Sveriges lantbruksuniversitet
Swedish University of Agricultural Sciences

SLUkurs

Environmental Communication and Management - Master´s Programme

Version 1. Is valid between autumn 2011 and spring 2012

Programme code:
NM026

Scope:
120 ECTS

Level affiliation:
2 - Second cycle

Degree
Degree of Master of Science

Responsibe faculty:
Faculty of Natural Resources and Agricultural Sciences

Appendices

- Appendix for students admitted in the autumn 2011

1. Decision

The Board of the Swedish University of Agricultural Sciences (SLU) decided on 1 July 2010 to establish the Environmental Communication and Management – Master's programme.

The programme syllabus was approved by the Faculty Board at the Faculty of Natural Resources and Agricultural Sciences in 20 October 2010, to be valid from the 2011/2012 academic year.

Students who have fulfilled all the requirements for a degree on the Environmental Communication and Management – Master's programme, corresponding to 120 credits, will be awarded a Degree of Master of Science (120 credits) with a major in Environmental Science. The programme has the following programme code: NM026.

2. Prior knowledge and other requirements

2.1 Previous studies
Admission to the Environmental Communication and Management – Master's

programme requires a first-cycle qualification comprising 180 credits and specialised studies comprising 90 credits within one of the following subjects/disciplinary domains:
- natural sciences
- technology
- social sciences

Applicants with the corresponding qualifications obtained by means of a degree from another country, or with the corresponding knowledge obtained in some other way, may also be regarded as fulfilling the specific entry requirements.

The applicant must further have a level of English equivalent to upper secondary school English B. An applicant with a first-cycle qualification from SLU comprising 180 credits automatically fulfils this requirement. Special rules apply for applicants with qualifications from one of the Nordic countries and some English-speaking countries.

Specific requirements apply for admission to the various individual courses included in the programme.

3. Intended learning outcomes

3.1 General learning outcomes
According to the Swedish Higher Education Act, Chapter 1, Section 9 (Högskolelagen 1 kap, 9 §) "Second-cycle courses and study programmes shall be based fundamentally on the knowledge acquired by students during first-cycle courses and study programmes, or its equivalent.

Second-cycle courses and study programmes shall involve the acquisition of specialist knowledge, competence and skills in relation to first-cycle courses and study programmes, and in addition to the requirements for first-cycle courses and study programmes shall:

- further develop the ability of students to integrate and make autonomous use of their knowledge
- develop the students´ ability to deal with complex phenomena, issues and situations, and
- develop the students´ potential for professional activities that demand considerable autonomy, or for research and development work. Ordinance (2006:173)."

3.2 Specific learning outcomes for a Degree of Master of Science (120 credits)
The student must achieve the following learning outcomes, in accordance with

the supplement to the Ordinance for Swedish University of Agricultural Sciences (SLU):

Knowledge and understanding
For a Master of Science (120 credits) students must
- demonstrate knowledge and understanding in the main field of study, including both broad knowledge of the field and a considerable degree of specialised knowledge of certain areas of the field, as well as deeper insight into current research and development work; and
- demonstrate specialised methodological knowledge in the main field of study.

Competence and skills
For a Master of Science (120 credits) students must
- demonstrate an ability to critically and systematically integrate knowledge and to analyse, assess and deal with complex phenomena, issues and situations, even when limited information is available;
- demonstrate an ability to critically, independently and creatively identify and formulate issues and to plan and, using appropriate methods, carry out advanced tasks within specified time limits, so as to contribute to the development of knowledge, and to evaluate this work;
- demonstrate an ability to clearly present and discuss their conclusions and the knowledge and arguments behind them, in dialogue with different groups, orally and in writing, in both national and international contexts; and
- demonstrate the skills required to participate in research and development work or to work independently in other advanced contexts.

Judgement and approach
For a Master of Science (120 credits) students must
- demonstrate an ability to make assessments in their main field of study, taking into account relevant scientific, social and ethical aspects, and demonstrate an awareness of ethical aspects of research and development work;
- demonstrate insight into the potential and limitations of science, its role in society and people's responsibility for how it is used; and
- demonstrate an ability to identify their need of further knowledge and to take responsibility for developing their knowledge.

