



PROCSEE Case Study – Thematic Area 3

G3 P7 4

Title	Intelligent Communication
Sub-title (optional)	Intelligent Communication - Experiential design for learning public relations
Name of the institution(s)	National University of Political Studies and Public Administration (SNSPA) Bucharest
Qualification level concerned	EQF 6
Country concerned	Romania
Theme(s) (optional)	Research, Development and Innovation
PROCSEE Theme	Personalization of Learning Environments within Professional Higher Education
Challenge/Root Cause addressed by the practice	Design personalised learning environments which are both learner-driven as well as oriented towards the requirements of the world of work
Keywords (optional)	Practice, experiential learning design
Summary	<p>Project developed since 2007 in year I (previously) and II (from 2014 onwards) in College of Communication and Public Relations, SNSPA Bucharest, on the space of the main PR course (Theories and practices of Public Relations), and is opened to all the students in the current year of study. One series participates a full semester, on a sequential time basis (only for the tasks in which they are involved). The project is designed as a simulation of a professional PR firm with 8 departments. After applying for the project as for being hired in a PR agency, students are interviewed and selected for an appropriate position. The number of students was different from year to year, according to their interest and skills: 44-48 students in most of the editions, and 62-65 in 2007, 2014, 2016. After being formed, the teams received real tasks that were designed to be solved in teams. They present some of the tasks in class (or to the real clients, if this is the case) and receive feed-back from teachers or from the professionals that proposed the tasks. After feed-back, they improve their tasks and deliver them in a final form. The average number of tasks solved by a team is 2-3 in one semester.</p> <p>Starting from 2010, some of the teams received real tasks from small companies and NGOs (tasks appropriate for their level, e.g. to design promotion materials, promote a cultural event on Facebook, promoting educational books for a small publishing house, and others) and they executed them on a</p>

	<p>pro bono basis. In 2015, the project gained a new dimension by initiating a partnership with the PR agency Porter Novelli, which needed a special selection for an internship of 3 months. In 2016, Porter Novelli fixed the tasks for the most important department (Strategies of Communication) and monitored closely the evolution of students, in order to offer to the best of them also places for internship or further collaboration.</p> <p>In conclusion, the project offers to students the occasion to play the role of employee, being involved, in partnership with PR agencies, in real tasks. The project is an occasion, for both supervisors and participants, to help students to apply the theoretical notions in practice, and also to develop the soft skills (the capacity to learn to cooperate in professional context, to communicate with colleagues and managers in order to deliver a task).</p> <p>The feed-back of students at the end of this project was (after each edition) extremely positive, as helping them to understand the nature, principles and instruments of the PR profession. In detail, they appreciated the occasion to see the stages of preparing and delivering a task, and the basic aspects of the relationship with colleagues and clients. They also learned that their role inside a PR agency (a professional role, in general) is a construction that has several phases, starting with the recruitment and initiation at the workplace, continuing with communication with team members and coordinators and/or the interaction with clients, and the delivering of tasks in final version.</p> <p>Regarding the contribution of the project to the student placement, it is an occasion to gain experience in the case of undergraduates (experience is required in many job offers). Many of them placed this project in their CV and were able to present their activities inside this project as a reason to be selected for a real job, while some other came back with requests for recommendations. In 2016, the best of them were selected by the Porter Novelli agency for a 3-months internship that was finished with employment.</p>
Lessons learnt (optional)	<p>Most of the participants indicated that, among all the aspects they learned, the most important lesson referred to their responsibility towards colleagues and clients, to be able to deliver a task with the requested features before a deadline. The coordinators learned to be more effective from year to year in the designing of this context, but also in communication and feed-back.</p>
Additional information (optional)	<p>Nature of innovation: Radical Implementation phase: Scale Access level: Local</p>

	Impact area: Organization Target: Multiple actors Links: The blog of the project https://intelligentcommunication.wordpress.com
Contact details	Diana-Maria Cismaru, Professor, Ph.D., Head of Public Relations Department, SNSPA Bucharest, diana.cismaru@comunicare.ro
Notes to case	



