Working life -oriented approach in developing education

Ministry of Education and Culture – LOTUS workshop 10.6.2022 Ilkka Kurkela, Development manager, Business Management -degree programme, Laurea UAS



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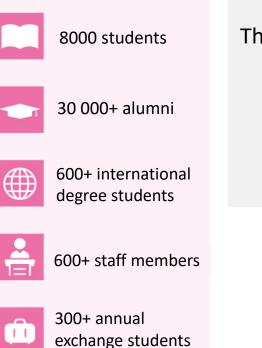


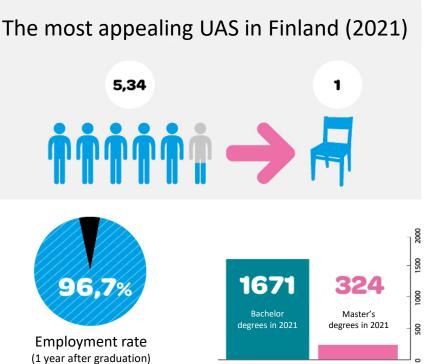
Key thought:

"Working life -oriented approach in developing education provides benefits for the student, work life, and society.

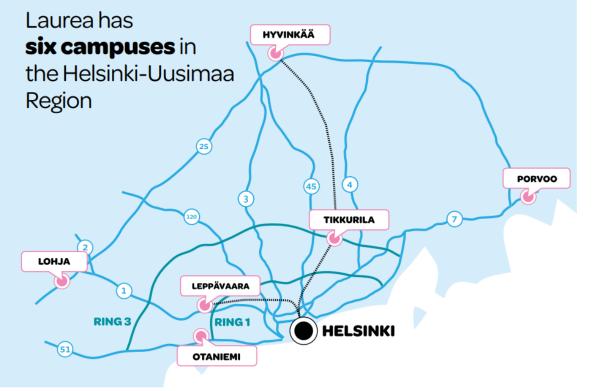
Win – Win – Win."

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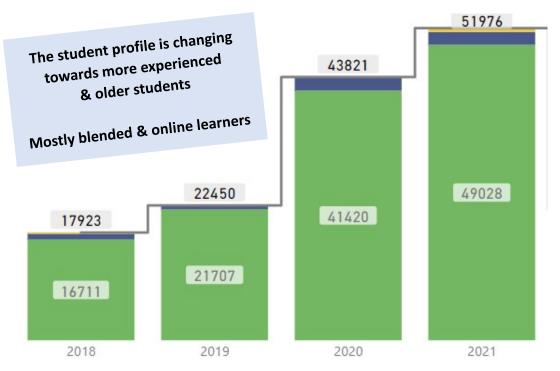






Phenomena: the importance of continuing education





The amount of ECTS studied in Laurea open UAS studies 2018-2021. Source: Vipunen





Source: https://www.laurea.fi/en/laurea/strategia-2030/

Learning by Developing (LBD) Laurea's pedagogical model



- 30 years of close cooperation between organizations and Laurea
- LBD creates networks between education, working life and regional development
- Challenges: the future of LBD.
 - How to combine digital & face to face learning?
 - How to make the cooperation more systematic?



Source: https://www.laurea.fi/en/laurea/laurea-as-a-university#LbD | Photos by Sami Saastamoinen

Key partnership concept

- Collaboration in courses
- Specific hands-on learning projects (LBD)
- Internship opportunities
- Thesis opportunities
- → Provides recruitment opportunities to the key partners



Co-designing the curriculum with work life: steering groups in degree -programmes







Challenges & learnings:

- How to make sure that the group is versatile enough?
- How to ensure the impact to the curriculum?
 - ightarrow needs of life-long learning?

Source: https://journal.laurea.fi/tyoelaman-ohjausryhma-liiketalouden-tradenomitutkintoa-kehittamassa/#395db4b3

General working life competences as a result of dialogue with companies

SELF-MANAGEMENT AND ENTREPRENEURIAL ATTITUDE

- Life management and well-being
- Describing one's competence and preparedness for continuous learning
- Sales competence

CRITICAL THINKING AND PROBLEM-SOLVING SKILLS

- Critical data acquisition, evaluation and utilisation
- Managing bigger pictures and systemic approach
 - Analytical thinking and argumentation

FORESIGHT AND INNOVATIVE COMPETENCE

- Creativity and ability to take initiative
 Co-creation and service design competence
 Technological and digital competence
 - Capacity for change

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RESPONSIBILITY COMPETENCE

- Ethics and empath
- Equality and justice
- Ecological, social and economical sustainable development

WORKING-LIFE PROFESSIONAL

GLOBAL COMPETENCE

- Internationality competence
- Understanding cultural perspectives
- Ethical agency in global media and technological environment

COMPETENCE IN COMMUNICATIONS AND INTERACTION

 Effective oral and written self-expression skills (including language skills)

- Networking skills
- Societal impact

• Customer insight and customer management skills

Thought: what is the role of the industry certificates in the curriculum & education?





Linked in Learning

Future?

What is the role of the teacher? The role of the higher education institutes?

Finally, some case examples

@Fortum

Case example: developing digital services







Case example: social media hackaton







Case example: real-life marketing campaign





Conclusions



"Working life -oriented approach in developing education provides benefits for the student, work life, and society."





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Thanks, let's connect!

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