3.3 Detailed learning outcomes for Environmental Communication and Management – Master's programme
Within the general objectives of a Master of Science (120 hp), SLU has specified the

following learning outcomes for Environmental Communication and Management – Master's programme

Knowledge and understanding
For a Master of Science (120 credits) degree students must
- demonstrate such knowledge about and understanding of communication processes within environmental and natural resource management as is required to work independently and in cooperation with others on environmental communications within natural resource and environmental administration, organisations and companies and with simpler research tasks within the area of environmental communication,
- demonstrate understanding of how interaction between people, groups and societies impact on both formal and informal natural resource management systems,
- demonstrate in-depth understanding of structural and socio-psychological prerequisites for learning, cooperation, participation, democracy, exercise of power and conflict within natural resource management,
- demonstrate understanding for how different environmental communication methods can be used within natural resource management,
- demonstrate knowledge about and understanding of system thinking both as a theory of knowledge starting point for understanding complex natural resource dilemmas as a method for facilitating cooperation and decision-making in natural resource management,
- demonstrate knowledge about and understanding of the scientific principles, methods and ways of working used in studies of enviro-communicative phenomena.

Competence and skills
For a Master of Science (120 credits) students must
- demonstrate ability to analyse and evaluate social and communicative processes within natural resource management and to act in a constructive manner on the basis of the knowledge acquired,
- demonstrate ability to plan and use adequate methods to carry out advanced enviro-communicative tasks within given time frames, including:
o planning communication strategies within the framework for natural resource management,
o acting as process leader in enviro-communicative, participant-orientated processes,
o organising effective, participant-orientated, democratic cooperation between actors within natural resource management,
o develop system understanding of the prerequisites and consequences of a natural resource management measure together with the actors affected by the measure,
o handling unexpected communication situations,

o planning, carrying out and reporting a project,
- demonstrate ability to function in groups, both as leader and as participant,
- demonstrate ability to clearly account for orally and in writing and discuss his/her conclusions and the knowledge and arguments that form the basis for these in dialogue with various groups,
- demonstrate knowledge about the potential labour market,
- demonstrate ability to independently search, summarise, interpret and critically evaluate literature of relevance for the area of environmental communication,
- demonstrate ability to independently and critically identify and formulate questions of relevance for the area of environmental communication,
- demonstrate ability to work in a multi-disciplinary way and ability to combine knowledge from different areas,
- demonstrate ability to identify and critically interpret relevant observations within enviro-communicative phenomena.

Judgement and approach
For a Master of Science (120 credits) students must
- demonstrate ability to critically reflect on:
o communicative actions and situations and their effect on natural resource management,
o his/her own role in communication situations,
- demonstrate insight into the unpredictability of communication situations,
- demonstrate insight into the importance and difficulties of multi-disciplinary attitudes in natural resource management,
- demonstrate insight into the opportunities and limitations of science, and its role in humankind´s sustainable use of biological natural resources,
- demonstrate ability to value his/her own competence in relation to the labour market and take responsibility for developing his/her competence.

4. Possibilities for further study

A student who has completed Environmental Communication and Management – Master's programme with a Degree of Master of Science (120 credits) meets the special entry requirements for admission to further studies at the third-cycle level at SLU.

Which third-cycle subject areas are available at the Faculty of Natural Resources and Agricultural Sciences is specified in an appendix to the programme syllabus approved by the study programme board.

Master of Science (60 credits)

The programme also allows for the awarding of a Master of Science (60 credits) after one year of studies, including an independent project comprising 15 credits. A Master of Science (60 credits) corresponds to the general entry requirements for further studies at the third-cycle level at SLU.