PROCSEE Case Study – Thematic Area 3

G3 P5 10

Title	Duty an additional difficulty for graduates in working life
Sub-title (optional)	Skill training to improve residents' practical knowledge to be able to provide a sufficient work in duty and also in emergency situation.
Name of the institution(s)	Department of Surgical Research and Techniques Medical Faculty, Semmelweis University, Budapest, Hungary
Qualification level concerned	
Country concerned	Hungary
Theme(s) (optional)	
PROCSEE Theme	Organization and Monitoring of Student Placements in the World of Work
Challenge/Root Cause addressed by the practice	
Keywords (optional)	shortage of physicians, residents, working without supervision, possible mistake, skill training
Summary	Because of shortage of physicians, Hungarian residents frequently take care in duty and also in emergency situation alone. To decrease the risk of iatrogenic mistakes the practical knowledge of residents should be improved. Our department organizing regularly for all residents a one month skill training to improve their practical knowledge and to be able to provide a sufficient work in every day life.
Lessons learnt (optional)	It is proved that practical knowledge of Hungarian residents increasing significantly after one month skill training and this helps their placements in the world of work.
Additional information (optional)	<p>Nature of innovation: Radical Implementation phase: Mainstream Access level: Regional / National Impact area: Organization Target: Multiple actors Links: Because of shortage of physicians, from residents are immediate required to enter into the on-call scheme. However, according to a new ministerial decree on surgery residents of the first two years, are allowed to be on duty when the emergency task has been fulfilled and only under control of a trainee specialist. The physician shortages often make it impossible to meet for ministerial decree conditions and the residents illegally take care alone.</p>

Contact details	György Wéber M.D., Ph.D., Professor of Surgery, Director Department of Surgical Research and Techniques Medical Faculty, Semmelweis University, Budapest, Hungary E-mail: gyorgyweber@yahoo.com
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PROCSEE Case Study – Thematic Area 3

G3 P5 11

Title	Majority of newly qualified doctors start to work abroad
Sub-title (optional)	Semmelweis University researcher grants system tries to entice back doctors working abroad.
Name of the institution(s)	Semmelweis University, Budapest, Hungary
Qualification level concerned	
Country concerned	Hungary
Theme(s) (optional)	
PROCSEE Theme	Organization and Monitoring of Student Placements in the World of Work
Challenge/Root Cause addressed by the practice	
Keywords (optional)	Trainers, resources, quality assurance, low wages, work abroad
Summary	<p>Important factor in reducing the migration of doctors to improve the quality of health care in Hungary. Improving the quality cannot be achieved without resolving the health care workers' wages and the elimination of gratuities. The most notable feature of health spending in Hungary is its instability, with several waves of short spending increases followed by longer periods of cost-containment and budget cuts. It is proved that a modest pay increase could reduce the probability of labour migration. This is particularly important for those at the beginning of their career prior to professional qualification, because the probability of labour migration falls sharply later on. It is also important to improve the quality of training and further education because this would also reduce the probability of migration. Apart from professional considerations, making official and financial administration easier could potentially encourage people to stay in Hungary. The Semmelweis University researcher grants system tries to entice back doctors working abroad.</p>
Lessons learnt (optional)	The Semmelweis University researcher grants system needs longer time to estimate its effect properly.
Additional information (optional)	<p>Nature of innovation: Radical Implementation phase: Mainstream Access level: Regional / National Impact area: Organization Target: Multiple actors</p>

	<p>Links:</p> <p>The academic and specialist training in medicine have the same problems: lack of adequate number of trainers, resources and effective quality assurance. Low wages and gratuities are the most important external factors of insufficient training. Because of low wages, part of the newly qualified doctors start to work abroad. According to a survey of Hungarian Association of Residents 36.84 % of the graduates are fully satisfied with the theoretical and only 1.82 % with practical training. This is mainly caused that too large in number of the groups participating in practice. Only 58 percent of the graduates intend to apply specialist training because of poor working conditions and low salaries. However 56 % of the graduates are not planning to work abroad, but 44% yes! According to other data two-thirds of medical students want to leave Hungary for western countries where they can earn up to 10 times as much. The average Hungarian doctor earns about 377,000 forints €;1,400) a month before tax takes half of it.</p>
Contact details	<p>György Wéber M.D., Ph.D., Professor of Surgery, Director Department of Surgical Research and Techniques Medical Faculty, Semmelweis University H-1089 Budapest, Nagyvárad tér 4. gyorgyweber@yahoo.com</p>
Notes to case	



