



## E-learning course Nr. 3

### *Tasks of the company partners in dual type higher education*

# *Process Map and Process Structure*



### **mutually organized processes**

- execution and evaluation of the dual studies program

### **institutional main processes**

- institutional support processes of the dual training
- institutional development of the dual training
- accreditation of the dual program

### **company main processes**

- company management processes for the dual training
- company development of the dual training
- special company processes



# *Operating Main Processes of the Company Partners*



**A. Preparation processes**

**B. Developmental and operating processes**

**C. Related processes**

**Connection processes**

- collecting information about dual training possibilities for specific positions
- self-evaluation in relation to the program's requirements
- preparations for the program (business development, action plans)
- decision making about joining the program
- signing the contract with the institution

**Providing infrastructure for education** (maintaining internship positions, providing educational tools, equipments)

**Human resources supply** (selecting company staff for the dual program, training company educators)

**Providing training methodology and company curriculum** ( training know-how, IT system, providing course material and curriculum, and synchronizing them with the institutional curriculum)

**Testing, evaluation, revision** (evaluating the program's efficiency and return of investment ratio; identifying and implementing shortcomings)

**1. Student recruitment**

- recruitment campaigns (spring and autumn)
- selecting students
- building up the dual studies brand

**2. Preparing the training**

- contract of employment for students
- admitting and registering students
- preparing trainings

**3. Executing company trainings**

- carrying out the trainings in the 1-2-3. academic years
- company support of the trainings
- tracking the trainings
- managing absenteeism and breach of contract

**4. Evaluating the program**

- evaluating students and participants of the program
- evaluating the class

**5. Employing fresh graduates**

- supporting fresh graduates' entry to the job market
- handing out diplomas
- mentoring of students by alumnnum members
- tracking of alumna

Efficient training system

Joint training resource

**Promoting the dual studies program**

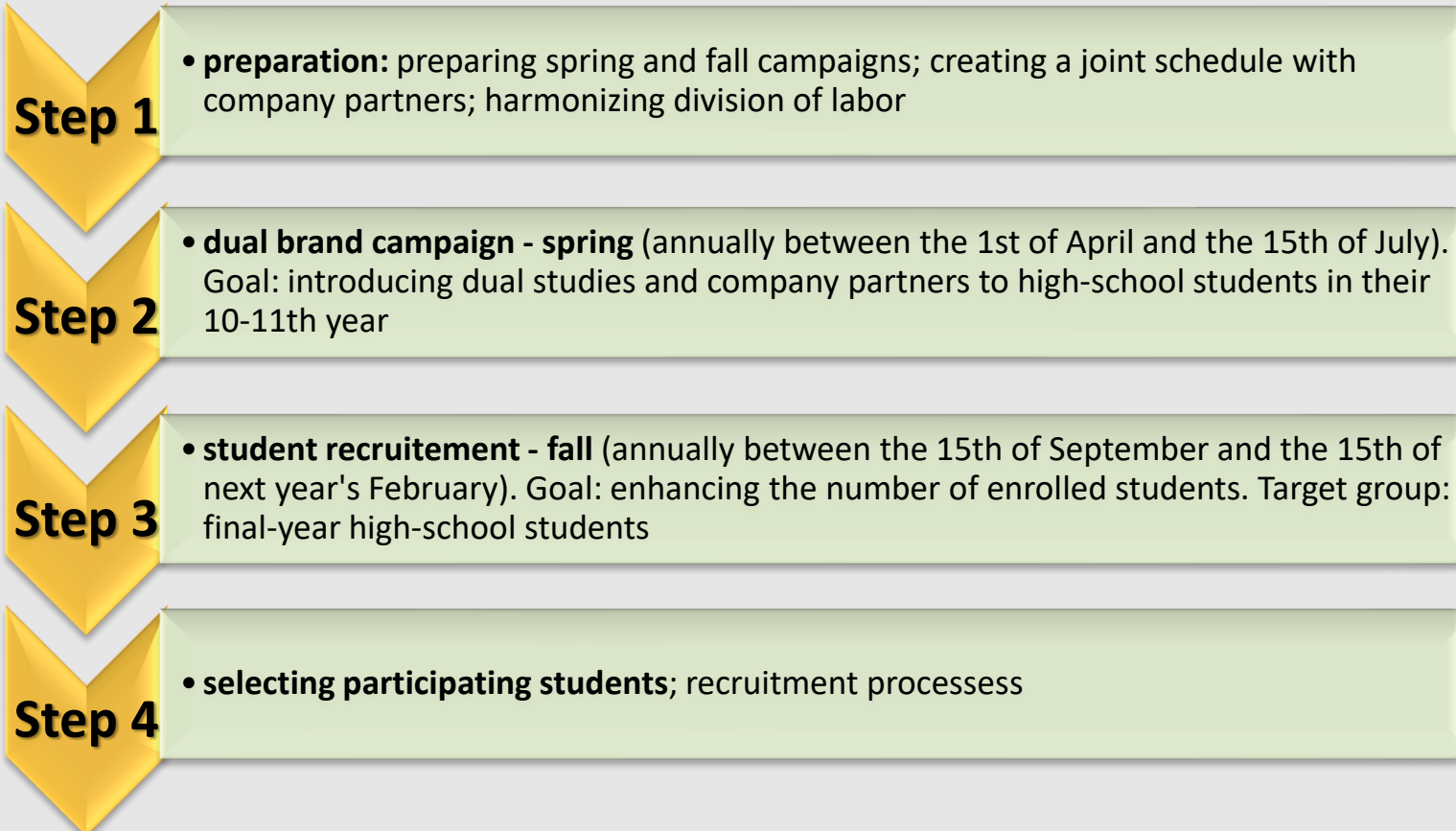
- public relations and communication (providing information; event calendar; event organization, etc.)
- partnership between the participants of the program

