Vocational education and Training at higher qualification levels: the SPEED project

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The Tempus action:

Tempus is the European Union’s programme which supports the modernisation of higher education in the Partner Countries of Eastern Europe, Central Asia, the Western Balkans and the Mediterranean region, mainly through university cooperation projects.

ERASMUS Plus: Key action 2
Sport Professions – Education, Employment, Development in the Balkan Region (SPEED)

3-year project: December 2013 – November 2016
(Total budget: € 1.119.144,52)

A regional approach to Sport Science reflecting EU standards with joint, vocationally oriented, Master and Life-Long Programs (LLP) targeting Sport Science specialists, able to meet diverse job market needs (sport centers, events, tourism, health, social integration, etc.), according to local specificities and personal preference.
Tirana Sport University (AL)
University of Elbasan (AL)
University of Shkodra (AL)
Tetovo State University (FYRoM)
University of Prishtina (XK)
University of Belgrade (SR)
University of Novi Sad (SR)
University of Nis (SR)
Serbia Sport Institute (SR)
Ministries of Education (AL & XK)
Ministry of Youth & Sport (SR)
Chambers of Commerce (AL & XK)
University Student Conference (SR)
Sport for All (SR)
National Olympic Committee (AL)

University of Rome Foro Italico (IT)
University of Vienna (AU)
National & Kapodistrian University of Athens (GR)
University of Southern Denmark (DK)
ENSSEE (EU)
Responsibilities of Higher Education Institutions in Modern Society

From Lappalainen & Markkula
The evidence # 1
Unemployment rates in European Countries seasonally adjusted, February 2014

Eurostat, 2014
Unemployment rates in Western Balkans and Turkey

**Figure 2.4 Unemployment Rates, 2011 (%)**

- AL: 30.5, 57.9, 36.1, 45.1, 48.1, 56.3, 37.1, 50.9
- BA: 14.2, 13.3, 16.7
- HR: 28.0, 31.6
- XK: 23.6
- MK: 19.9
- ME: 9.0
- RS: 16.7
- TR: 10.0

Note: AL – 2010 data, 15+ instead of 15-64; XK – 2009 data.
Sources: National Statistical Offices, LFS publications, TR – Eurostat online database (based on LFS)

European Training Foundation, 2012
Europe 2020 Priorities

The European Union has been working hard to move decisively beyond the crisis and create the conditions for a more **competitive and sustainable economy** with **higher employment**.

The Europe 2020 strategy is about delivering growth that is:

- **smart**, through more effective investments in education, research and innovation;
- **sustainable**, thanks to a decisive move towards a low-carbon economy;
- **inclusive**, with a strong emphasis on job creation and poverty reduction.
Europe is looking for highly qualified skills and competences

Proportion of job openings by qualification level, EU, 2013-20 (thousands)

Cedefop, 2014
Higher Educational Institutions providing higher professional education programmes, are central to the European efforts on employability and economic growth, but they must adapt rapidly enough to the (changing) needs of the labour market, and especially the needs of the private sector.
The evidence # 2
Sport is an important factor for the Economic Growth and Employment in Europe

**Broad Definition of Sport:** Sporting activities plus all activities which are inputs to sport (i.e. all goods and services which are necessary for doing sport) plus all activities which require sport as an input (i.e. all goods and services which are related to a sport activity but without being necessary for doing sport).
Sport in the Economic Growth and Employment in Europe

Figure 13: European Union - gross value added at market prices, broad definition

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Gross Value Added (in million €)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreational, cultural and sporting services</td>
<td>52718.62</td>
</tr>
<tr>
<td>Education services</td>
<td>22220.54</td>
</tr>
<tr>
<td>Hotel and restaurant services</td>
<td>17427.68</td>
</tr>
<tr>
<td>Health and social work services</td>
<td>8896.62</td>
</tr>
<tr>
<td>Retail trade services, except of motor vehicles and motorcycles; repair services of personal...</td>
<td>7556.14</td>
</tr>
<tr>
<td>Land transport; transport via pipeline services</td>
<td>5613.92</td>
</tr>
<tr>
<td>Wholesale trade and commission trade services, except of motor vehicles and motorcycles</td>
<td>3959.91</td>
</tr>
<tr>
<td>Post and telecommunication services</td>
<td>3922.42</td>
</tr>
<tr>
<td>Printed matter and recorded media</td>
<td>3417.85</td>
</tr>
<tr>
<td>Furniture; other manufactured goods n.e.c.</td>
<td>3369.07</td>
</tr>
</tbody>
</table>