PROCSEE Case Study – Thematic Area 3

G3 P5 9

Title	Gratuity as a major concern for medical students entering in working life
Sub-title (optional)	"Livable Hungarian health" movements against gratuity
Name of the institution(s)	Semmelweis University, Budapest, Hungary
Qualification level concerned	
Country concerned	Hungary
Theme(s) (optional)	
PROCSEE Theme	Organization and Monitoring of Student Placements in the World of Work
Challenge/Root Cause addressed by the practice	
Keywords (optional)	Low wages, gratuity, teamwork, single person, "livable Hungarian health" movements,
Summary	The practice of making informal payments for health services is deeply embedded in the Hungarian health care system and is therefore persistent. According to the survey conducted by the Euro health consumer index in 2015 Hungary was among the European countries in which unofficial payments to doctors were reported most commonly. Although the relatively low salaries of medical doctors and other health workers have been a major contributing factor, eliminating informal payments will require concerted action to restore the lost confidence in public services. The majority of patients "are no longer tolerant to gratuity". Semmelweis University is deeply involved in support the "livable Hungarian health" movements.
Lessons learnt (optional)	Results of "Livable Hungarian health" movements is still not obvious.
Additional information (optional)	Nature of innovation: Radical Implementation phase: Mainstream Access level: Cross-Border Impact area: Organization Target: Multiple actors Links: Low wages and gratuities are the most important external factors of insufficient health care in Hungary. Despite of several official campaigns against them, the state-socialist health care system not only tolerated informal payments but also included them in the calculation of salaries of

	<p>medical doctors and even required that they be taxed. Because of hope of gratuity interventions are generally performed by older physicians, dispensing the learning opportunities for young people. Medical students perceive that the teamwork is paramount in the treatment however they also can realize that the gratuity against this, because it only gets a single person. According to a survey of Hungarian Association of Residents 62% of medical students reject gratuity system, but consider it as necessary component of Hungarian health care, a further 20 per cent completely reject it. Only 56 percent would not accept gratuities, if their current salary would doubled.</p>
<p>Contact details</p>	<p>György Wéber M.D., Ph.D., Professor of Surgery, Director Department of Surgical Research and Techniques Medical Faculty, Semmelweis University H-1089 Budapest, Nagyvárad tér 4. gyorgyweber@yahoo.com</p>
<p>Notes to case</p>	



PROCSEE Case Study – Thematic Area 3

G3 P5 12

Title	Roma integration in Hungary remains still unsolved
Sub-title (optional)	Roma Medical Education Program - Roma students will hopefully go back to their communities after having completed their education
Name of the institution(s)	Semmelweis University, Budapest
Qualification level concerned	
Country concerned	Hungary
Theme(s) (optional)	
PROCSEE Theme	Organization and Monitoring of Student Placements in the World of Work
Challenge/Root Cause addressed by the practice	
Keywords (optional)	Roma students, Tutor/mentor support, education, identity
Summary	<p>Semmelweis University developed a special program for the education of the young Roma students who are ready and willing to study in one of the medically related fields. This program has three main characteristics:</p> <p>Scientific preparation of the students prior to their admission to the medical university in chemistry, biology, anatomy, etc.</p> <p>Tutor/mentor support for students after their admission to the medical university. The Roma students enjoy the mentoring support of the volunteer university professors. They are monitored during their student life and after graduation entering in the world of work. Those Roma students receive the medical education and the support of our program that are proud with their identity and hopefully will go back to their communities after having completed their education.</p>
Lessons learnt (optional)	<p>All the students attended the classes enthusiastically with no absences and showed a great change and development. They successfully took part in the final examination and were granted the Certificate of Achievement.</p> <p>Six students were admitted to the faculty of medicine and two were admitted to the College of Health sciences at Semmelweis University. All 8 students received tuition fee-free admission to the university supported by the Minister of Health.</p>