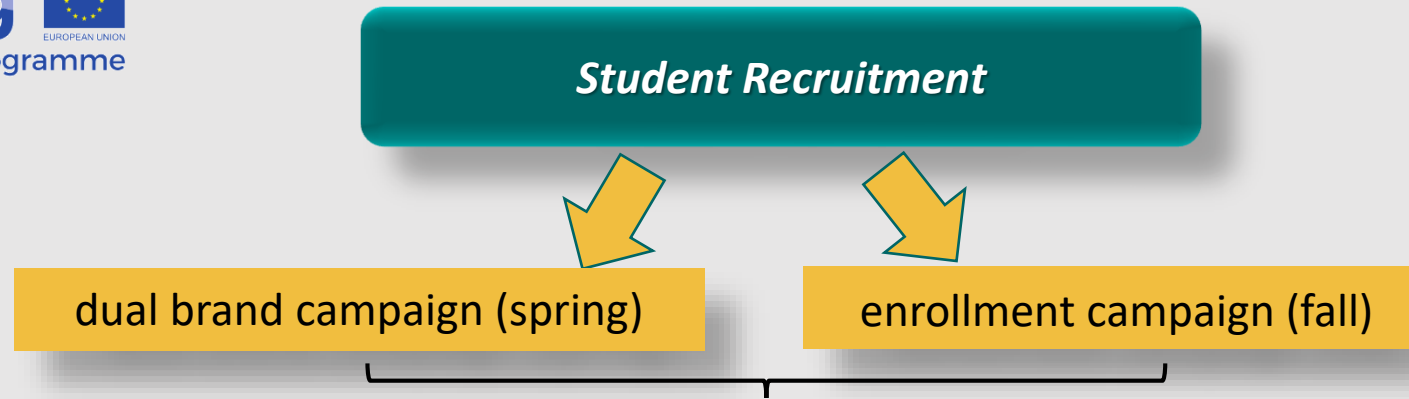
**Exit processes**

- Cancellation of the institutional contract, scheduling an exit strategy
- Re-integration of students



# 1. Student Recruitment





### The University and the Company cooperates



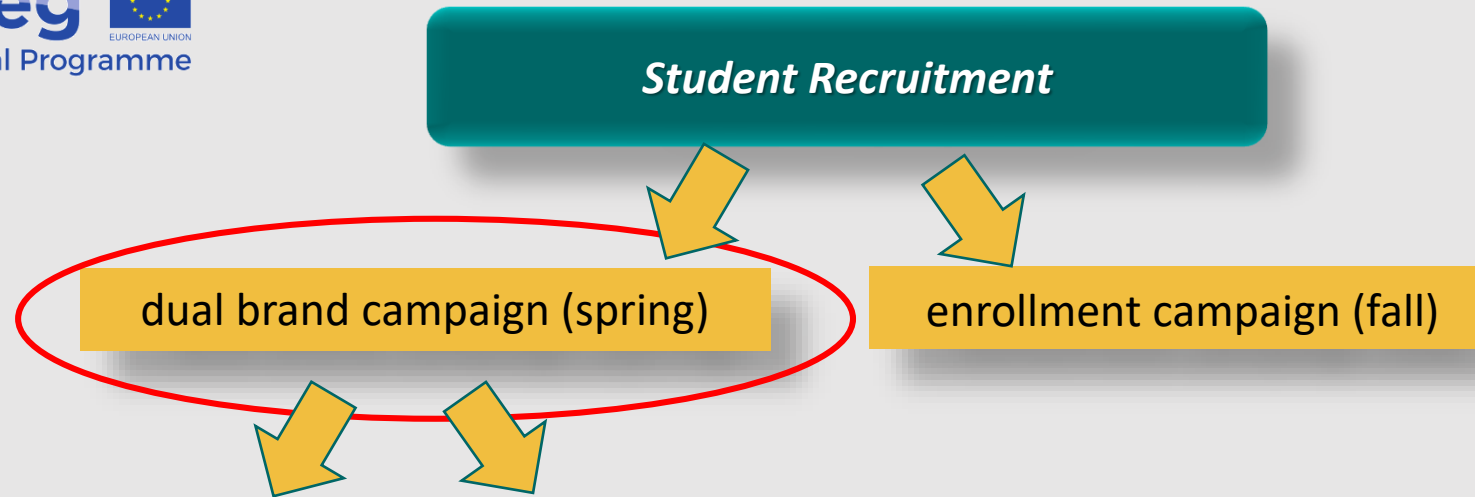
Marketing communication tasks (online and offline tools, events, orientation days, etc.) should be performed jointly by the institution and the company partner, with the harmonization of resources, planning, and funding.

a, the University's marketing manager initiate

b, preparing campaign plans, scheduling, work-sharing plans and budget development

C, accepting campaign plans and their budgeting





### The University and the Company cooperates

Goal: present the essence of dual training, its contents, opportunities, promoting dual training, partner companies brand building, introduction of companies (Open Day, factory visit, educational and cultural events within the factory)

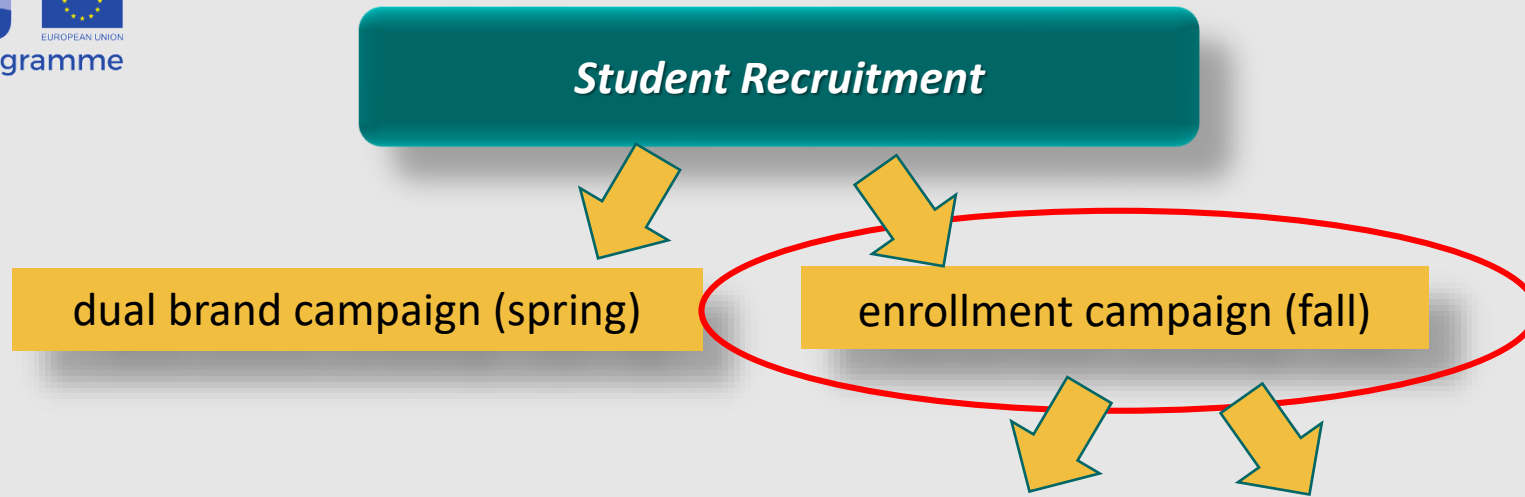
**February:** the University's Dual Methodist leader initiates

