

# World University Service (WUS) Austria

Since 1983 committed to the  
development of Higher Education

## ***R&D Commercialization***

*Market needs based transformation/development of the  
study programs*

*Skopje 12.05.2010*

Higher  
Education  
Development

Linking Higher  
Education &  
Economy

Arts & Culture

Higher  
Education &  
Human Rights



Vision & Mission

Offices & Staff

Target Countries

Target Areas

Main Benefits

Curriculum

- **Our Approach**  
WUS Austria ensures a high level of sustainability by applying a systemic top-down and bottom-up approach in its activities from the policy level to the level of individuals.
- **Main Principles**
  - Sustainability and local ownership
  - Partnership and co-operation
  - Capacity and institution building
  - Academic solidarity
  - Promotion of human rights, peace and stability

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**Approach & Principles**

● Vision & Mission

○ Offices & Staff

○ Target Countries

○ Target Areas

○ Main Benefits

○ Curriculum

- **Our Support to the partners**

- Development of new and innovative project ideas
- Professional management of projects
- Fostering knowledge and technology transfer
- Networking activities, and
- A broad range of consulting services

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**Our Services**

- Vision & Mission
- Offices & Staff
- Target Countries
- Target Areas
- Main Benefits
- Curriculum

- |                                 |                    |                 |
|---------------------------------|--------------------|-----------------|
| <i>Albania</i>                  | <b>Germany</b>     | <b>Poland</b>   |
| <b>Austria</b>                  | <b>Hungary</b>     | <i>Romania</i>  |
| <b>Belgium</b>                  | <b>Italy</b>       | <b>Serbia</b>   |
| <b>Bosnia &amp; Herzegovina</b> | <b>Kosovo</b>      | <i>Slovenia</i> |
| <i>Bulgaria</i>                 | <i>Macedonia</i>   | <b>Spain</b>    |
| <i>Croatia</i>                  | <i>Moldova</i>     | <b>Ukraine</b>  |
| <b>Czech Republic</b>           | <b>Montenegro</b>  |                 |
| <b>France</b>                   | <b>Netherlands</b> |                 |

**Total WUS Staff 45**

**WUS Austria**



**Target Countries**

Vision & Mission

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Main Benefits

Curriculum

- **Higher Education Development**  
Curriculum Development, Quality Assurance, New Teaching Methods & Technologies, Higher Education Management, Academic Mobility & Cooperation
- **Linking Higher Education & Economy**  
Research & Development, Development of Applied Curricula, Human Resource Development
- **Arts & Culture**
- **Higher Education & Human Rights**