	Presently 12 medical students and 4 college students are learning at the Semmelweis University. In addition 5 talented young gypsies are prepared to enter into the medical education.
Additional information (optional)	<p>Nature of innovation: Radical Implementation phase: Mainstream Access level: Regional / National Impact area: Organization Target: Multiple actors Links: http://cigany-orvoskepzes.eu/in-english/</p> <p>The issue of Roma integration in Europe unfortunately remains unresolved today after centuries even at the beginning of the third millennium. Without the development of a critical mass of Roma intellectuals the process of social integration cannot even seriously start or lead to durable results. Roma population in the central-eastern Europe is considerable, reaching to around 10% of the total population in some countries with a high birth rate. The future and assimilation of the Roma minority requires a strong, well-structured and wide effort in education for this group.</p>
Contact details	<p>György Wéber M.D., Ph.D., Professor of Surgery, Director Department of Surgical Research and Techniques Medical Faculty, Semmelweis University H-1089 Budapest, Nagyvárad tér 4. gyorgyweber@yahoo.com</p>
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PROCSEE Case Study – Thematic Area 3

G3 P6 8

Title	Vyšší škola sociální sociální CARITAS, Olomouc
Sub-title (optional)	The only higher vocational school in the Czech Republic that offers a parallel 3-year Bachelor's degree study programme in the cooperation with Sts. Cyril and Methodius Faculty of Theology of Palacky University in Olomouc. www.caritas-vos.cz
Name of the institution(s)	CARITAS - College of Social Work, Olomouc
Qualification level concerned	EQF 6
Country concerned	Czech Republic
Theme(s) (optional)	Mission / Role of professional Higher Education Governance
PROCSEE Theme	Organization and Monitoring of Student Placements in the World of Work
Challenge/Root Cause addressed by the practice	Describe structures for collaboration which clearly define the specific roles and obligations of all stakeholders involved in the placements, Ensure that all processes linked to placements (content, preparation, realization, feedback and impact) are adequately quality controlled
Keywords (optional)	Clear set up of the content of placement, Tutorials for all stakeholders: students, mentors and tutors, database of potential placements, clear methodology and system, quality insurance system 360
Summary	The professional practical work experience forms an integral part of the education. It is a compulsory subject and accounts for approximately one third of the curriculum. The work experience is carefully conceived as to its structure and content; from the initial one-week study visit to facilities of residential social services to the continuous two-month-long internship. Students may choose from more than 200 institutes and facilities both at home and abroad. The work experience takes place in non-governmental non-profit organizations (e.g. facilities within the Caritas network), as well as in public service and administrative institutions. Tutoring provided to the students over the course of their practical work experience by is a continuous process beginning with their admission to the school and ending with their graduation exam. By means of this process, the student is directed in the right path towards good practice in social and humanitarian work. Throughout their study, students are advised and guided by: a tutor and a teacher of

	<p>the work experience in lectures provided by the college, a mentor provided by the particular workplace and an internal/external supervisor. Each of these professionals has his/her unique role and specific responsibility; however, their shared endeavor, in cooperation with the student, is to set appropriate goals for the particular student’s professional and personal development, to monitor and support his/her progress, to evaluate the actual achievement of their particular goals and to interlink the studies with practice. The school produced the Guide to practical education for students, for tutors from the college and for mentors in organizations with all information in printed and in electronic version as well. Caritas helps all its partners by mentors preparation: it provides them by methodical course “Effective mentoring in social work” created by school, there are oral instruction before concrete placement starts for them done by school as well. There is a supervision connected with analyses of student’s theoretic preparation and needs of world and many activities motivating all stakeholders. As a service for students there is a database of domestic and foreign placement providers on the college web there http://www.caritas-vos.cz/cz/studium/prakticke-vzdelavani/pracoviste</p> <p>Resume: Practical training is a part of long term policy of school and instrument how to improve the quality of teaching according needs of practical world and clients of social services. There are tendency to get international as much as possible. There is a special “Centrum for placements” managed by a special teacher and financially supported by EU, “Guide for practical placements” and methodology for all stakeholders has been produced here, the school has special preparation training for students placement in the concrete firms, supervision of students during placements, mentors training in firms and external lecturers at school as well. Quality insurance 360. Clear system including all stakeholders</p>
Lessons learnt (optional)	
Additional information (optional)	<p>Nature of innovation: Incremental Implementation phase: Mainstream Access level: Cross-Border Impact area: Process Target: Wide range of actors Links: Quality changes are connected with Centrum for placements existence which is financial supported from EU programs partly, partly by own school resources. Caritas is involved in many non profit activities connected with practical social</p>

	work in the Czech Republic. International dimension is manifested in different areas - student internships abroad, teacher exchanges, attendance and participation of pedagogues at international conferences, foreign guest lectures at the college, exchange and transfer of know-how and innovations
Contact details	Martin Bednář, director, martin.bednar@caritas-vos.cz Mgr. Tereza Malochová, manager Centrum for placements, < tereza.malochova@caritas-vos.cz slamova@skv.cz
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PROCSEE Case Study – Thematic Area 3