**March:** the campaign starts

**June:** the campaign completes







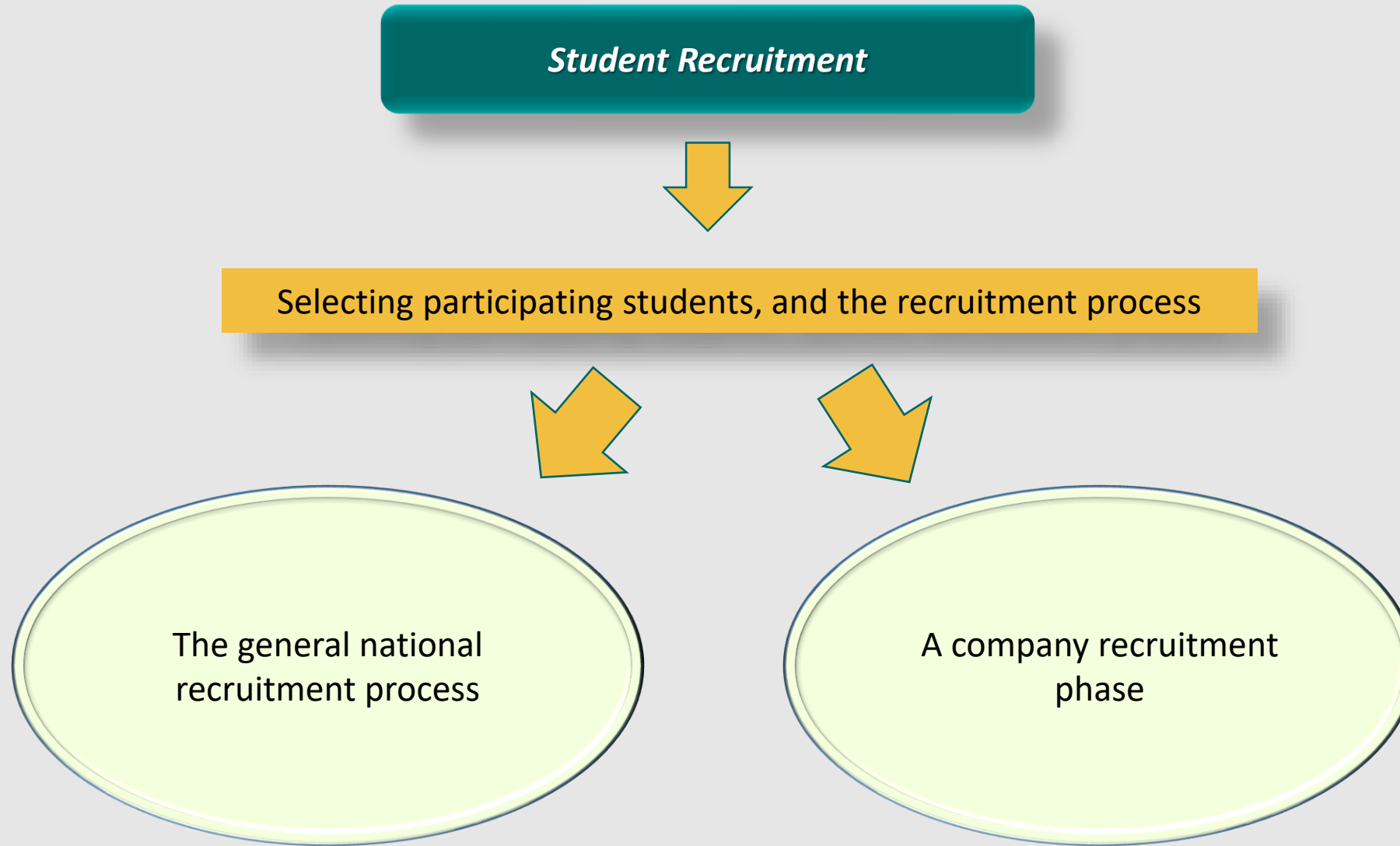
### The University and the Company cooperates

