

Vrije Universiteit Brussel

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Bridging from a university education of Communication Studies to the labour market through work-based learning and the development of career competences:

developing a competence-maturation-model

The title reflects the key premise that a more integrated approach, spanning entire education and training systems inclusive of higher education to make lifelong learning a reality in the interest of learners and employers.

So far European and Flemish advice concerning work-based learning go as far as the professional Bachelors in higher education. The need to develop career competences on a Master level stays unfulfilled.

WE PROPOSE A QUALITATIVE ANALYSIS METHODOLOGY, BASED ON THE GROUNDED THEORY APPROACH AS A PROCESS OF CYCLIC COLLECTING AND COMPARING

Exploration phase

Qualitative analysis of publications, theories, and empirical material, based on fieldrelated concepts:

- ✓ Career competences (general)
- ✓ Learning Outcomes (domain specific)
- ✓ Work-based learning.

Develop a substantive frame that links up the empirical material with the theory and the central research question.

Construction phase

Convert the findings of the exploration phase into a competence-maturation-model.

✓ Validate the design by the Delphimethod.

HOW CAN WE OPTIMIZE
THE DEVELOPMENT OF
CAREER
COMPETENCES DURING
WORK-BASED

Adapt the competence-maturation-model with the findings of the Delphi-inquiry and the Focusgroup-interviews.

Application phase

Trial run of the competence-maturation-model with Master students in Communication Studies.

✓ Focusgroup-conversations on the workability of the model.

Deduce Practical Guidelines and Evaluation Instruments for Master students from the model.

Evaluation phase

Application of the Practical Guidelines and Evaluation Instruments with Master students in Communication Studies.

✓ Postal survey on the workability of both instruments.

Refine the Practical Guidelines and Evaluation Instruments for Master students in Communication Studies.

The development of a competence-maturation-model could be an answer to the need lifelong learning, adapting and widening the knowledge, skills and competence portfolio of individuals and the jobs they have to fill in tomorrow for master graduates.

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