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## **MONITORING TRENDS IN VIETNAMESE GRADUATES EMPLOYMENT**

# **MOTIVE**

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**Business university cooperation the case of  
FH JOANNEUM  
Bologna, Italy**

**FH JOANNEUM**  
University of Applied Sciences

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# The main differences between University of Applied Sciences and “traditional” universities – Labour market orientation

“Traditional Universities”	Universities of Applied Sciences
<p>Autonomy of each university on if and how relations to the labour market are built.</p> <p>Generally: University curricula do <u>NOT</u> reflect a strong labour market orientation.</p> <p>Close collaboration with industry primarily in research and development (especially in engineering).</p>	<p>Very strong labour market orientation:</p> <ul style="list-style-type: none"><li>a) Market Research as prerequisite of each study program (“Demand and Acceptance Study”)</li><li>b) Involvement of industry in the design of the study program (“Development Team”)</li><li>c) Mandatory internship in all study programs</li><li>d) Faculty needs to have work experience in industry</li><li>e) Adjunct faculty from industry</li><li>f) Strategic collaboration between industry and UAS</li><li>g) Applied projects in all study programs involving students, faculty and industry</li></ul>

# The main differences between University of Applied Sciences and “traditional” universities – Labour market orientation

“Traditional Universities”	Universities of Applied Sciences
<p>The general principle is: Free access to universities in Austria</p> <p>Exceptions (limited number of study places) for certain study programs, e.g. medicine.</p>	<p>The general principle is: <u>Limited number of study places</u> in each study program (“absorption capacity of the labour market”). <u>Restricted access</u>.</p>
Admission tests	Admission tests and interviews in each study program.

## Development of a new study program

Step 1: Determining the objectives and professional field of the new study program – seeking financial support from the ministry

Step 2: Demand and Acceptance Study – Finding out where the market needs are

Step 3: Setting up the development team

Step 4: Designing/Finetuning the curriculum and internal quality assurance

Step 5: Application for accreditation

## Market Research:

### a) Demand Study and b) Acceptance Study

The purpose of the market research is:

- to find out if graduates of this study program will be needed on the labour market.
- to collect data on HOW MANY graduates could be employed each year (estimation into the future)
- to find out which skills the labour market would demand in the specific professional field.
- to collect data on the attractiveness of the study program for potential students: How does the target group perceive the study program?

## Demand Study: demand for the new study program

- Data from the public employment office
  - Labour market trends in various working fields
  - Employment rate
  - Unemployment
  - Professional field and job opportunities
- Survey with executives and HR representatives of companies
  - 10-15 external experts from the industry
  - Recorded, transcribed and evaluated by content analysis
  - Short self-administered questionnaire
  - Specific and generic competences
  - Most important specific competences
  - Most important generic competences

## Acceptance Study: a survey with potential students

- How do potential students perceive the study program?
- What are the needs of students?
- Under which circumstances would students enrol in the program?
- Knowing trends on skills expected from university graduates in the future

## The Development Team: who/why/how

- Who: At least 2 members from industry and two professors from university – no maximum number given
- Why: To ensure that the new study program is a) of high industry relevance and b) of high academic quality
- How: Meetings and written contributions on the curriculum and the design of the study program

## Market Research: demand for existing study programs

- Data from the public employment office
- Samples surveys, usually periodically every 5-7 years
- The aim of the survey is to find out whether the existing study programme still meets the needs and requirements of the industry

