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**Author**

NYGAARD, Claus

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**Abstract**

This article is written to inspire curriculum developers to centre their efforts on the learning processes of students. It presents a learning-based paradigm for higher education and demonstrates the close relationship between curriculum development and students' learning processes. The article has three sections: Section 'The role of higher education (HE) institutions' presents a discussion of the role of higher education in the knowledge society. Section 'Contextual learning' presents the paradigm of contextual learning which we see as a useful foundation for curriculum development. Section 'Curriculum development in practice' the BETA course' shows how a particular course in Business Economic Theory and Analysis has been developed using this paradigm. The article will be of interest to all academics interested in students' learning processes but is especially relevant to those responsible for curriculum development. (HRK / Abstract übernommen) Nygaard, Claus E-Mail: cn.ll@cbs.dk