

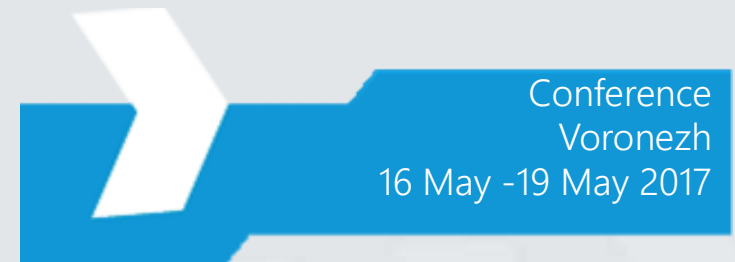


Staatlich anerkannte, private
**Fachhochschule des
Mittelstands (FHM)**

ERASMUS+: “Establishment of Centers for Competence and Employability Development

Fachhochschule des Mittelstands (FHM)

Marianna Gevorski



Conference

Voronezh

16 May -19 May 2017

Facts and Figures: Who are we?

FHM is



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- Private, state-approved University of Applied Sciences,
- Established in 2000
- Shareholder Stiftung Bildung & Handwerk

- Students and graduates
 - Approx. 5.000 in Bachelor, Master, MBA
 - 100 in doctoral programs
 - 630 in (academic) further al education
 - 4.400 graduates

- Study Programs
 - 30 accredited Bachelor programs
 - 9 accredited Master programs

Disciplines in FHM

Economics

Media

HR / Health / Soziales

New Engineering

CAMPUS.INTERNATIONAL

Our self-image



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- › We are “mittelstand” oriented
- › We are research-oriented
- › We are application-oriented
- › We are regionally embedded and internationally active

- › We educate entrepreneurially minded students
- › We support a holistic development of personality using an appropriate competence model

ERASMUS+ project “COMPLETE”

OUTLINE DATA – Project “COMPLETE”



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- Title: Establishment of Centers for Competence and Employability Development “COMPLETE”
- Partners:
 - Fachhochschule des Mittelstands (DE)
 - University of Maribor (SL)
 - Technological Educational Institute of Pireaus (GR)
 - INBAS (DE)
 - Voronezh State University (RU)
 - Perm State University (RU)
 - Moscow State University of Geodesy and Cartography (RU)
 - Don State Technical University (RU)
 - Industrial University of Tyumen (RU)
 - Narxoz (KZ)
 - Sharakim State University of Semey (KZ)
 - Karaganda Economic University of Kaspotrebojous (KZ)

JP: COMPLETE

- TITLE: Establishment of Centers for Competence and Employability Development
- Duration: 2015 - 2018
- Partners: **RU, KZ**, GR, SL, DE



Starting situation in KZ and RF:



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- » Term “employability” does not exist in official documentation on the institutional, political or federal level
- » ПРЕДЛОЖЕННАЯ ВЕРСИЯ перевода на русский язык:

«Потенциал к трудоустройству»

JP: COMPLETE

- » TITLE: Establishment of Centers for Competence and Employability Development
- » Duration: 3 years
- » Partners: **RU, KZ**, GR, SL, DE



DEFINITIONS - EMPLOYABILITY



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- › Employability defined as aims in Yerevan Communiqué
- › Employability is used for the ability to purposefully use all the different competences in order to fulfil given professional tasks and/or to reach own professional targets and to adapt these competences to new environments and requirements.

(source: <http://www.ehea.info/cid102524/employability-introduction.html>)

- › Employability is the ability
 - to gain initial meaningful employment
 - to become self-employed
 - to maintain employment
 - to be able to move around within the labour market

(Working Group on Employability 2009, p. 5)

- › Employability" ≠ „Employment“

JP: COMPLETE

›TITLE: Establishment of
Centers for Competence and
Employability Development

›Duration: 3 years

›Partners: **RU, KZ**, GR, SL, DE



Starting situation in KZ and RF:



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- Term “employability” does not exist in official documentation on the institutional, political or federal level
- employability is not framed as a concept including a set of competences, skills and attitudes necessary for individuals to succeed in working life
- employability is often reduced to physical and psychical health condition of individuals
- no common translation of the term employability exists