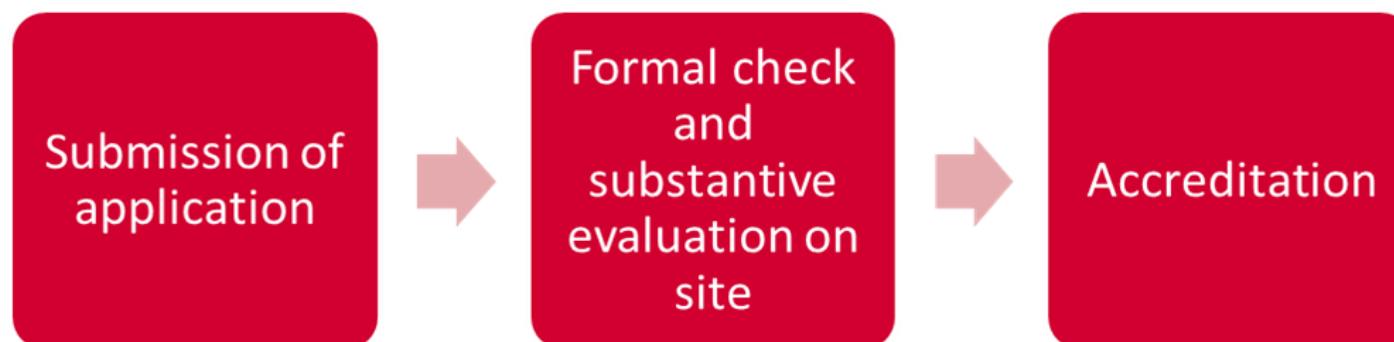
## Internal quality assurance

- FH JOANNEUM has a committee on review of study programs – “Innovation Council”. This committee consists of representatives of our Academic Council.

8 members:

- 3 heads of study programs
- 3 lecturers
- 2 students

# External quality assurance: accreditation by the Austrian accreditation agency



## Skills of Faculty

- Skills of Faculty – how to enhance skills in teaching and industry relations

**Faculty  
Development in a University  
of Applied Sciences**



## Supporting faculty to develop industry experience

Enabling and supporting industry contacts for faculty –  
IMPORTANT: This requires time resources!

TOP DOWN



and

BOTTOM UP



Encouraging joint projects of faculty and industry –

Considering IP issues and mutual expectations

IMPORTANT: This requires university management support for faculty!

## How to foster industry experience: some suggestions

- Inviting guest lectures from industry into lectures
- Organizing career fairs on campus with industry representatives
- Developing internship procedures and integrate the needs of industry and faculty members in the design of these procedures
- Creating brochures/folders for industry to inform them about the skills to be expected from students

## Practical student courses in cooperation with the industry

- 3<sup>rd</sup> semester - Project: Market entry
- Students collaborate closely with a real-life company.
- Students provide a company with decision guidance on a pre-specified company need (e.g. international market selection or international market entry mode choice) based on profound market research.
- The class enables students to act as consultants to a company and to manage a project throughout the whole project lifecycle, i.e. from project design to project presentation in front of the client.

## Practical student courses in cooperation with the industry

- 3<sup>rd</sup> semester - [Entrepreneurial and Cross Cultural Competences](#)
  
- In this course students identify and exercise entrepreneurial and cross-cultural skills and behaviours that lead to firm performance and growth.
- 20 groups deal with the same company case study and compete with each other
- After a 2 minutes pitching of the groups, the best 2 groups present their solution on the case study.
- The winning team receives prices from the company

## Practical student courses in cooperation with the industry

- 5<sup>th</sup> semester - Internships

The purpose of internships:

Students have to gain experience in the professional field.