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**Core Target Areas**

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Target Areas

**Main Benefits**

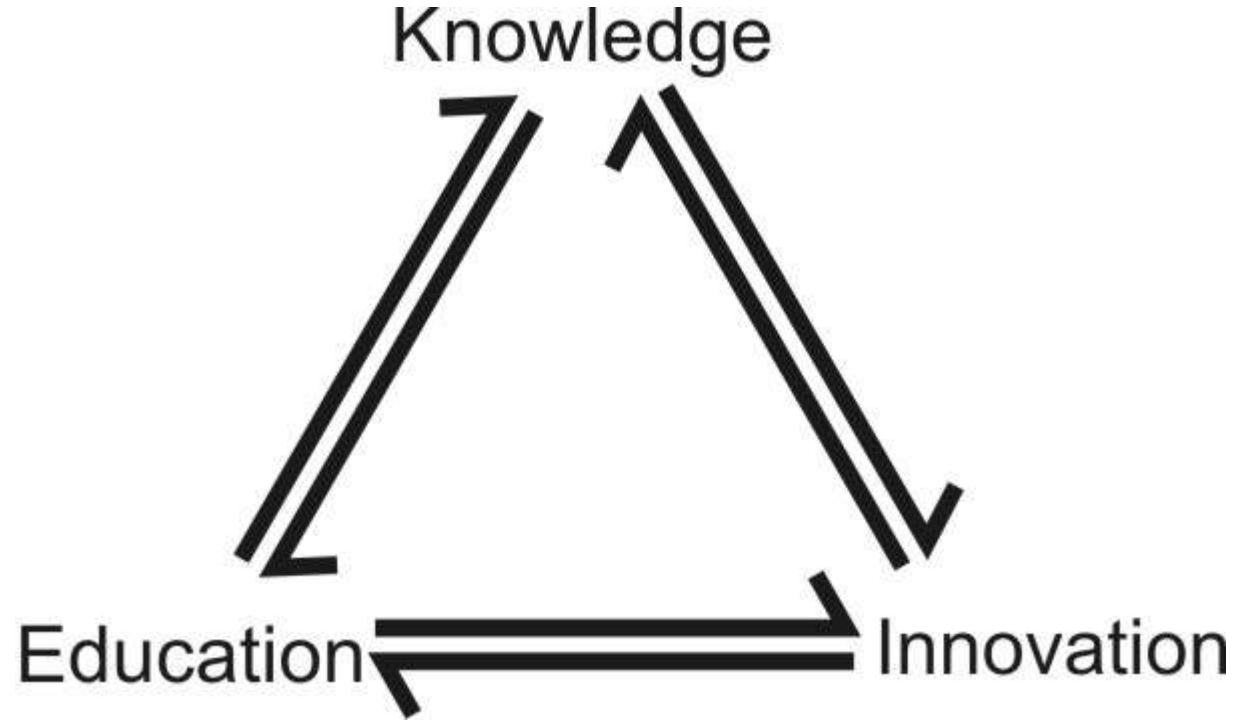
Curriculum

- Higher education development instigates the **economic development** of a country by training highly needed skilled professionals, i.e. experts: **capacities and expertise** at the country's universities will be multiplied and trickle down to education the coming generations of high-level professionals
- In the knowledge based society, higher education studies, doesn't end with the degree, **permanent education** continues (LLL)
- Roles of professional bodies enforces through LLL trainings (mobility and flexibility)

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**Main Benefits of Focusing on Higher Education and Curriculum Reform**

- Vision & Mission
- Offices & Staff
- Target Countries
- Target Areas
- Knowledge Triangle
- Curriculum



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## **Knowledge Triangle and Curriculum Design**

Vision & Mission

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Target Countries

Target Areas

Knowledge Triangle

Curriculum

Set higher education reform in the context of the **labor market**, **globalization** and the **knowledge economy**, and discuss **three** issues and their implications for policy:

- **Rising relative demand** for skills - more educated workforce, and rising pay compared to less educated
- **Graduate unemployment** – why so high, what underlies it, and what can be done to address it
- **Lifelong Learning** – its critical importance, and implications for post-school education and training.

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**Knowledge Triangle and Curriculum Design**

Vision & Mission

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Target Countries

Target Areas

**Knowledge Triangle**

Curriculum

## Globalization and K-Economy Drivers of Demand for Higher Education

- **Globalization — Trade liberalization, cross-country production chains and imports of capital complementary with skills raise relative skills demand (Sanchez & Schady, Robbins)**
- **Skill-biased Technical Change — imported technology transferred from advanced countries are skill-biased, and raise relative skills demand in developing countries (Berman, Machin)**

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**Knowledge Triangle and Curriculum Design**

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**Knowledge Triangle**

Curriculum

More educated are better at change – in periods of change, education enhances “ability to deal with disequilibrium” and is in greater demand (Schultz, Welch)

ICT and Organizational change – diffusion of ICT and new forms of organization reduce demand for unskilled and increase demand for more educated workers (Bresnahan)

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**Knowledge Triangle and Curriculum Design**

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Main Benefits

**Curriculum**

## The Master Programs are characterized by:

- **International cooperation**, if possible, in the form of **joint or double degrees** among participating universities
- **Close collaboration with professional bodies** in the phase of curriculum development, as well as decisions on formal and content-related basics like aims and objectives of the master program, learning outcomes, student intake etc.