5. Content and outline

5.1 Courses
Courses included in the Environmental Communication and Management – Master's programme are approved by the study programmes board. They are presented in an appendix to the programme syllabus which also contains descriptions of the programme's structure (framework timetable). The intended learning outcomes and course content are presented in the course syllabus for each course. For the independent project (degree project) there are special instructions, which are approved by the study programmes board.

5.2 Outline
The pedagogics for both theoretical and practical elements are experience-based and include (social) laboratory work, case studies, role play, excursions and reflection training. A constant variation between theory, experience and reflection is aimed at.

As everybody has experience of being members of society involved in communication, these experiences are used to try the meaning and consequences of theories and methods. Initially, theoretic understanding of communication is taught as both a prerequisite for and consequence of society and natural resource management. This element is mainly analytical and aims at creating understanding for how and why what happens within natural resource management does happen.

Important theories and concepts concern human perception and interpretation of the situations in which a person is acting, norm structures and norm formation, action and motivation, social interaction, reflection, language, institutions and social identity. Woven into these sections are also more normative elements, which concern how constructive dialogues with a high degree of participation should be planned and carried out.

Another central theme during the first semester is theory of knowledge, perception of reality and system thinking, where we try to understand the consequences of people perceiving reality in different ways and how this can be handled in practice in participant-orientated decision-making processes. During the second semester, the focus is on conflicts and conflict management between the actors of natural resource management and how to make work teams work together efficiently and

in a goal-orientated manner.

Another theme is communication strategy and planning for change, and to understand how mass media work and impact on environmental and natural resource management.

At the end of the first year, there is also an overview of different approaches of communication theory and their relationships.

During the second year, the focus is on how to carry out scientific studies within the area of environmental communication. Theory of science, social scientific methods, methods for problem formulation and analysis of periodicals and scientific discussions in progress within the area are studied.

6. Examination

Each course includes one or several tests. The terms U, 3, 4 or 5 are used for grading the courses, unless there is an exemption decision. Grading criteria are described in an appendix to each syllabus.

Grades are determined by an examiner appointed by SLU. General rules and guidelines for assessment and grading can be found in the "Internal rules for grading and examination rights" and in "Regulations for education in first and second cycle at the Swedish University of Agricultural Sciences (SLU)".

7. Degree

7.1 Degree awarded after completion of the programme (120 credits)
A Master of Science (120 credits) with environmental science as the main field, as described in the programme syllabus for Environmental Communication and Management – Masters's programme, is awarded to students who complete the course requirements (pass courses) of 120 credits according to the following:

- at least 30 credits for courses with specialised study in environmental science (second cycle A1N, A1F)
- at least 30 credits for an independent project (degree project / second cycle A2E) in environmental science
- a maximum of 15 credits may be for courses passed during the first cycle

Course requirements further include:
- at least 75 credits programme courses according to the approved study plan
- an independent project within environmental science according to the approved study plan and instructions for the programme

In addition the student must have a Bachelor of Science degree or professional qualification of at least 180 credits.

A student who fulfils the requirements for a Degree of Master of Science (120 credits) will, upon request, receive a degree certificate. The degree certificate will state that the student has been awarded a Master of Science (120 credits) with a major in environmental science.

The degree certificate will also state that the requirements have been fulfilled according to the programme syllabus for Environmental Communication and Management – Master's programme. Detailed course requirements are shown in the study plan, which is approved by the study programme board and presented in an appendix to the programme syllabus.

7.2 Other degrees the student may be awarded after finishing the study programme
The courses included in Environmental Communication and Management – Master's programme also allow for the awarding of the following degrees on condition that SLU's demands for general qualifications are fulfilled:

- Master of Science (60 credits) with Environmental Science as the main field

8. Miscellaneous

8.1 Credit transfer
Credits for courses from another higher education institution, in Sweden or abroad, may be transferred and recognised in the degree. Credits may be deducted if there is significant overlap between the courses passed at SLU and the external courses the student wishes to include in the degree. Credit transfer cannot be done if there is a considerable difference between the courses.

Credit transfer requests are considered on an individual basis. Once transfer has been approved, equivalent knowledge and skills acquired professionally may also be recognised.