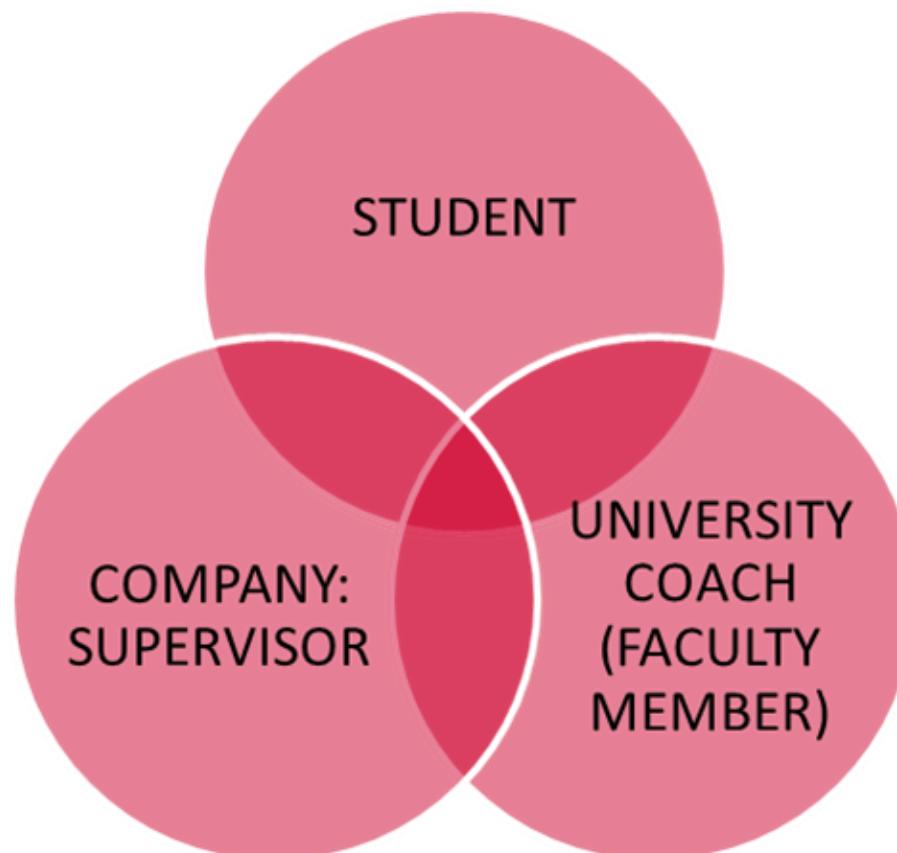
They should learn:

- How to prepare and apply for an internship and a job.
- To apply their theoretical knowledge during the internship.
- How processes are applied in industry.
- How people perform their work in industry.

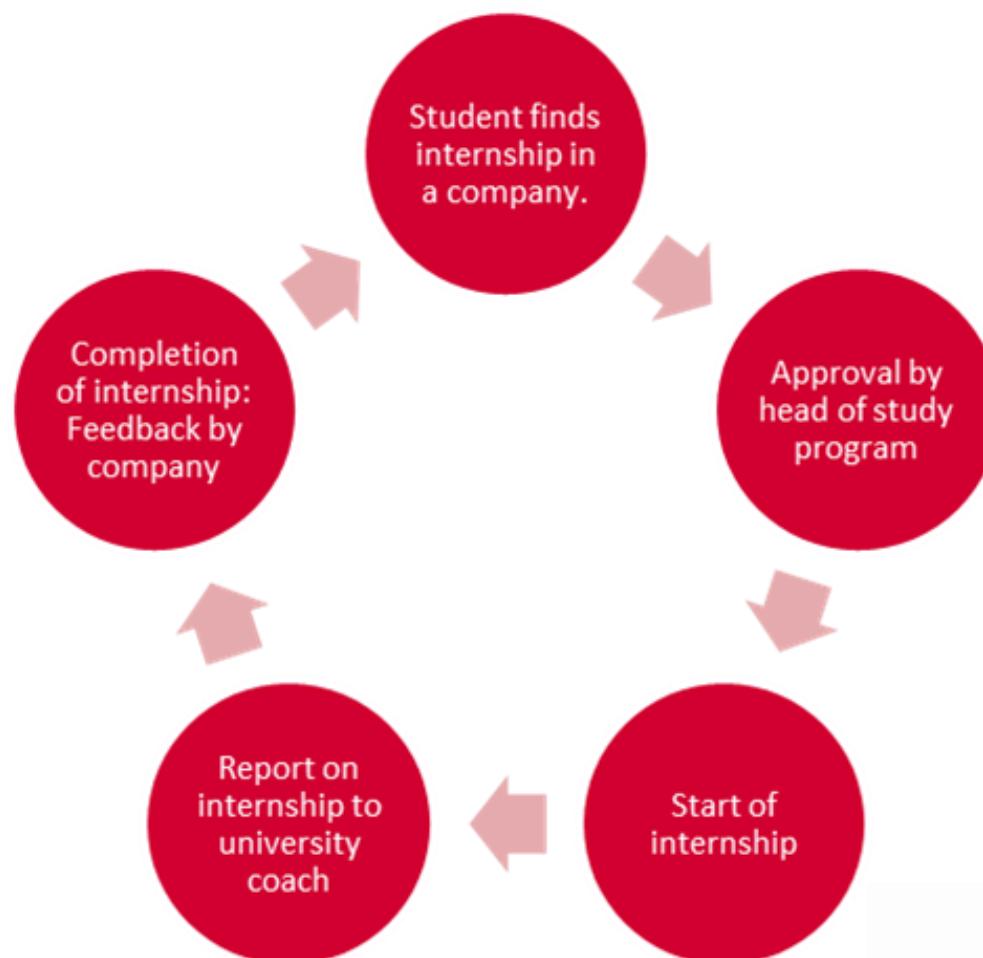
## Integration of internships in the study programs