JP: COMPLETE

- TITLE: Establishment of Centers for Competence and Employability Development
- Duration: 3 years
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Starting situation in KZ and RF:



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- The strategies of the HEI have no
 - Explicit goal considering employability as an issue of the strategy paper
 - concrete concepts for fostering employability of the students
 - programs and services adapted or well-matched to a specific competence model related to employability

JP: COMPLETE

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Starting situation in KZ and RF:



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» AIMS of the project

- » To foster the promotion of employability of graduates at universities through establishing of "Centers for competence and employability development"
- » Sensitization for the topic and its relevance on different levels

JP: COMPLETE

- » TITLE: Establishment of Centers for Competence and Employability Development
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Proceeding:



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- Analysis of the situation in Russia and Kazakhstan
 - National report
 - Institutional report
 - Good practice
- Elaboration of the Model for „Centers for Employability and Competence Development“
 - Concept for CCED
 - Business plan
 - Modules, tools, instruments and services
- Piloting of CCEDs at partner universities
- Evaluation and QM
- Dissemination and Sustainability

JP: COMPLETE

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Workpackage 1: National analysis

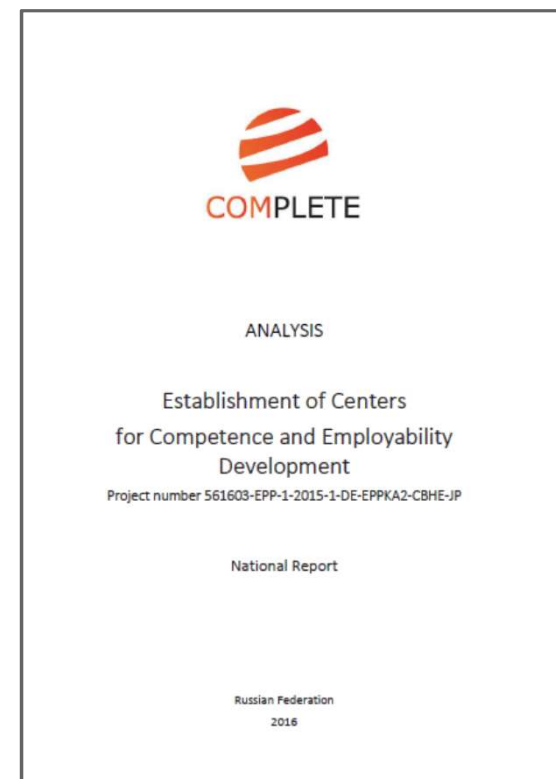


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- » Employability depends
 - » on the knowledge, skills and attitudes of this person and
 - » on labour market rules and institutions which have significant impact on the ability of an individual to gain employment.

Hence, a person with the same knowledge and skills characteristics might fare very differently in different national or regional labour markets. *

⇒ NEED Update ANALYSIS on the national level



* (Commission Staff working document, Progress towards the Lisbon objectives in Education and Training-Indicators and benchmarks, 2008.

Workpackage 1: National analysis



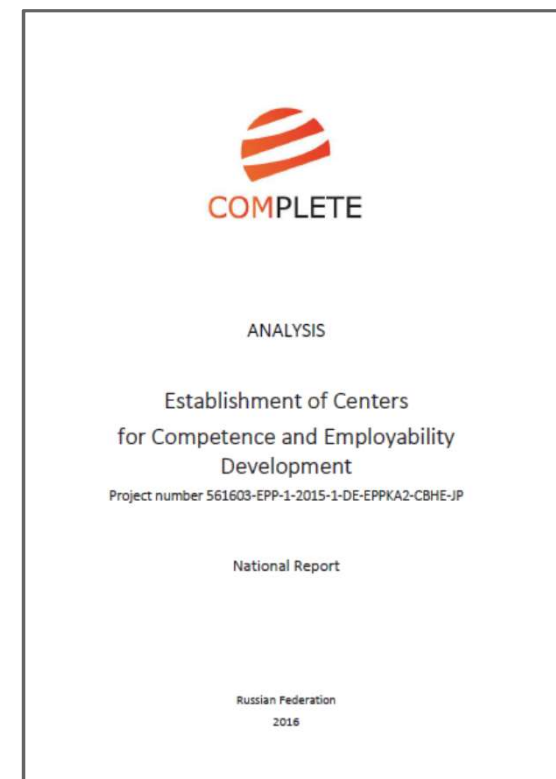
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» Structure