G3 P6 9

Title	Vysoká škola zdravotnická, o.p.s., Praha
Sub-title (optional)	Vysoká škola zdravotnická, o.p.s. v Praze 5, Dušnickova 7 www.vszdrav.cz
Name of the institution(s)	Medical College of Nursing, Prague
Qualification level concerned	EQF 6
Country concerned	Czech Republic
Theme(s) (optional)	Mission / Role of professional Higher Education Governance, Internationalisation
PROCSEE Theme	Organization and Monitoring of Student Placements in the World of Work
Challenge/Root Cause addressed by the practice	Integrate the voice of students, particularly in the evaluation of placements and in the analysis of their impact , Better understand the needs of employers, in order to have realistic expectations regarding the type of placements that can be provided
Keywords (optional)	Work in hospitals and healthy care organizations, clear career path, EU recognition of nursing profession
Summary	<p>Organising and monitoring student placements in the world of work</p> <p>The Nursing study programme, including the fields of study General Nursing and Midwifery, has all the attributes of modern nursing with an interdisciplinary and multi-profession nature. The programme encompasses nursing care about healthy individuals and illnesses with an emphasis on a bio- and psychosocial point of view. Students are taught to make their own decisions based on their theoretical and practical knowledge and experience.</p> <p>Resume:</p> <p>There is traditionally strong link between cooperation of college and world of work. The college policy is based on the need of European work market and reflect their needs and needs of Czech institutions, placements and practical aspects of study programmes are closely coordinated with their needs and with the professional interests of students. School placement coordinator cooperates with a lot of hospitals, students can choose the most convenient positions. College uses general placement agreements and descriptions of individual professional content. These materials are worked out in advance before the placement starts. There is</p>

	<p>another link with world of work, because, many renowned specialist taking part in teaching in the college. The school created a methodology of quality control of placement and other parts of study programme. There is a structured feedback from students and from hospitals as well. This feedback influences the content of school curricula. Students are familiar with their career path quite well. This sort of education enables professional work in EU countries without any nostrification.</p>
Lessons learnt (optional)	
Additional information (optional)	<p>Nature of innovation: Incremental Implementation phase: Mainstream Access level: Cross-Border Impact area: Process Target: Wide range of actors Links: The study field of this programme allows the student to obtain the competence required to undertake nursing activities in inpatient and outpatient healthcare facilities, in private nursing organisations, in home and family health care and allows for the preparation of registration or acquisition of a legal licence to undertake regulated professions in EU states (so-called EU, international classification - 1st level) The study programme encompasses goals relating to education in terms of clients and the family/community, oriented towards the 'Health for all in the 21st century' strategy, goals related to the development of the profession in direct relation to the World Health Organisation EU strategy (hereinafter WHO) Graduation from the study programme allows for the future registration or acquisition of a legal licence to undertake the profession in EU states.</p>
Contact details	<p>Rector doc. PhDr. Jitka Némcová, PhD nemcova@vszdrav.cz Placements coordinator Mgr. Renata Procházková, RS, prochazkova@vszdrav.cz slamova@sks.cz</p>
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PROCSEE Case Study – Thematic Area 3