- Internships are an integral part of the curriculum. They happen DURING the semester and students get ECTS for the internship.
- Usually, students get paid for their internships by the company. They have a work contract with the company.
- Students have to be PREPARED for their internship and after return they have to REFLECT on their experience. Faculty acts as coaches.
- Duration of at least 12 weeks to a maximum of 6 months

## Internships: involved PARTIES



# Process of internships



## Internship schedule

- Duration of at least 12 weeks to a maximum of 6 months
- Complementary to the internship, the students complete an accompanying seminar in which they are specifically prepared for the application phase and the internship and, after completion of the internship, are supported in reflecting and evaluating the career goals achieved.
- At the beginning of the internship, each intern defines their personal learning goals together with the company. During a short interim and final discussion between the intern and the supervisor in the company, the progress of the learning goals achieved is jointly recorded and reflected on
- After completing the internship, the students share their experiences and learning results with each other in a moderated reflection workshop.
- Interested companies are invited to a get-together at FH JOANNEUM for sharing and exchanging experiences after the internship has ended

## Practical student courses in cooperation with the industry

- 6<sup>th</sup> semester - Project: International Business Development and Community Work
- 1.) for current or future enterprise development. Students set up a project team with the aim to either design a new enterprise or to defy an outmoded business model. Within project teams students systematically understand and conceptually design a new business model or systematically analyze and renovate an old one. Students are working closely with industry experts
- 2.) for community development. Students learn about and collaborate with the regional community with the objective to provide service and outreach to community members. Thus, students are gaining an understanding on how communities work, how to analyze communities and how to mobilize resources in communities.

## Practical student courses in cooperation with the industry

- 6<sup>th</sup> semester - **Career Development**
- In this course students are, on the one hand, trained with respect to the application process, one the other hand, they also get individual coaching in order to structure their plans for the future and define criteria for personal decision-making with the help of a professional.

# Applied Thesis for industry

- Sometimes, students have the opportunity to write their Bachelor's thesis or Master's thesis for a company.
- Then, they may get paid for their thesis work.



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## Cooperation with the industry through the alumni association

- Alumni act as guest lecturers
- FHJ offers LLL activities by alumni for alumni.
- Alumni act as keynote speakers
- Networking meetings are held at regular intervals within the framework of the Alumni Association.

CẢM ƠN  
GRAZIE VINAKA  
TERIMA KASIH  
THANK YOU TAKK  
謝謝  
ありがとう  
merci

감사합니다