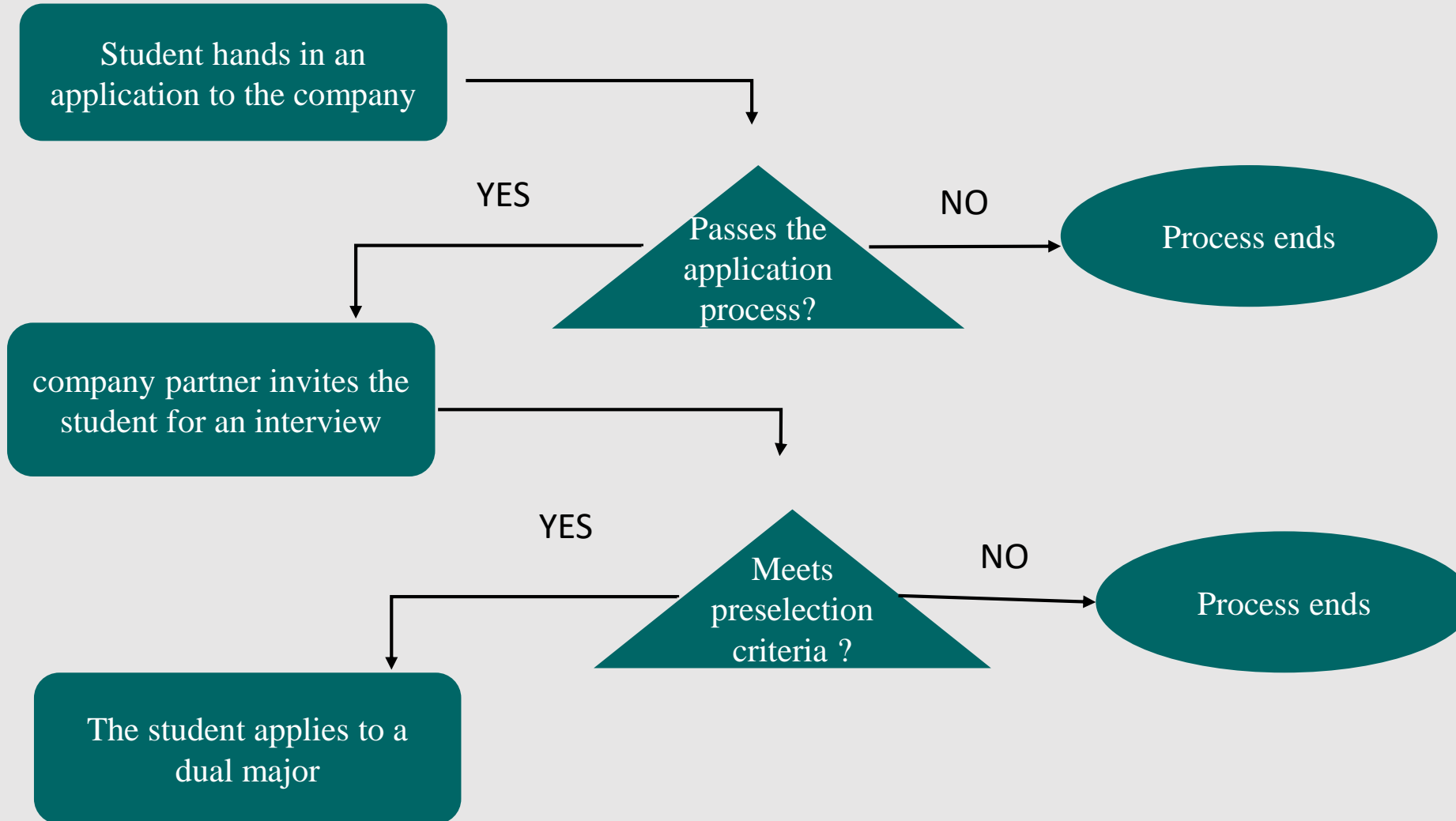
Goal: to increase the popularity of the dual training, to increase the quantity and quality of the students (organization of roadshows, professional presentations)

**October:** preparing roadshows

**November:** realization







## 2. Preparing the Dual Studies Program

### Step 1

- creating company **curriculum and coursework**
- harmonizing and finalizing dual schedules between the university and its company partner

### Step 2

- publishing the set of requirements for the program's **course material**
- developing course material finalizing and harmonizing institutional and company course material
- finalizing and harmonizing institutional and company course material

### Step 3

- creating educational methodology and syllabus for **instructor training**
- training institutional and company instructors

### Step 4

- finalizing the **set of conditions for practical training places**
- finalizing the program's **schedule**



| Activities   | Executive   | Deadline  | Outcome  |
|--|---|---|--|
| <ul style="list-style-type: none"> <li>• Creating and finalizing the curriculum and coursework of dual studies</li> <li>• Harmonizing the educational plan between the university and its company partner</li> </ul> | <ul style="list-style-type: none"> <li>• Subject coordinator</li> <li>• Director for the training of dual instructors</li> <li>• Contact point for company partners</li> <li>• Trainers</li> <li>• Coordinator for educational development</li> </ul> | <ul style="list-style-type: none"> <li>• The academic term proceeding the launching of the program (March)</li> </ul>               | <ul style="list-style-type: none"> <li>• Both parties accept the detailed educational plan for the BSc dual training</li> </ul>          |
| <ul style="list-style-type: none"> <li>• Creating and finalizing course material</li> </ul>  | <ul style="list-style-type: none"> <li>• Subject coordinator</li> <li>• Director for the training of dual instructors</li> <li>• Trainers</li> </ul>  | <ul style="list-style-type: none"> <li>• The academic term proceeding the launching of the program (3 months from April)</li> </ul> | <ul style="list-style-type: none"> <li>• Finalized BSc course material (company course material)</li> </ul>                              |
| <ul style="list-style-type: none"> <li>• Training the instructors</li> </ul>   | <ul style="list-style-type: none"> <li>• Subject coordinator</li> <li>• Director for the training of dual instructors</li> <li>• Director for the training of dual instructors</li> <li>• Trainers</li> </ul>   | <ul style="list-style-type: none"> <li>• The academic term proceeding the launching of the program (from April to July)</li> </ul>  | <ul style="list-style-type: none"> <li>• Training of instructors</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Finalizing the set of conditions for practical training places</li> </ul>   | <ul style="list-style-type: none"> <li>• Contact point for company partners – educational coordinator</li> <li>• Class coordinator</li> <li>• Coordinator for educational development</li> <li>• Class coordinator</li> </ul>                         | <ul style="list-style-type: none"> <li>• The academic term proceeding the launching of the program (from April to July)</li> </ul>  | <ul style="list-style-type: none"> <li>• Mutually harmonized checklist about the equipment available at the training location</li> </ul> |

## 3. Executing the Program

### Step 1

- **executing the academic program** of the given term
- continuous liaising with practice locations

### Step 2

- publishing the set of requirements for the program's **course material**
- developing course material finalizing and harmonizing institutional and company course material
- finalizing and harmonizing institutional and company course material

### Step 3

- **executing the company training** in the given academic term
- continuous liaising with the dual coordinators of the university