Sport in the Economic Growth and Employment in Europe

Figure 10: Broad Definition: Share of national employment, in % of heads

Table 3: Overview of some sport-related activities and products with economic impact

<table>
<thead>
<tr>
<th>Consumer Expenditure</th>
<th>Goods and Services Conditional on Doing Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Veterinarian</td>
</tr>
<tr>
<td></td>
<td>Health Services</td>
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</table>

<table>
<thead>
<tr>
<th>Doing Sport (According to the Statistical Definition)</th>
</tr>
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<tbody>
<tr>
<td>Stadiums</td>
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</table>

<table>
<thead>
<tr>
<th>Goods and Services Necessary to Do Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racing Horses</td>
</tr>
<tr>
<td>School Education</td>
</tr>
<tr>
<td>Watches, Clocks</td>
</tr>
</tbody>
</table>
From an analysis of specific sectors that are important in enhancing the size of the sport industry, three sectors stand out:

- Tourism
- Fitness and the media
- Education
Specific objectives of the project:

• Regional approach to Sport Science curricula in the Western Balkans reflecting EU standards: harmonization of existing bachelor, master and doctoral programs;

• Regional recognition of the manifold implications and potentialities of sectorial qualification in sport, as related to education, employment, development (sport centers, events, tourism, health, social integration, etc.);

• Development and implementation of joint, vocationally oriented, Master and Life-Long Programs (LLP) targeting Sport Science specialists, able to meet diverse job market needs, according to local specificities and personal preference.
The intended new curricula

Vocationally oriented Masters and LLP in the Sport Science area to provide a better match between job market needs and the qualifications offered:

• based on a learning outcomes and competencies approach, defined in collaboration with stakeholders;
• targeting new and old graduates, with flexible learning pathways and permeability among the different SpS/PE programs;
• partnership between universities and stakeholders;
• practical training in real working environment (curricular internships 20 – 40 ECTS).
**Methodology**

**The Tuning Methodology:** Learning outcomes, formulated in terms of competences, are minimum requirements, expressed in terms of what the learner knows and is able to do.

**Steps in designing degrees:**
- Identification of social needs
- Definition of professional profiles (competences and learning outcomes), in collaboration with stakeholders
- Translation into curricula, and into modules and approaches, with strong involvement of private sector & social partners
- Quality evaluation and updating

**New Approach:**
Student-centred
Definition of profiles, competences and learning outcomes
Output-oriented curricula
Focus on competences
SPEED – vocationally oriented (VO) JM and LLP
(clinically, educational or social oriented, with high permeability with existing program)

1st Year VO Master
(60 ECTS)
(Coach or Professional trainers)

Elective activities, vocationally oriented with emphasis on specialized internship

Compulsory subjects (generic and SpS related subjects)

2nd Year VO Master
(120 ECTS)
(HEPA specialist, Sport manager, others)

Core curriculum

Elective activities

Compulsory subjects (generic and SpS related subjects)

Elective activities

Elective activities, vocationally oriented with emphasis on specialized internship
Methodology

The programs could have a modular structure, to allow easy displacement of activities in academic & work environment, ECTS recognition, & mutual permeability with other programs.
Methodology

From the analysis of Sport Science curricula from partner countries in the new WB socio-economic picture to the development and implementation of joint VO Master and LLP programmes in an EU perspective;

• New study materials;
• Upgrading of labs and libraries;
• Distance learning tools and competences;
• Implementation of work placement office and ICT;
• Training for academic and administrative staff on ICT for university-stakeholders interaction;
• 3 International Joint Intensive Modules (12 ECTS – 3-week)/each) with video-conferencing;
• Mobility of master students towards European universities (Erasmus plus key action I)
Thank you

www.tempus-speed.eu