G3 P6 10

Title	Vysoká škola technická a ekonomická v Českých Budejovicích
Sub-title (optional)	
Name of the institution(s)	The Institut of Technology and Economics, České Budejovice
Qualification level concerned	EQF 6
Country concerned	Czech Republic
Theme(s) (optional)	Mission / Role of professional Higher Education Governance
PROCSEE Theme	Organization and Monitoring of Student Placements in the World of Work
Challenge/Root Cause addressed by the practice	Integrate the voice of students, particularly in the evaluation of placements and in the analysis of their impact , Better understand the needs of employers, in order to have realistic expectations regarding the type of placements that can be provided
Keywords (optional)	Centrum for professional preparation, the taxis reduction for firms, quylity content of placements
Summary	The university has a special Centrum for professional preparation, cooperates with the world of work successfully for several years, very good impulse for this cooperation was the taxis reduction for firms they have student placements; (1500 general agreements with firms). There is intensive communication among all stakeholders, students choose their placement according their specialization and wish, the professional contents of them is clearly done. The university consider the voice of students: According to the students České Budejovice University of Technology and Economics (ITB) is the second best in the country among technicians including private schools. This research was organized by the Czech Student Union.
Lessons learnt (optional)	
Additional information (optional)	Nature of innovation: Incremental Implementation phase: Mainstream Access level: Regional / National Impact area: Process Target: Multiple actors Links: ITB was established by law in 2006 and is the youngest public university in the country. This year, for it work on the 4,000 students in bachelor's five fields: engineering, technology

	services and transportation, construction of buildings, construction economics and management.
Contact details	Director: doc. Ing. Marek Vochozka , MBA, Ph.D, Deputy head for Commercialization and creative activities: Vojtech Stehel, vochozka@mail.vstecb.cz slamova@sks.cz
Notes to case	



PROCSEE Case Study – Thematic Area 3

G3 P1 40

Title	Employment Forecast (NAP ZAP)
Sub-title (optional)	NAP ZAP - Napovednik zaposlovanja
Name of the institution(s)	Employment Service of Slovenia
Qualification level concerned	EQF 5, EQF 6, EQF 7, EQF 8
Country concerned	Slovenia
Theme(s) (optional)	Research, Development and Innovation
PROCSEE Theme	Organization and Monitoring of Student Placements in the World of Work
Challenge/Root Cause addressed by the practice	Better understand the needs of employers, in order to have realistic expectations regarding the type of placements that can be provided
Keywords (optional)	Employment, vacancies, labour market needs, research
Summary	<p>The purpose Employment Forecast is to enable short-term forecasts of labor market trends in Slovenia. The survey of employers is based on a representative sample of possible short-term forecasts of employment trends and the difficulties employers have at finding suitable candidates for the vacancies. Survey contributes to comprehensive information intended to job seekers and employers, better coordination between supply and demand in the labor market and thereby faster transition of unemployed people into employment.</p> <p>The results of the survey have been permanent data source since May 2012, when the legislation on the field of labour market in Slovenia had changed and have been carried out twice a year. They are a basis for:</p> <ol style="list-style-type: none"> short-term activities, such as basic activities of ESS - Employment Service of Slovenia (job placement, cooperation with employers, etc.) and a short-term forecasts of demand and supply of qualification; medium-term activities, such as the preparation and implementation of active labour market policy measures (training and education programmes etc) to tackle the structural imbalances on the labor market, preparation of system solutions to solve structural imbalances on the labor market (support the interest for training and education programs that have a long-term perspective on the labour market, etc.) and preparation of activities that will prevent the long-term unemployment and potential social exclusion.

Lessons learnt (optional)	A survey is done twice a year by the ESS, it gives us a good insight which occupations will be needed in the future in Slovenia.
Additional information (optional)	<p>Nature of innovation: Incremental Implementation phase: Mainstream Access level: Regional / National Impact area: Process Target: Wide range of actors Links: https://www.ess.gov.si/delodajalci/napovednik_zaposlovanja</p>
Contact details	Brigita Vončina, Employment Service of Slovenia brigita.voncina@gmail.com
Notes to case	