### Step 4

- assisting in student exams

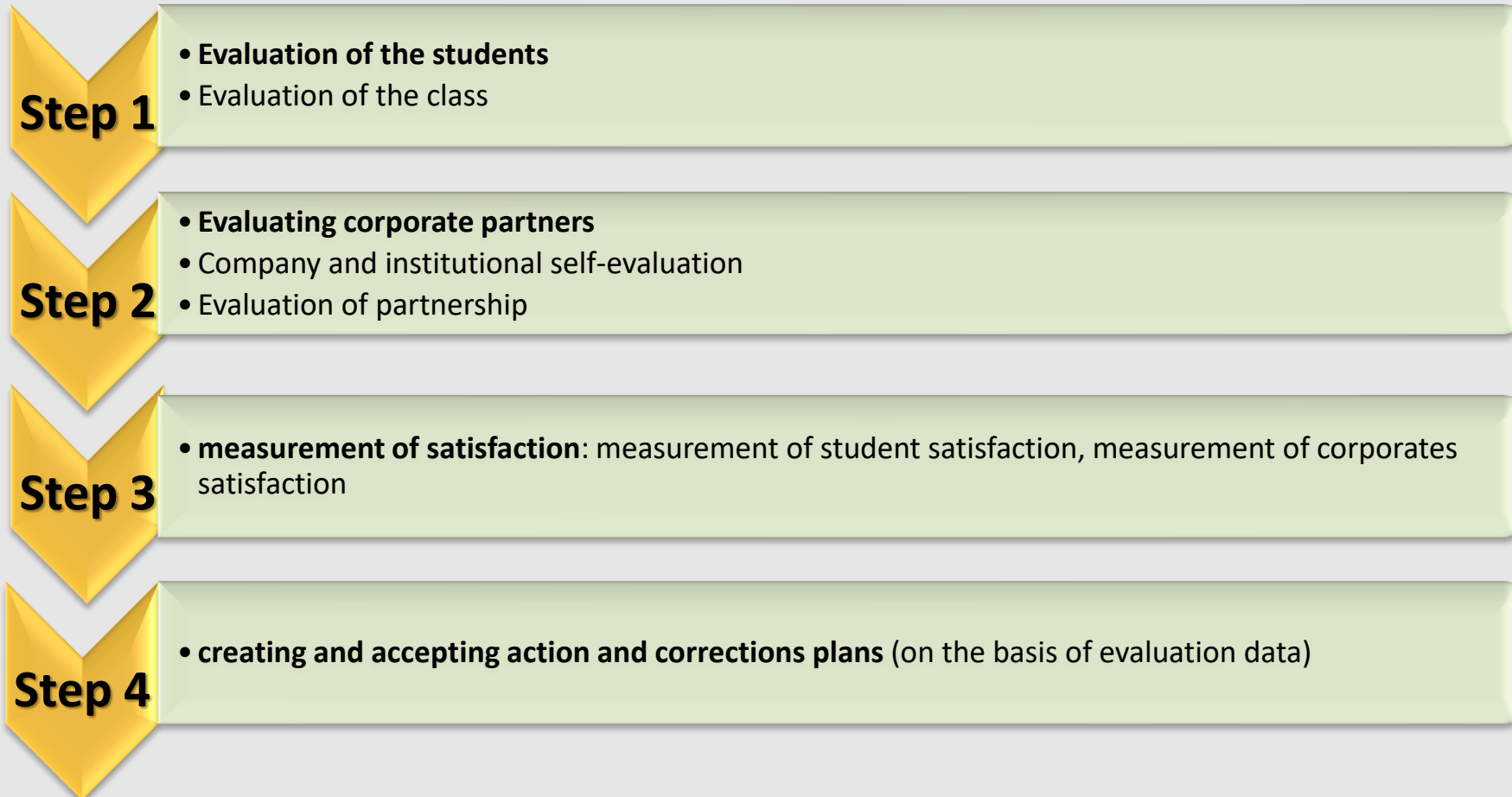
*company dual roles (recommendation)*

| Roles responsible for marketing and communication | Roles responsible for education |             | HR roles responsible for the dual program |  |   |
|---|---------------------------------|-------------|---|--|---|
| Marketing coordinator                             | Class coordinators              | Instructors | Acquisition manager                       | Manager for the training of dual instructors | Coordinator for educational development and institutional point of contact – dual studies coordinator |

| Activities  | Executive   | Deadline  | Outcome   |
|---|---|---|---|
| <ul style="list-style-type: none"> <li>Institutional execution of the dual studies program</li> </ul> | <ul style="list-style-type: none"> <li>Subject coordinator</li> <li>Class coordinator</li> <li>Trainers</li> <li>Contact point for company partners</li> <li>Trainers</li> <li>Coordinator for educational development</li> </ul> |   | <ul style="list-style-type: none"> <li>Institutional trainings that align with educational requirements</li> </ul>                    |
| <ul style="list-style-type: none"> <li>Executing company internship</li> </ul>                        | <ul style="list-style-type: none"> <li>Subject coordinator</li> <li>Class coordinator</li> <li>Coordinator for Education</li> </ul>   |   | <ul style="list-style-type: none"> <li>company trainings that align with company requirements</li> </ul>                              |
| <ul style="list-style-type: none"> <li>Offering student services</li> </ul>                           | <ul style="list-style-type: none"> <li>Contact point for company partners</li> <li>Class coordinator</li> <li>Contact point for company partners – educational coordinator</li> <li>Class coordinator</li> </ul>                  | <ul style="list-style-type: none"> <li>during the dual studies program</li> </ul> | <ul style="list-style-type: none"> <li>Training of instructors</li> </ul>   |
| <ul style="list-style-type: none"> <li>Assisting in student exams</li> </ul>                          | <ul style="list-style-type: none"> <li>Subject coordinator</li> <li>Class coordinator</li> <li>Trainers</li> <li>Contact point for company partners</li> <li>Coordinator for educational development</li> <li>Trainers</li> </ul> | <ul style="list-style-type: none"> <li>in the exam period</li> </ul>              | <ul style="list-style-type: none"> <li>Mutually harmonized checklist about the equipment available in apprentice workshops</li> </ul> |

