

Regional development animator

Structure of "Regional Development Animator" study program

1. Characteristics of the study program:

1.1 The name of the study program: "Regional Development Animator"

1.2 Aim of studies:

To provide knowledge and skills, preparing for regional development tasks in order to get better trained personnel ready to work as regional development animators in different environments

1.3 Target group:

Degree graduates, managers and employees willing to change or upgrade their qualifications, unemployed graduates, teachers, trainers, decision-makers, people willing to work as a regional development animator.

1.4 Entry requirements:

Higher education studies at Master's and bachelor's level in social science, environmental or agricultural science or management

1.5 Learning outcomes and competences: Attitudes & Transferable Skills Knowledge-base skills

Autonomous learner
Creativity
Communication skills
Assertiveness
Ingenuity
Flexibility
Leadership attitudes
Negotiation
Motivation
Forming teams and lead teamwork
Create partnerships

Analysis of regional characteristics
Marketing of a region based on its environmental and socio-economic features
Fundraising for regional development
Planning of regional development
Management of regional development projects
Creation, promotion, implementation and support of regional development
Networking
Communication and negotiation
Regional economics, policies and law

Policy and legislation in regional development

1.6 Number of ECTS credits: 20

1.7 Requirements for a diploma/certificate:

All required assessments fulfilled

1.8 Grading scale ECTS grade % of successful students normally achieving the grade Comments A10 B25 C30 D25 E10 F--- Fail – some work required to pass F--- Fail – considerable further work required

2. Curriculum

2.1 Curriculum structure: Module ECTS Subject Code Name Code Name ECTS RA 1 Regional analysis and marketing 6 RA1.1 RA1.2 RA1.3

Natural and socio-economic resources

Field research and analysis

Territorial marketing 222 RA2

Project management 6 RA2.1 RA2.2 RA2.3

Fund raising

Project planning

Project implementation 222 RA3

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Identify actors and networking

Personal and Emotional Setting

Communications and Negotiations 221 RA4 Policy and Legislation in regional Development 3 RA4.1 RA4.2

Regional economics, policies and law

EU Legislation and economy 21 Total 20

2.2 Modules characteristics Code Module name ECTS Learning Outcomes and Competencies Content Overview EA1

Regional analysis and marketing 6

The student will get basic knowledge of theories and applications in the field of regional analysis in order to define the potentials of a region. The student will be able to analyse a region in physical and socio-economic aspects, and develop a strategy for marketing the region

Market analysis methods, use of participatory rapid appraisal methods land evaluation to define a regions' potentials. Territorial marketing strategies to improve the economic growth in a region showing the positive and interesting features of a region to its potential costumers RA2

Project management 6

The student will get basic knowledge of theories of project management and will be familiar with the different phases of a project. The student will able to set-up a project and implement it, and will be able to find funds for the project

Tendering procedures for all sort of funds for the rural areas. How to develop a successful proposal containing logical framework, financial aspects of a project proposal, activity planning of a project and quality management systems. The group dynamics in developing and running a project, problem solving, management operational procedures. RA3

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The student will be familiar with networking strategies and the different models of networks in order to understand the impact of networking in regional development. The student will have networking and negotiation skills and will be able to communicate with different target groups in different situations

How to develop and maintain a network. Verbal and non-verbal communication, methods for networking, strategies for creative thinking, strategies for negotiation. Consortium building. Formalising a network.RA4

Policy and Legislation in regional Development3

The student will be given a general introduction to law and the legal system in order to understand the legal framework within business development in a region should take place. The student will be familiar with national as well as European policies that are relevant for regional development, in order to understand the regional intervention measures. The student will be able to use policy information in his day to day work in regional development

National and European legislation in regional development and their impact on the development of a region. National and European policy on regional development and Regional intervention measures promoting economic growth in a region. EU directives on commerce, industry, employment, flow of goods, capital and workforce. Rural development policies, labour policies, economic development policies.

Total

20

<http://animatorzy.utp.edu.pl/en/images/regional%20development%20animator%20en.ppt>