element: Strategy and management in communication projects

Contents

This *fourth* mandatory programme element seeks to equip the student to develop experience concepts that involve the users/target groups in the planning phase. Skills to be acquired by the student include project management and project direction skills as well as skills for the experience economy.

ECTS scope

30 ECTS, of which

- 10 ECTS from the core subject area Communication, communication forms and concepts, and experience design
- 10 ECTS from the core subject area Project management and project direction
- 5 ECTS from the core subject area The experience economy from a societal perspective, including sociology, culture and tourism policy and public administration, entrepreneurship, market conditions and economics.
- 5 ECTS from the core subject area Innovation, intrapreneurship and entrepreneurship.

Training objective

Knowledge

The student is knowledgeable about

- the interplay between culture and enterprise, public-sector and private companies, as well as the organisation of networks in experience industries with a view to knowledge sharing and knowledge development, as well as commercial collaboration
- project management and project development as well as fundraising in relation to innovation projects
- entrepreneurship.

Skills

The student is proficient in

- preparing and assessing a business plan with a view to finding business partners and funding
- managing and directing processes and projects relevant to the profession
- analysing, assessing and putting into perspective a problem-based project with a view to preparing relevant action rules

Competencies

The student is proficient in

- transferring his/her analytical and critical expertise into planning and development of new initiatives in the area of communicating experiences
- handling complex, didactic and market-oriented problem areas within the experience economy from the point of view of development
- converting innovation expertise into specific innovation projects and intrapreneurship and entrepreneurship within the experience economy

Assessment

The mandatory programme element of Experience concepts with user involvement concludes with an oral exam based on a written assignment.

The exam is marked using the seven-point scale.

Learning targets for this programme element are identical to the learning target for the exam.

For the test format and arrangements, etc., for the exam, please refer to the institutional section.

5. Number of exams involved in the mandatory programme elements

The four mandatory programme elements each conclude with a single exam. See the overview of study programme exams in the section entitled “Exam overview”.

Overview of the ECTS context involving the core areas and the mandatory programme elements.

	Mandatory programme elements	1st semester: Natural and cultural heritage management from the perspective of a profession	2nd semester: Experiences, change and communication	3rd semester: The experience industries from an intercultural perspective	4th semester: Experience concepts with user involvement	ECTS
Core subject areas	ECTS					
Understanding of nature, including in particular ecology, natural history heritage management and physical geography	10	10				10
Nature experiences, outdoor pursuits, and the human body and health	10		10			10
Understanding and analysis of culture, cultural history and cultural encounters	10	10				10
Cultural experiences and cultural institutions	10		10			10
Communication, communication forms and concepts, and experience design	30	5	5	10	10	30
Intercultural communication with an emphasis on the English and German languages	10			10		10
The experience economy from a societal perspective, including sociology, culture and tourism policy and public administration, entrepreneurship, market conditions and economics	20	5	5	5	5	20
Project management and project direction	10				10	10
Innovation, intrapreneurship and entrepreneurship	10			5	5	10
Total ECTS	120	30	30	30	30	120

6. Work experience placement

ECTS scope

30 ECTS

Learning

target

The objective of the work experience placement is to create a link between the theoretical and methodological study programme elements, and the field of practice, thus ensuring a vocational basis and proximity to actual practice. The work experience placement is arranged to progress from the student observing to being able to reflect and act autonomously in connection with training in basic skills within the experience industries. The internship has a duration of 20 weeks on full time.

Knowledge

The student can demonstrate

- knowledge of the practical work involved in the profession in the specific company
- knowledge of the organisational, financial, administrative, society and work-related aspects of the specific company where the work placement was undertaken

Abilities

The student is proficient in

- working with relevant specialist issues in the professional sphere
- working independently or in collaboration with others to resolve theoretical and practical tasks within the company

Skills

The student is proficient in

- bringing the core subject areas of the study programme into his/her work with theoretical and practical tasks
- bringing in theory and method in reflecting on the practical work on the work experience placement in relation to the substance of the profession

The work experience placement concludes with an exam.

The exam is marked using the seven-point scale.

Learning targets for this programme element are identical to the learning target for the exam.

For the test format and arrangements, etc., for the exam, please refer to the institutional section of the curriculum.

7. Final exam project

Objective of the BA project

The Danish (Consolidation) Act on academy profession programmes and professional bachelor degree programmes states the following with regard to the BA project:

[...] must document the student's understanding of and ability to reflect on the practice of the profession and the application of theory and method in relation to practical issues involved. The issue involved, which must be central to the study programme and the profession, is to be formulated by the student, possibly working with a private-sector or public company. The institution approves the proposed issue.

ECTS scope

The final exam project is potentially worth 20 ECTS.

The project, which comprises the written part of the exam, must include

- Front page with title
- Contents
- Introduction, including presentation of the issue, formulation of the issue and approaches
- Background, theory, method, analysis, including description of and reason for the selection of any empirical data, in responding to the formulation of the issue
- Discussion
- Conclusion
- Contextualisation
- Bibliography
- Appendices

The front page, table of contents, bibliography and appendices do not count towards the required number of pages. Appendices are outside the scope of assessment.

For the scope of the final exam project and the definition of a standard page, please refer to the institution section.

Accuracy of expression and spelling

Consideration is given to the accuracy of spelling and expression in the final exam project. The assessment expresses an overall evaluation of the specialist content as well as of spelling and expression.

The student's accuracy of expression and spelling are taken into account in the overall evaluation of the individual examinations and may affect the evaluation by up to one point on the grading scale.

Students who are able to document a relevant, specific disability may apply for a dispensation from the requirement for spelling and expression to be included in the evaluation. The application must be submitted to the study programme and must be addressed to the dean of programme four weeks before the exam takes place.