- » 1. Political agenda towards “employability”
- » 2. Labour market and economy
- » 3. Employability in Higher Education in RU/KZ

» Some findings regarding competences:

- » Communication
- » Team work
- » Ability to solve problems (autonomous)
- » Initiative and entrepreneurial spirit
- » Self-management
- » Planning and organizational skills
- » Willingness to learn

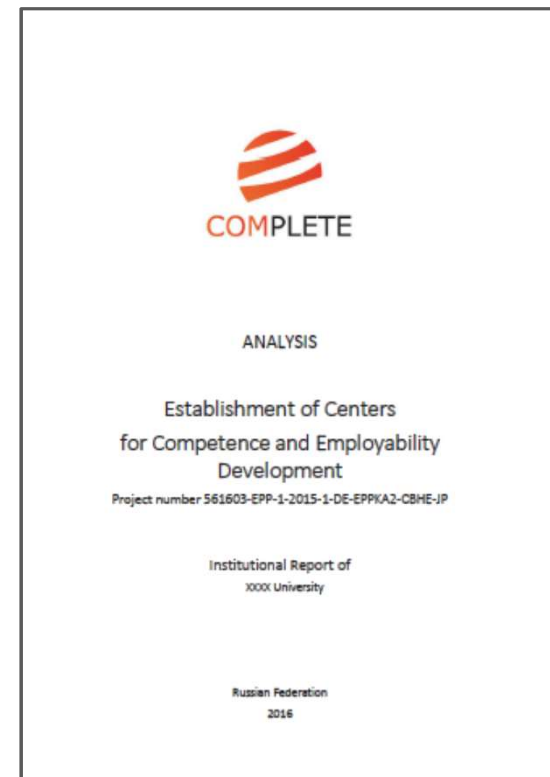


Workpackage 1: Institutional analysis



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- › Institutional analysis for a sustainable integration
 - › Profile of the university: (Strategy, Mission, structure..)
 - › Requirement of employers towards the graduates (interviews)
 - › Needs of graduates and students (online survey)
 - › SWOT – Analysis



Workpackage 1: Good practice



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- Good practice – examples from Germany
 - Competence model Fachhochschule des Mittelstands
 - Employability model University of Münster
 - Employability model – University Heiderberg

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Competence definition



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- There is no unique and standardized definition

"..competence as person`s abilities to transform
knowledge into problem-solving activities."

(North, 2005)

"Competences are

- | | |
|----------------|------------------|
| ■ funded | by knowledge |
| ■ constituted | by values |
| ■ disposed | as abilities |
| ■ consolidated | by experiences |
| ■ and realised | by will/action." |

(Erpenbeck, 2003)

Competence definition: self-organizational theory



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- In this approach a decisive characteristic of competence is a disposition to act and think self-organized. Self-organisation means
 - to organize the own knowledge base,
 - to evaluate it,
 - to use it effectively for problem solving,
 - and to further develop it.

(Hasler Roumois, 2007)

- Self-organisation is required in
 - situations which are problematic, complex and where decisions need to be made
 - risk-oriented society
 - changing environments

(Erpenbeck and Sauter 2007)

Good practice FHM - Competence concept



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Economic Competence

- › Business Administration
- › Enterprise Management
- › Marketing

Personal and Social Competence

- › Self-management and Self-marketing
- › Business English
- › Team Management
- › Presentation & Moderation

Activity and Operational Competence

- › Study in Practice (SiP)
- › Scientific Methodology
- › Strategic Career Planning
- › Start-up /Business planning

