Placements in Developing University Curriculums and New Skills for Students: Case of Yasar University

International Cooperation in Higher Education: An Engine for Growth

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Outline of the Presentation

- Relevance of Placement Activities in the EU
- Challenges
- Case: Yasar University
Relevance of Placement Activities in the EU

LISBON STRATEGY

The strategic goal set for the European Union by the March 2000 Lisbon European Council:

“to become the most competitive and dynamic knowledge-based economy in the world, capable of sustainable economic growth, with more and better jobs and greater social cohesion”

Concrete objectives of education systems, focusing on common concerns and priorities while respecting national diversity.”
Relevance of Placement Activities in the EU

- **Europe 2020 Strategy**: ambitious objectives for
  - smart, inclusive and sustainable growth,
  - a strong focus on knowledge and innovation, sustainability, employment and social inclusion
  - increasing the share of 30 – 34 years old having completed tertiary education.

- Becoming a world-leading knowledge economy
• Education and training as a **key policy area** in meeting the many socio-economic, demographic, environmental and technological challenges facing Europe

• **investment in human capital through education and training systems**
• "Youth on the Move - An initiative to unleash the potential of young people to achieve smart, sustainable and inclusive growth in the European Union" 2011
EU AIMS...

• By 2020, 40% of young people should successfully complete higher education or equivalent studies;

• Make economies more research-intensive, reaching the 3% of GDP research investment target (EU will need an estimated one million new research jobs;

• Improving the quality and relevance of higher education (Involving employers and labour market institutions in the design and delivery of programmes);

• To help students to adapt to the requirements of the EU-wide labour market;

• To contribute to the development of a pool of well-qualified, open-minded and internationally experienced young people as future professionals.
EU AIMS...

- exploit the transformational benefits of ICTs and other new technologies
- innovative learning approaches and delivery methods
- researcher training in higher education
- High quality, industry-relevant doctoral training
Knowledge Triangle

• Boosting Jobs and Growth

Education

Research

Innovation

KNOWLEDGE TRIANGLE
Key Policy Issues

• Making the knowledge triangle work: Linking higher education, research and business for excellence and regional development

• Public policies which encourage partnership between professional institutions, research universities, business and high-tech centres
Modernisation of offered courses and the way they operate

«Supporting growth and jobs – an agenda for the modernisation of Europe's higher education systems» (2011)
The European Framework for Key Competences for Lifelong Learning identifies and defines eight key competences:

1. communication in the mother tongue;
2. communication in foreign languages;
3. mathematical competence and basic competences in science and technology;
4. digital competence;
5. learning to learn;
6. social and civic competences;
7. sense of initiative and entrepreneurship;
8. cultural awareness and expression.
How to?

• reward structures, incentives for multidisciplinary and cross-organisational cooperation
• barriers to partnerships between institutions and other public and private actors.
• Funding? (total investment in higher education in Europe is too low: 1.3% of GDP on average; 2.7% in the US and 1.5% in Japan)
• Communication of modernisation of higher education (2011)
• HEIs at the heart of smart, sustainable and inclusive growth.
CHALLENGES

• The economic downturn puts these long-term aims even more into the spotlight.

Public and private budgets are under strong pressure, existing jobs are disappearing, and new ones often require different and higher level skills.
Funding/Budget?

- 2007-2013; €72.5 billion EU cohesion funding on education and training and €60 billion on research and innovation.
- Multiannual Financial Framework 2014-2020 supports this strategy
  - The Community budget for research increases by 75%
  - The education and training programmes are combined with a 40% increase in the budget
CHALLENGES

• 35% of all jobs in the EU will require high-level qualifications by 20204, only 26% of the workforce currently has a higher education qualification.

• Researchers in the total labour force: 6 per 100, compared to 9 in the US and 11 in Japan.

• Skills mismatches (transversal competences, e-skills, creativity and flexibility)
CHALLENGES

- too few European higher education institutions are recognised as world class (only around 200 of Europe's 4000 higher education institutions are included in the top 500, and only 3 in the top 20, according to the latest Academic Ranking of World Universities)

Launch U-Multirank: a new performance-based ranking and information tool for profiling higher education institutions
CHALLENGES

• the quality and relevance of human capital development in higher education;
• effective governance and funding mechanisms
• strengthen the knowledge triangle between education, research and business.
• international mobility of students, researchers and staff,
CHALLENGES

• The EU does not yet have any explicit policy for the internationalisation of higher education, but has developed over the years a number of separate programmes and actions, which address and support internationalisation processes.
WHAT ABOUT AT UNIVERSITY LEVEL?

LACK OF UNIVERSITY-ENTERPRISE COOPERATION

- Revision of curriculums (skills match, businesses as stakeholders, extra-workload?)
- Universities do not have enough and relevant contacts at enterpreses (Who is responsibility?)
- Curriculum development (stakeholders)
- Enterpresises are not aware of the opportunities
- Task plans
- Monitoring and reporting
- No database (NGOs, national agencies)
WHAT ABOUT AT UNIVERSITY LEVEL?

Recognition of placement

- Assigning ECTS to placement activity
  - It is a part of curriculum (in summer rather than during semester time)
  - Included in graduation credit or not? Learning outcomes?

- **Calculation of ECTS credits?**
  - 3 months placement
    5 hours * 20 days * 3 = 300 hours of work load
    300/25 hours = 12 ECTS
CASE: YASAR UNIVERSITY

Internationalization

Placement

Learning by doing

Embeddedness with the city
CASE: YASAR UNIVERSITY

1. Yasar companies abroad
2. Recognition of Placements are guaranteed by university regulation and Senate decision
3. It is recognized at all levels (first cycle 8 ECTS) (second and third cycle 10 ECTS)
4. Erasmus is the pushing factor
5. High demand but low supply of company opportunities
Thank you ... 

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