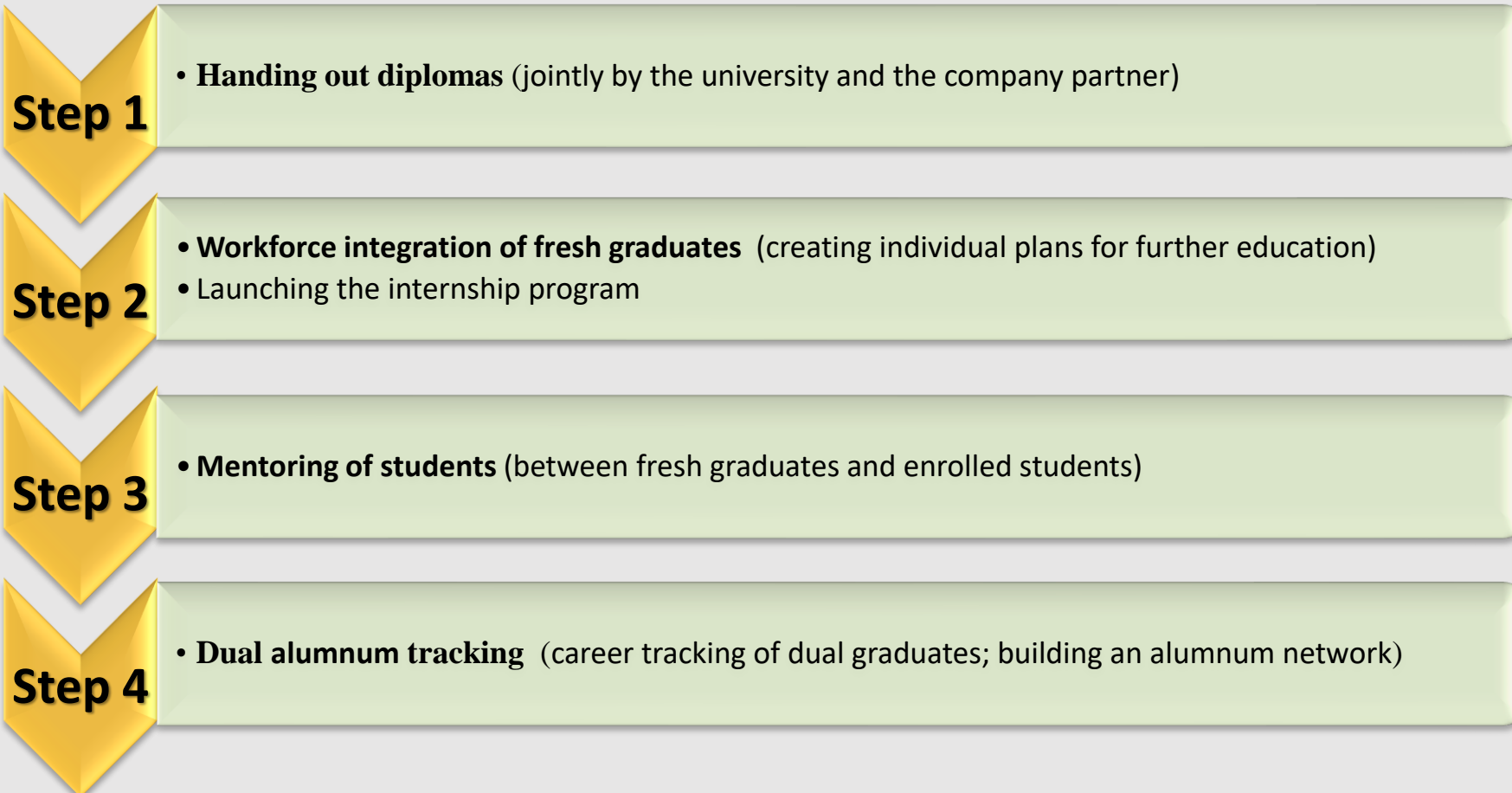


## 4. Evaluating of the Program



| Activities   | Executive  | Deadline  | Outcome   |
|--|--|---|---|
| <ul style="list-style-type: none"> <li>Evaluating students</li> </ul>  | <ul style="list-style-type: none"> <li>Subject coordinator</li> <li>Class coordinator</li> <li>Trainers</li> <li>Contact point for company partners</li> <li>Trainers</li> <li>Coordinator for educational development</li> </ul>  | <ul style="list-style-type: none"> <li>Within a month after the exam period</li> </ul>    | <ul style="list-style-type: none"> <li>Assessing student performance</li> </ul>                                 |
| <ul style="list-style-type: none"> <li>Evaluating company partners</li> </ul>  | <ul style="list-style-type: none"> <li>Rectors, deans</li> <li>Rector for Education; vice deans</li> <li>Contact point for company partners</li> <li>Managing director</li> <li>Marketing manager</li> <li>HR manager</li> <li>Contact person for dual studies</li> </ul>  | <ul style="list-style-type: none"> <li>Within a month after the exam period</li> </ul>    | <ul style="list-style-type: none"> <li>Documents for self-assessment</li> </ul>                                 |
| <ul style="list-style-type: none"> <li>Measurement of satisfaction</li> </ul>  | <ul style="list-style-type: none"> <li>Class coordinators</li> <li>Director of the Center for Dual Methodology</li> <li>Coordinator for Education</li> </ul>   | <ul style="list-style-type: none"> <li>Within a month after the exam period</li> </ul>    | <ul style="list-style-type: none"> <li>Documents for measurement of satisfaction</li> </ul>                     |
| <ul style="list-style-type: none"> <li>Creating and enacting action plans and corrections (on the basis of evaluation data)</li> </ul> | <ul style="list-style-type: none"> <li>Rector for Education; vice deans</li> <li>Director of the Center for Dual Methodology</li> <li>Coordinator for educational development</li> <li>Contact point for company partners</li> <li>Coordinator for educational development</li> <li>Contact person for dual studies</li> </ul> | <ul style="list-style-type: none"> <li>Within 1-3 months after the exam period</li> </ul> | <ul style="list-style-type: none"> <li>Documents presenting joint propositions and an executive plan</li> </ul> |

## 5. Student Employment



| Activities   | Executive  | Deadline  | Outcome   |
|--|--|---|---|
| <ul style="list-style-type: none"> <li>Handing out diplomas – jointly by the university and the company partner</li> </ul> | <ul style="list-style-type: none"> <li>Rectors, deans</li> <li>Rector responsible for Education, and vice-deans</li> <li>Contact point for company partners</li> <li>Managing director</li> <li>Marketing coordinator</li> <li>HR specialist</li> <li>Contact person for dual studies</li> </ul> | <ul style="list-style-type: none"> <li>Graduation period</li> </ul>   | <ul style="list-style-type: none"> <li>Assessing student performance</li> </ul>   |
| <ul style="list-style-type: none"> <li>Hiring fresh graduates</li> </ul>   | <ul style="list-style-type: none"> <li>Contact point for company partners</li> <li>HR manager</li> </ul>   | <ul style="list-style-type: none"> <li>After the completion of the program</li> </ul>   | <ul style="list-style-type: none"> <li>Contracts of employment; feedback about fresh graduate employment ratio</li> </ul>   |
| <ul style="list-style-type: none"> <li>alumni mentoring of students</li> </ul>   | <ul style="list-style-type: none"> <li>HR director</li> <li>Contact person for dual studies</li> </ul>   | <ul style="list-style-type: none"> <li>After the completion of the program</li> </ul>   | <ul style="list-style-type: none"> <li>Graduates who gained employment at the company partner mentor enrolled students spending their internship at the same partner</li> </ul> |
| <ul style="list-style-type: none"> <li>alumni tracking</li> </ul>  | <ul style="list-style-type: none"> <li>Contact point for company partners</li> <li>Class coordinator</li> <li>HR director</li> </ul>   | <ul style="list-style-type: none"> <li>Regular reports every half year, at least for 3 years after the completion of the program</li> </ul> | <ul style="list-style-type: none"> <li>Harmonized check lists about the career progress of fresh graduates</li> </ul>   |

