

Associate Degrees & Work-based Learning

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**UNIVERSITY OF APPLIED
SCIENCES AND ARTS**

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TOPICS

- PXL university of applied sciences: facts and figures
- PXL Business Associate degrees
- Work-based learning: our didactical concept
- Dual program design
- Recruiting workplaces & allocating students
- Mentoring
- Evaluation
- Challenges
- Quality & accreditation
- Benchmarking and internationalisation



Who are we?



PXL University of applied sciences



Facts & figures

- 9 departments
- 10000 students
- **More than 40 programs**
 - *20 bachelor programs*
 - *2 master programs*
 - *NEW: 15 associate degrees (since september 2019)*
- **Our challenge:** getting the right student in the right place

PXL-Business Associate degrees (1)

- Accounting administration
 - Day: 115 students
 - Evening: 25 students
- Marketing and communication support
 - Day: 81 students
- Sales support
 - Day: 35 students
- Shop management
 - Day: 76 students
- Transport and logistics
 - Day: 48 students
 - Evening: 19 students

PXL-Business Associate degrees

- Legal administrative support
 - Day: 46 students
 - Evening: 11 students
- Traffic engineering and mobility
 - Day: 13 students
 - Evening: 8 students

 477 new students = 477 new work places!!!

Work-based learning@PXL: educational concept

- Work-based learning (WBL) = learning by doing in real-life organisations
- We start WBL as soon as possible
- Dual programme design
 - Learning in school
 - Learning in the workplace
- Boundary crossing between learning in school & workplace
- Focus on soft skills and hard skills
- We strive to keep the student in the same company throughout the 2-year programme
 - Company gets time to acclimatize the student
 - PXL gets time to build a trust relationship with the company

Work-based learning@PXL: programme design

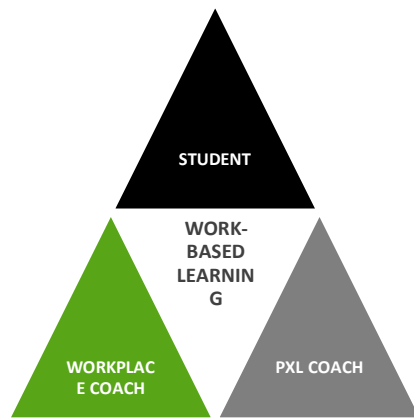
- **First semester:** preparation and orientation, main focus on:
 - soft skills
 - professional attitude
 - ICT-skills
 - communication skills
 - personal branding
 - language proficiency (Dutch, French, English)
 - basic disciplinary courses
- **Second and third semester**
 - 2 days/week: WBL
 - 2 days/week: courses at PXL
- **Fourth semester**
 - 3 days/week: WBL + Graduate thesis
 - 1 day/week: courses at PXL

Recruiting work places & allocating students

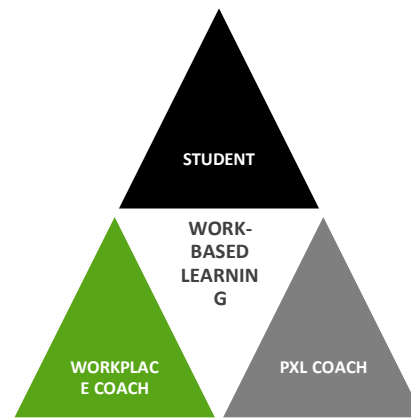
- Recruiting work places: “Hit the road Jack”
 - Our bachelor network (‘cross selling’)
 - Employer organisations
 - Business clubs
 - Branding in media
 - Creating ‘momentum’
- Allocating students: “matchmakers”
 - Handshakes
 - Students ‘speeddate’ with companies
 - Student makes top 5
 - Company makes top 5
 - We do the match

Mentoring

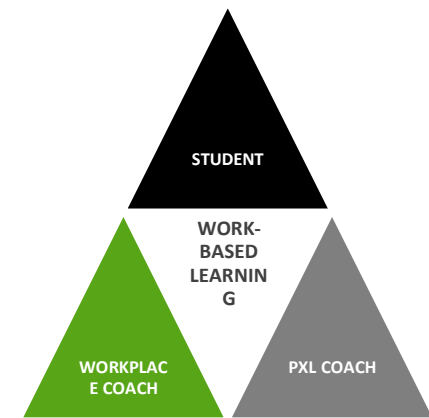
- 1 course WBL=14 weeks
- Triangular conversation, three times very 14 weeks
- Intervision every 2 weeks



Planning conversation



Performance review



Assessment review

Evaluation

- Task portfolio (knowledge) +- 15% } 2nd examination opportunity
- Reflection portfolio (soft skills) +- 15% }
- Work prestation +- 70% → no 2nd examination opportunity
- How? Decision tree, PXL coach & Workplace coach in consensus

Challenges

- Student numbers: no time to grow
- Students postpone study choice – ADs are less flexible than PBA's
- Individual trajectories and WBL?
- Second examination and WBL?
- Evening programmes and WBL?
- Branding ADs vs PBAs: how will labour market react?
- Economic situation? What if employers fill open positions?
- Small businesses and training culture?

Quality & Accreditation

The benefits of WBL are assured only by the quality of WBL

- There should be a focus on **specific learning objectives** and **predefined learning outcomes**
- All **stakeholders** in the learning process are **sufficiently committed** and **well-informed** on goals and processes
- Invest in the **development of teachers, trainers, mentors of the workplace**
- Sufficient **student support** during the work placement

Quality & Accreditation

- Integration of work placements into the **Internal Quality Assurance** procedures including self-assessment tools and techniques, in-company visits
 - Evaluation of the **students' performances**
 - Evaluation of the **placements**
 - Evaluation of the **support structures**
- **External Quality Assurance** focus on the existence and use of appropriate quality assurance procedures
 - Is conducted by external bodies
 - Can form a formal part of the accreditation procedure

Internationalisation and benchmarking

- PXL has a large number of cooperation agreements within Europe and beyond (US – China - ...)
- PXL is member of several international university & industry related networks (Businet, UIIN, Magellan,...)
- We are open for new agreements and benchmarking
- Exchanging students AND workplaces ?