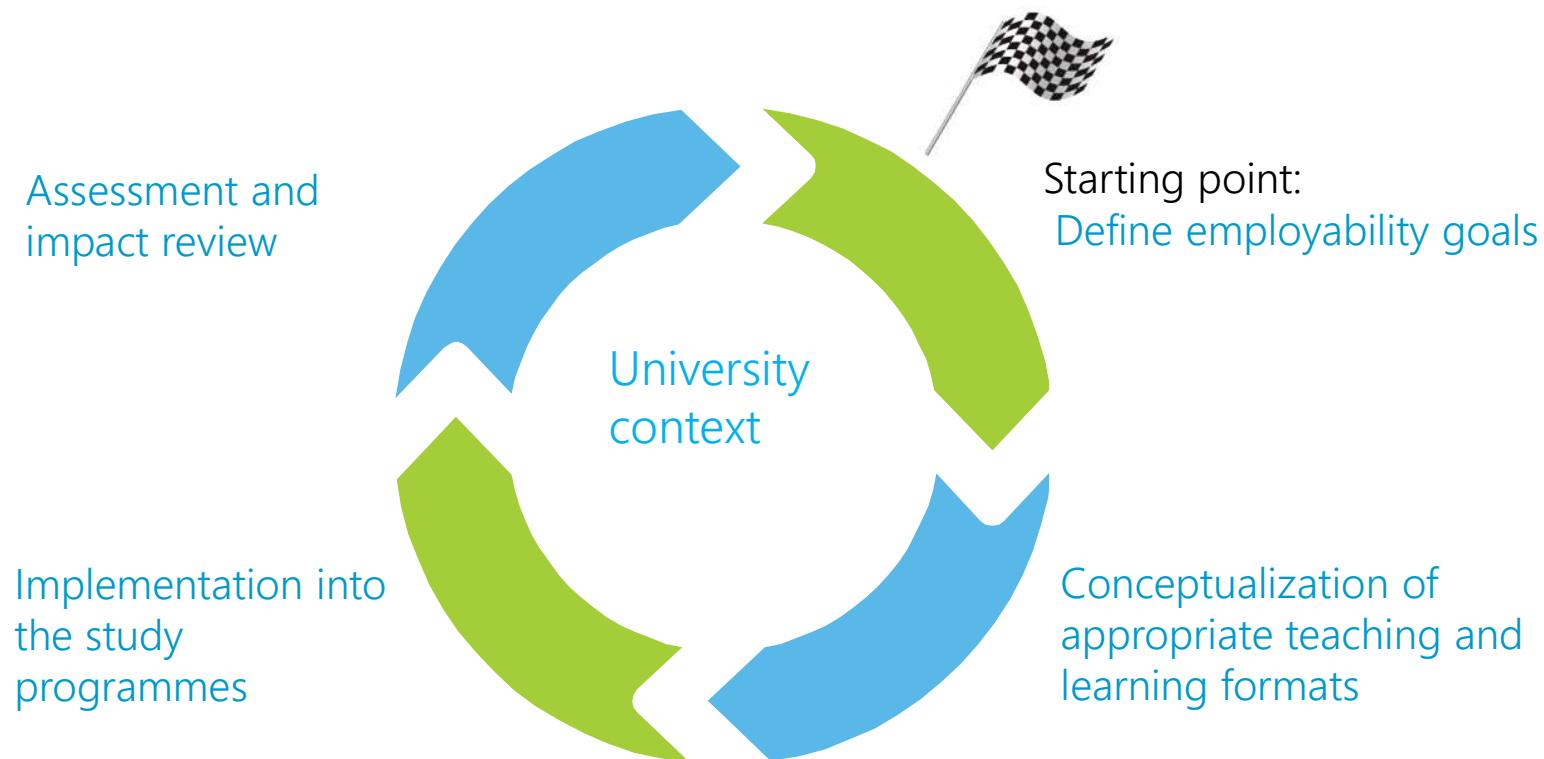
Professional competence for the specific study program

Good practice: University Münster (DE)



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Career center as coordinating unit supporting faculties in defining, developing and evaluation employability :



Workpackage 2: Concept of CCED



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- Finding and results of the analysis steps base for
 - Basis COMPETENCE MODEL
 - COMMON CONCEPT for Center for Competence and Employability development with
 - Sample CCED Business plan
 - Sample CCED Regulation