Learning targets for the BA project

For the student to independently and competently demonstrate the ability to combine and communicate theoretical, methodological, practical and development-oriented elements within the professional sphere.

Knowledge

A graduate with a professional bachelor's degree in Natural and Cultural Heritage Management can demonstrate

- practical knowledge of the application of theory and methods with a view to critical and constructive analysis of and reflection on the application of theory and methods in the experience industries

- the experience economy, including an understanding of creative enterprises, experience industries and experience dimensions in other enterprises in both the public and private sector, as well as proficiency in international relations necessary for the experience economy,
- the structure of experiences in relation to concepts such as experience, building awareness, learning and development,
- the interplay between culture and enterprise, public-sector and private companies, as well as the organisation of networks in experience industries with a view to knowledge sharing and knowledge development, as well as commercial collaboration,
- an Understanding of nature and views of nature, the ecology, natural history heritage administration and management, and the ability to reflect on the interaction between human beings and nature,
- the importance of nature experiences and nature activities in relation to the promotion of good health,
- different forms of cultural expression,
- an understanding of culture, including understanding of cultural heritage, cultural history, foreign cultures and modern cultural development trends,
- communication theory with an emphasis on strategic and market-oriented communication,
- communication techniques of significance for communicating experiences in relation to both interpersonal communication and mass communications,
- intercultural communication as well as the importance of English and German in the professional realm
- project management and project development as well as fundraising in relation to innovation projects
- entrepreneurship.

Skills

A graduate with a professional bachelor's degree in Natural and Cultural Heritage Management is proficient in:

- selecting and using creative development tools in matters of innovation and new technology with a view to concept and product development in experience industries,
- applying relevant theories and methods with a view to developing, organising and implementing natural and cultural heritage projects and events in both public sector and private sector professions and industries,
- preparing, implementing and assessing a communication plan to convey initiatives in experience industries,
- preparing and assessing a business plan with a view to finding business partners and funding,
- justifying and assessing the quality and sustainability of experiences
- communicating, conveying and presenting experience economy projects and products in different contexts and in relation to users and business partners alike – including in foreign languages.

Competencies

A graduate with a professional bachelor's degree in Natural and Cultural Heritage Management is proficient in:

- converting his/her communicative competencies into action and developing professionally-oriented and user-oriented communication and facilitation,
- handling communications and getting the message across to recipients of a different cultural and linguistic background, with intercultural expertise as the starting point,
- transferring his/her analytical and critical expertise into planning and development of new initiatives in the area of communicating experiences,
- handling complex, didactic and market-oriented problem areas within the experience economy from the point of view of development,
- demonstrating personal and professional responsibility in terms of acting on the basis of requirements for sustainability and with professional ethics as the starting point,
- autonomously delving into and developing specialist, cross-disciplinary and professional collaboration, including bringing in new and different specialist perspectives in relation to natural and cultural heritage management,
- converting innovation expertise into specific innovation projects and intrapreneurship and entrepreneurship within the experience economy
- Identifying his/her own needs for learning, and to develop know-how, skills and competencies within his/her professional field and in relation to in-service training.

Assessment

The exam is external and is marked using the seven-point scale.

The exam comprises a project and an oral part. One combined mark is given. The exam cannot be sat until the final practical exam and the other exams of the study programme have been passed.

For the test format and arrangements, etc., for the exam, please refer to the institutional section of the curriculum.

8. Exam overview

Overview of all the exams of the study programme and when they take place

Exam	180 ECTS allocated across the exams	Assessment	Positioning
1. Exam at the commencement of studies (UCN only)	-	Pass/fail	1st semester
2. Exam on Natural and cultural heritage management from the perspective of a profession	30	Seven-point scale	1st semester
3. Exam on Experiences, change and communication	30	Seven-point scale	2nd semester
4. Exam on The experience industries from an intercultural perspective	30	Seven-point scale	3rd semester
5. Exam on Experience concepts with user involvement	30	Seven-point scale	4th semester
6. Work experience placement exam	30	Seven-point scale	5th semester
7. Exam on elective programme element	10	Seven-point scale	6th semester
8. Final exam project	20	7-step scale	6th semester

9. Credits

Programme elements passed equate to the corresponding programme elements of other educational institutions offering the study programme.

The student has a duty to disclose any programme elements completed from any other Danish or foreign tertiary education programme or employment that could be assumed to confer credits. The educational institution considers merits individually on the basis of completed programme elements and employment that equate to subjects, programme components and work experience parts. The decision is made based on a professional assessment.

9.1 Transfer of credits

The student can apply for a transfer of credits. With prior approval of a period of study in Denmark or abroad, the student has a duty, after the end of the period of study, to document programme elements completed during the approved period of study. In connection with the transfer of credits, the student must give consent for the institution to obtain the necessary information following completion of the period of study.

Upon transfer of credits, the programme element shall be deemed to have been completed if it was passed in accordance with the study programme rules.

10. Exemption

The institution may derogate from the rules in this common section of the curriculum; these are set only by the institutions when unusual circumstances so warrant. The institution cooperates with a view to uniform exemption practice.

11. Stipulations on coming into effect and transitional stipulations

This common section of the curriculum takes effect on 1 September 2014 and is effective in relation to all students who commenced their study programme in September 2013, and who were subsequently entered for the study programme and for exams that commenced on the said date or thereafter.

The September 2012 curriculum is rescinded with effect from 31 August 2014 for students who began the study programme in September 2013. For students who began the study programme in September 2013, any exams commenced before 1 September 2014 shall be completed in accordance with the 2012 curriculum no later than 31 August 2015.