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**Curriculum Development and  
Master Program Development**

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Target Areas

Main Benefits

**Curriculum**

## The Master Program will be characterized by:

- **(Internal and external) quality assurance mechanisms**
- **Development of specific modules with focus on economic development (country-specific; can be offered to professionals – continuing education/ LLL)**

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Main Benefits

**Curriculum**

- **WUS Austria can benefit from its wide network of universities and stakeholders in higher education in the region.**
- **WUS Austria can offer its experience and wide network of universities and stakeholders in higher education in the region.**

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Main Benefits

Curriculum

# Main Reference Projects:

- JoinSEE, Example of Excellence for Joint (Degree) Programme (**4 with 24 Universities**) Development in South Eastern Europe (*Projektbeschreibung unter <http://www.wus-austria.org/project/0/42.html>*)
- Development of **17** labour market relevant Master, PhD and Chair Programs at SEE Universities (*Projektbeschreibung unter <http://www.wus-austria.org/project/0/23.html>*)

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**Curriculum**

# Milestones in Master Program Development:

- **Work package 1: Curriculum design**
- **WUS Austria will provide well-proven templates and guidelines for curriculum design**

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Main Benefits

Curriculum

- **Market research and coherence analysis** in close cooperation with the professional bodies in the respective countries
- **Design of the academic programs, modules and courses** (curriculum design content-wise), in cooperation with the relevant stake holders (Faculties, Professional bodies, Governments, International Financial Institutions)
- **Decision on formal prerequisites:** aim, learning objective, academic title to be obtained, entry requirements, number of ECTS credits to be obtained, professional profiles, number of students to be enrolled, etc.

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Master Program Development**

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- **Capacity building activities for teaching staff and university management:** International curriculum development trainings, content-related trainings, trainings on developing a culture of continuing education and LifeLongLearning and hands-on training on opening and offering modules for professionals, trainings on e-Learning and e-Coaching techniques
  
- **Provision of grants for scientific literature** (upgrading the university's library), evtl. study visits, participation in international conferences, etc.

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**Curriculum**

# Milestones in Master Program Development:

- **Work package 2: Joint (Degree) Program**

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- **Detailed analysis** of the results of the market research in all countries
- **Comparison of identified needs** and focus areas
- Meeting needs of all participating countries and **determining potential for realizing a joint (degree) program** or other methods of close cooperation (e.g. reciprocal exchange of modules, mobility of students and teaching staff, etc.)

In any case, due attention will be given to country specifics and respective modules.

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**Curriculum**

# Milestones in Master Program Development:

- **Work package 3: Modules with focus on economic development**

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Target Areas

Main Benefits

**Curriculum**

- **Establishment of focus groups** in all countries, composed by representatives of the government responsible institutions, universities, professional bodies, potential students, professional accountants, etc.: identification of specific needs in the national economy and business world in corporate financial reporting and auditing
- **Development of Programs; modules and courses** for professionals and peer review process
- **Establishing an online platform** for continuing education

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Main Benefits

**Curriculum**

# Milestones in Master Program Development:

- **Work package 3: Quality Assurance**

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○ Target Areas

○ Main Benefits

● Curriculum

- **External evaluation** of the program: Comparison to similar international programs and regarding their compliance with international standards (Bologna Process)
- **External peer reviews** of the developed materials and teaching contents (modules, courses)
- **Midterm reports** with incorporated peer review recommendations
- **Student evaluation mechanisms** will be developed and implemented
- **Regular monitoring** through on-site visits

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  - Curriculum**

# Milestones in Master Program Development:

- **Work package 4: Accreditation**

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Target Areas

Main Benefits

**Curriculum**

– **Supporting national accreditation procedures, where in place**

– **International accreditation of the program(s)**

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[www.wus-austria.org](http://www.wus-austria.org)

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right to education