⇒ INTENTION/IDEA: to develop and to assess structures and appropriate materials/documents transferable to other HEIs

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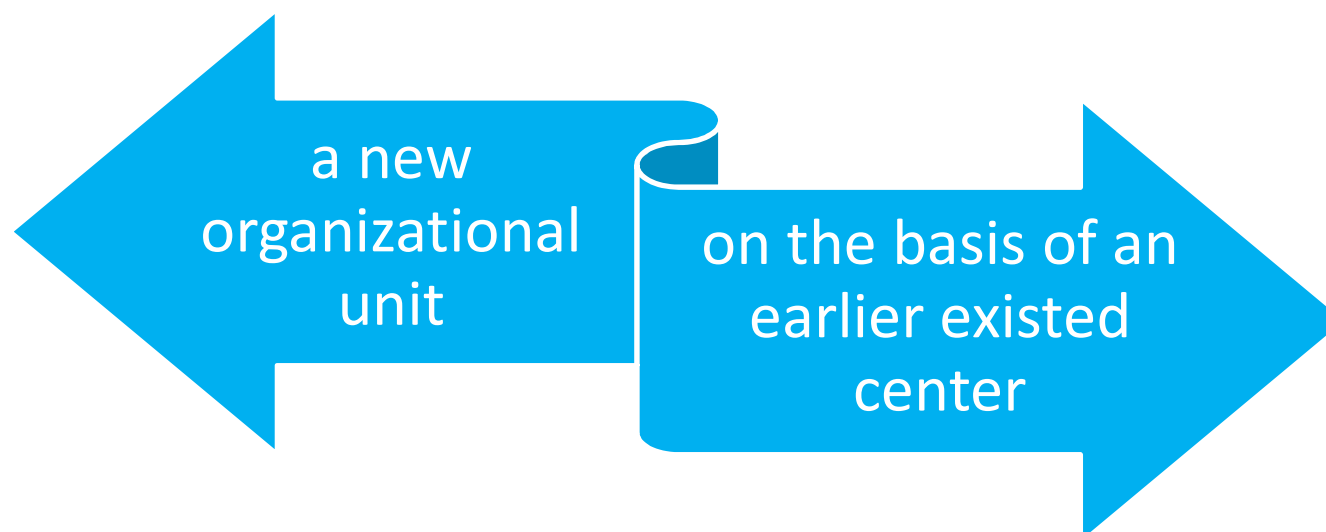
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Establishment of CCED in HEI



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JP: COMPLETE

▶ **TITLE: Establishment of
Centers for Competence and
Employability Development**