# *Cooperation between the university and the partner company*

## *The dual contract needs to contain the following element*

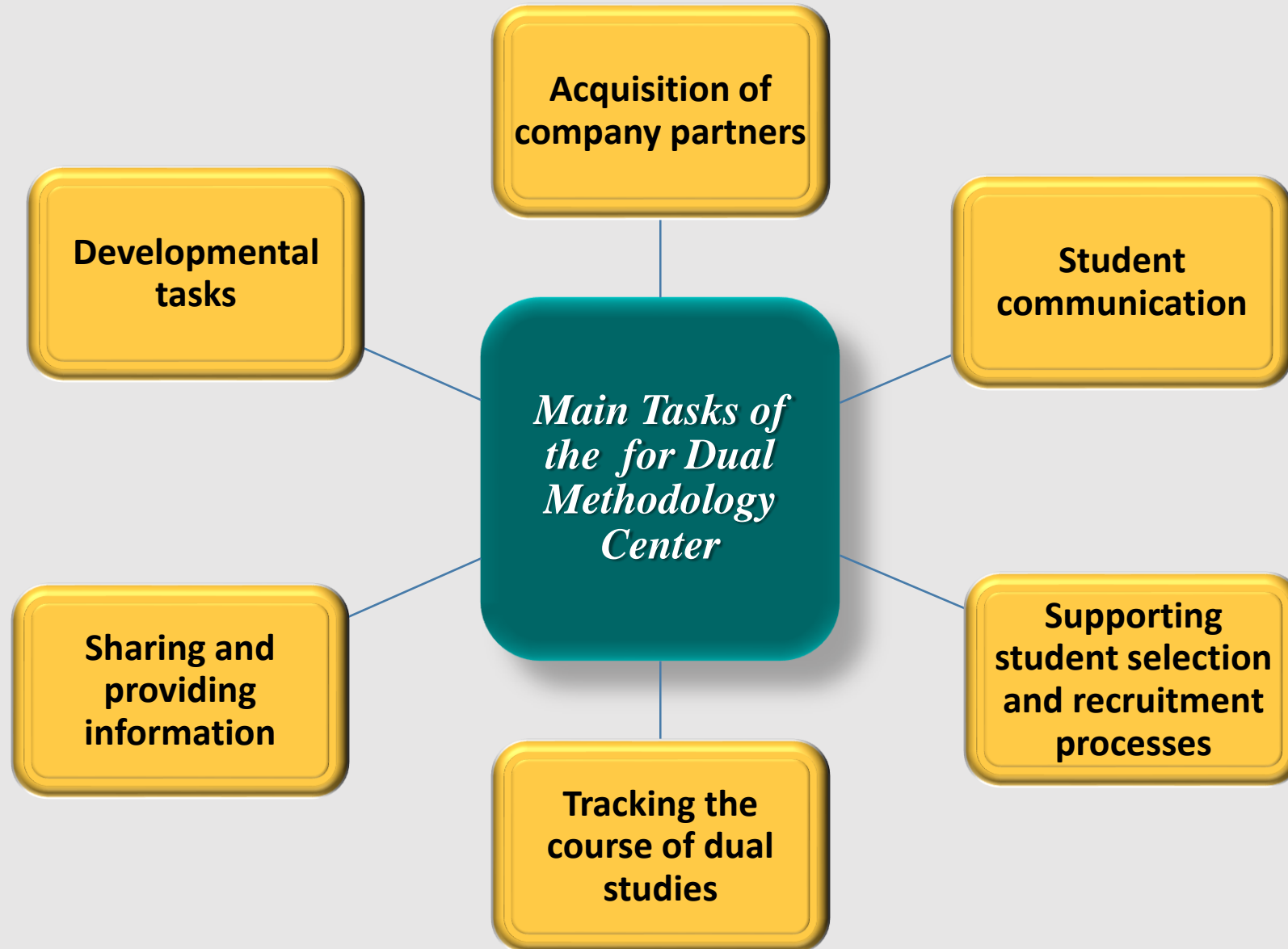
- academic and practical educational duties of the university and its company partner
- financing of the program
- providing instructors
- providing infrastructure, equipment for the program
- administrative tasks
- operative and project-level forms of partnership (creating an interface)
- the partnership relies on the 230/2012. (VIII.28.) 16.§ government decree
- the program lasts at least 3,5 years (or is unlimited)
- defining the methodology and the schedule for internship selection; the company partner should inform candidates about their application results until the 3rd of July
- securing the company partner's role in providing training and assessment for students

| <i>Points of contact</i>                                    | <i>company partner</i>  |
|---|---|
| Becoming dual partners                                      | <ul style="list-style-type: none"> <li>Collecting information; discussing the program with the partner</li> <li>Assessing demand (filling out a detailed questionnaire)</li> <li>Discussing the contract for partnership</li> <li>Informing the university about participation details</li> <li>Prepares for decision-making about joining the program</li> </ul> |
| Creating internship opportunities                           | <ul style="list-style-type: none"> <li>Discussing dual compliance improvement plan</li> </ul>   |
| Training instructors  | <ul style="list-style-type: none"> <li>forwarding surveyed educational demands to the university</li> <li>informing the university about the designated dual coordinators and specialists</li> <li>informing the university about points of deviation from the program</li> </ul>   |
| Creating syllabus and schedule                              | <ul style="list-style-type: none"> <li>Agreeing on requirements for scheduling the program</li> <li>Synchronizing course requirements and schedule</li> <li>Agreeing on the way and timing of liaison</li> </ul>  |
| Developing course material                                  | <ul style="list-style-type: none"> <li>Agreeing on the requirements for company course material</li> </ul>  |
| Student campaigns (building the brand; student acquisition) | <ul style="list-style-type: none"> <li>Synchronizing spring and autumn schedules for marketing communication</li> <li>Harmonizing the details for cooperation (division of tasks, conditions)</li> <li>Coordinating communication for target groups</li> </ul>  |