PROCSEE Case Study – Thematic Area 3

G3 P7 3

Title	Building new qualifications and improving existing ones, according to European requirements
Sub-title (optional)	EU funded project “Euroentrepreneurship - university qualifications for the Europeanization of the Romanian society”
Name of the institution(s)	Scoala Nationala de Studii Politice si Administrative (Bucharest, Romania) in partnership with the Institute for European Studies, VUB, Bruxelles, Belgium
Qualification level concerned	EQF 7
Country concerned	Romania
Theme(s) (optional)	Internationalisation, Research, Development and Innovation
PROCSEE Theme	Promotion of PHE in Responding to Skill Shortages
Challenge/Root Cause addressed by the practice	Increase the flexibility of PHE in response to labour market needs, both in terms of the degree of changes to the overall offering and the curricula embedded within it, as well as to the speed of implementation of changes
Keywords (optional)	developing new qualifications, market research, EU-funded projects, europeanisation, curricula adaptation
Summary	<p>“Euroentrepreneurship - university qualifications for the Europeanization of the Romanian society” (POS DRU/156/1.2/G/140578) is a project implemented by the College of Communication and Public Relations (National University of Political Studies and Public Administration - NUPSPA, Bucharest) in partnership with the Institute for European Studies within Vrije Universiteit Brussels (VUB). The project was co-financed by the European Social Fund. Some important results of this project are the following:</p> <ul style="list-style-type: none"> two studies on the qualifications and competencies of experts in communication, governance and entrepreneurship in the European context; three up-to-date MA programs (EU Communication & Governance, Project Management, and Brand Management & Corporate Communication); three training sessions on “How to teach Europe”; for 36 NUPSPA’s experts at Bruxelles; three ‘Bruxelles open doors’ campaigns for 60 MA students; a new qualification - expert in EU affairs - validated by the National Authority for Qualifications;

	<p>a new research center and practice network.</p> <p>The main aim of the project was to increase the capacity of Romanian universities (as PHE representatives) to provide qualifications that meet the needs of the employers and the on-going dynamics of the labor market. Two specific objectives of the project were</p> <ul style="list-style-type: none">to introduce and validate a new qualification in Romania: expert in European affairsto improve the curricula of the three targeted MA programmes, in order to meet the labour market needs. <p>The team conducted a two-fold research on the skills and expertise expected by employers from the future experts in communication, governance and entrepreneurship in the European context. The views of both national and European employers were taken into consideration.</p> <p>From a methodological standpoint, two mirror studies were conducted in Romania and in Brussels, with the input of the partner- IES-VUB. From the student perspective, the studies aimed to identify strengths of Master programmes, the gaps and shortcomings of Master programmes, and the key elements to improve European Master's programmes in relation to access to job market. From the employer perspective, they aimed to enquire about professional qualifications needed/desired to enter the work field within various institutions related to European affairs, and to identify academic and knowledge gaps or barriers to access the job market.</p> <p>The Romanian study employed qualitative methods- interviews and focus groups. Interviews with representatives of the Romanian accreditation bodies, representative of the PHE institutions management, and representatives of the employers were conducted. Furthermore, focus groups with students enrolled in the three masters programs provided the second cluster of data. The mirror study, implemented by the Belgian partner, included an online Survey with alumni from IES 2 Master degree programmes and interviews with HR experts in the field related to European Affairs.</p> <p>In order to strengthen the connection between the faculty members, students, and the field of work, a series of study visits to Brussels were organized. Three training sessions on "How to teach Europe" for 36 staff members of the Beneficiary took place in Bruxelles, including study visits at the European institutions. Additionally, three 'Bruxelles open doors' campaigns, including study visits at the European institutions, were provided for 60 MA students.</p> <p>The most significant impact of the project consisted in:</p>
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	<p>the improvement of the curricula of the three masters programs targeted by the project, based on</p> <p>the results of the two studies on the labor market needs</p> <p>the know-how transferred to faculty members during their study visits</p> <p>the voice of the students.</p> <p>The successful validation of the new qualification of expert in European affairs, developed according to the labor market needs.</p> <p>Consolidated capacity of faculty members to teach courses related to communication, governance and entrepreneurship in the European context.</p>
Lessons learnt (optional)	<p>The importance of cross-border partnerships for improving the PHE sector.</p> <p>The importance of cross-national research on the labor market needs in the European context</p> <p>The importance of involving students in improving PHE programmes and the curricula</p> <p>The need to take advantage of EU funding opportunities as means of overcoming the high costs of market research & staff training</p>
Additional information (optional)	<p>Nature of innovation: Incremental</p> <p>Implementation phase: Scale</p> <p>Access level: Cross-Border</p> <p>Impact area: Organization</p> <p>Target: Wide range of actors</p> <p>Links: http://www.eucommunication.eu/</p>
Contact details	<p>Flavia Durach, Partner 7 coordinator</p> <p>Scoala Nationala de studii Politice si Administrative</p> <p>Bucharest (Romania)</p> <p>flavia.durach@comunicare.ro</p>
Notes to case	