▶ **Duration: 3 years
(15.10.15-14.10.18)**

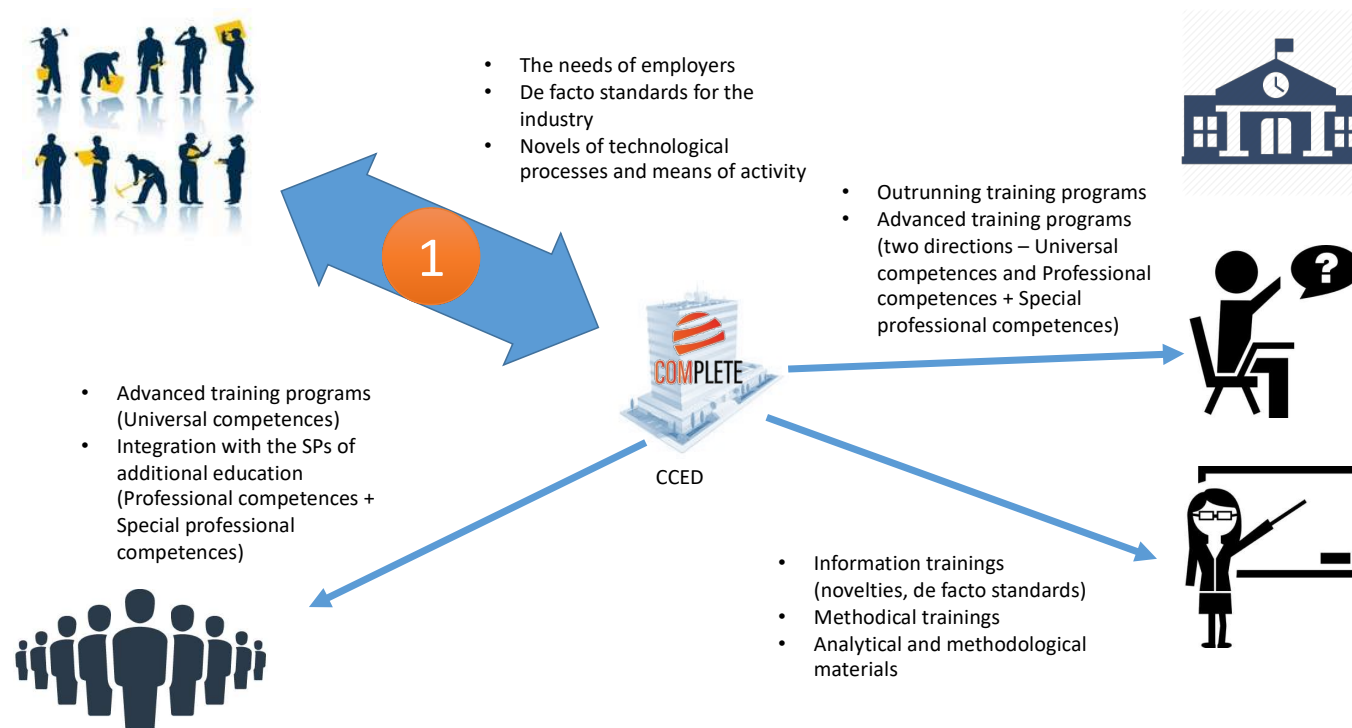


COMPLETE

CCED ACTIVITIES



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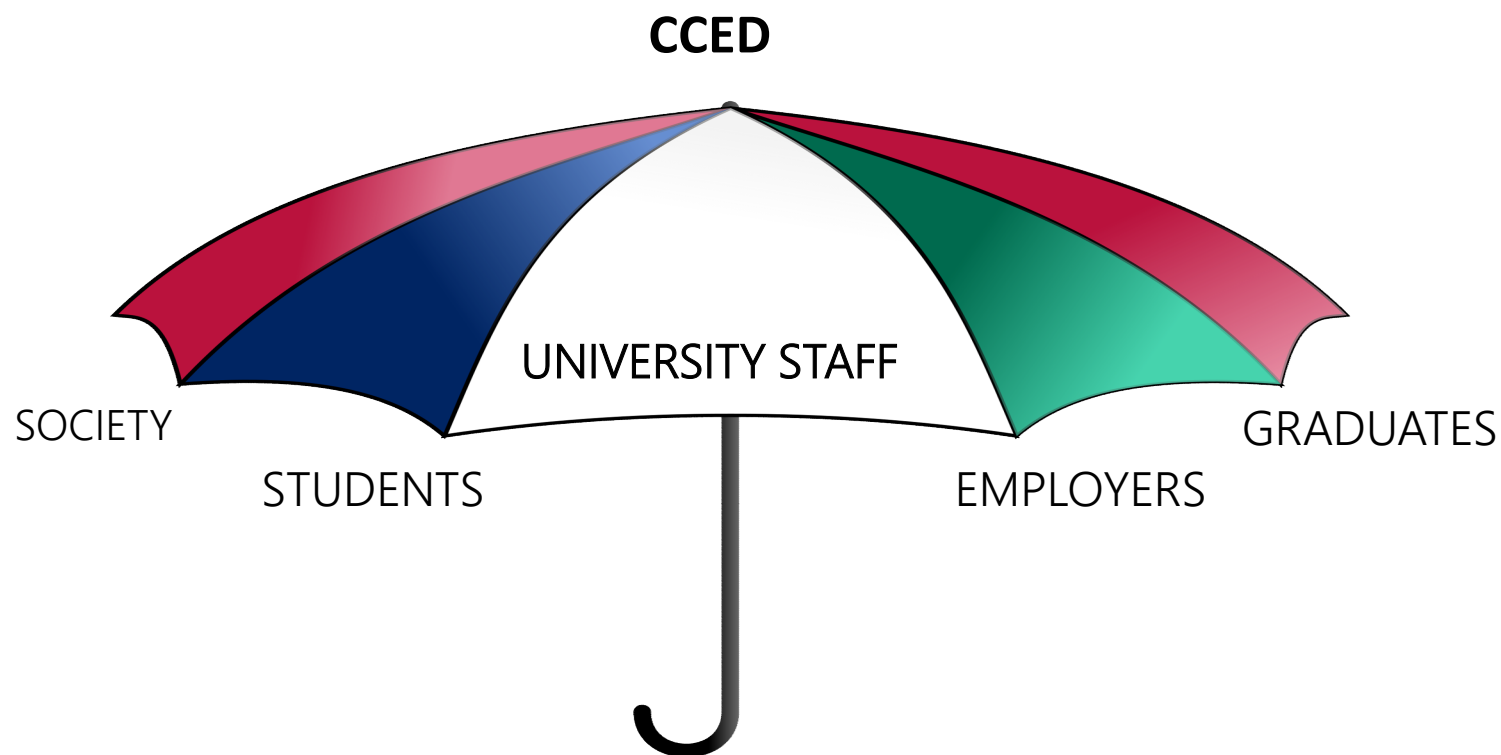
CCED Concept



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COORDINATION

- Support
- Guidance
- Service
- Training
- Monitoring
- Evaluation



CCED – Students & Graduates



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Activities:

- Career guidance & assistance
- Soft-skills training
- Monitoring of employment
- Evaluation of acquired competences
- Professional orientation
- Entrepreneurial skills training



Tools:

- ✓ Surveys, interviews, networking
- ✓ Trainings, courses, master-classes, games and projects
- ✓ Consulting, fairs, study visits, meetings

CCED – University Staff



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Activities:

- Assistance in CM development
- Assistance in external CM presentation
- Assistance in CM evaluation and review
- Assistance in GP implementation
- Assistance in evaluation of the students' competences
- Assistance in cooperation with employers

Tools:

- ✓ Methodological recommendations, instructions
- ✓ Surveys, interviews, networking
- ✓ Trainings, upskilling, master-classes, workshops
- ✓ Consulting, study visits, meetings



CCED - Employers



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Activities:

- Assistance in HR recruiting
- Assistance in work placement organization
- Monitoring of demanded competences
- Involvement in CM development
- Assistance in professional promotion
- Assistance in HEI– Business study projects



Tools:

- ✓ Guides and recommendations
- ✓ Surveys, interviews, networking
- ✓ Conferences, workgroups, peer-to-peer cooperation, workshops
- ✓ Consulting, study visits, meetings

CCED - Society



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Activities:

- Career guidance & assistance
- Soft-skills training
- VNIL (Validation of non-formal and informal learning)
- Professional orientation



Tools:

- ✓ Surveys, interviews
- ✓ Open trainings, courses, master-classes, workshops (including online)
- ✓ Consulting, fairs, meetings

General issues

General issues: Allocation of tasks



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» Clear allocation of responsibilities

- » Partners with appropriate expertise
- » Different partner (can) cover different contents
- » WP leaders
 - » with appropriate competences
 - » One per Partner Country and one European partner as a mentor (if possible)
- » Differentiation of responsibilities
 - » Project manager and Expert Circle
- » National leader in PC

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General issues: Communication



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- Communication as a crucial instrument towards achieving project aims, it
 - promotes exchange of information and experiences
 - enhances collaboration
 - increases mutual trust and confidence
 - prevents duplicate efforts
 - enhances project ownership => strong involvement

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General issues: Sustainability



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- » Sustainability can be achieved by
 - » conducting activities which provide a solid base
 - » early involvement of stakeholders
 - » Students, teaching staff, entrepreneurs, labour market
 - » official integration of new structures, programs into the university
 - » preparing (development/business) plans with mid-term perspective
 - » effective dissemination and target-group oriented activities

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..the main factor are
persons involved!

Thank you for your attention!

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