| <i>Points of contact</i>        | <i>company partner</i>   |
|---------------------------------|--|
| Student selection               | <ul style="list-style-type: none"> <li>Continuous feedback to the university about company candidates</li> <li>Discussing the criteria for student selection</li> <li>Informing the university about the outcome of the selection (discussing the university's involvement with the selection process)</li> </ul>                      |
| Enrollment                      | <ul style="list-style-type: none"> <li>Providing information about student employment contracts</li> <li>Discussing enrollment and scheduling the signing of contracts</li> </ul>  |
| Scheduling                      | <ul style="list-style-type: none"> <li>Organizing and maintaining a system for communicating and handling individual problems</li> <li>Periodical meetings about results and problems</li> </ul>   |
| Assessing the outcome           | <ul style="list-style-type: none"> <li>Discussing the scheduling, methods, and criteria for assessment</li> <li>Communicating the assessment process</li> <li>Joint evaluation of the outcome</li> </ul>   |
| Plan for developing the program | <ul style="list-style-type: none"> <li>Publishing plans for development every 6 months</li> <li>Discussing developmental directions and content; decision-making</li> <li>Discussing available options and conditions for development</li> <li>Discussing shared tasks; detecting errors</li> <li>Communicating the outcome</li> </ul> |



*Organizational and operational model of the dual training*



## Organizational Units of the Center for Dual Methodology (CDM)

### Managing role

- *manager of CDM*
- *Supports and coordinates dual activities; takes part in the preparations for conceptual decision-making; supervises employees.*

### Employee position

- **Dual coordinator duties**
  - supporting the work of the university's Enrollment Committee during the enrollment period
  - supporting the work of the university's marketing manager, especially in partner acquisition
  - cooperation with the Hungarian Educational Office
  - supporting the work of the company contact person
- **Duties for the contact person for company partners**
  - preparing and supporting the contract between the university and the company partner
  - tracking student internships; acting as a point of contact between students and companies
  - liaising with the company partner

# *Dual Training Formalization Conditions*

## *Conditions for Companies*

Defining requirements – CDM requests information about the training, the qualifications, and competencies of participating trainers; information needs to be provided by CDM-approved tools, e.g. self-assessment.

Preparing for the program

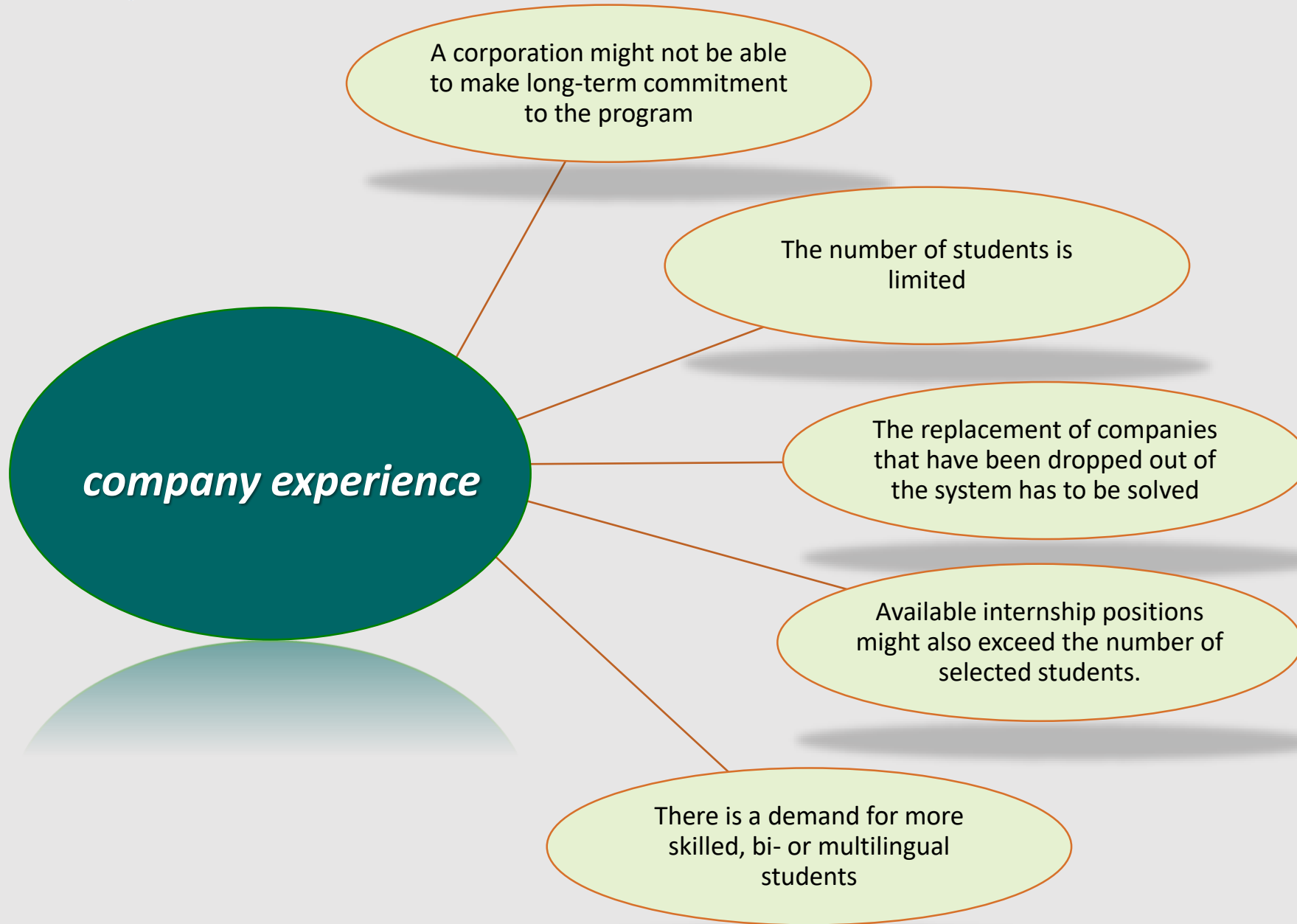
Supporting the process of preparation – CDM provides detailed information for its company partner about the legal background, the curriculum, and the company responsibilities and opportunities in the preparation period. CDM also supports its partner in creating ideal work environment for apprentices

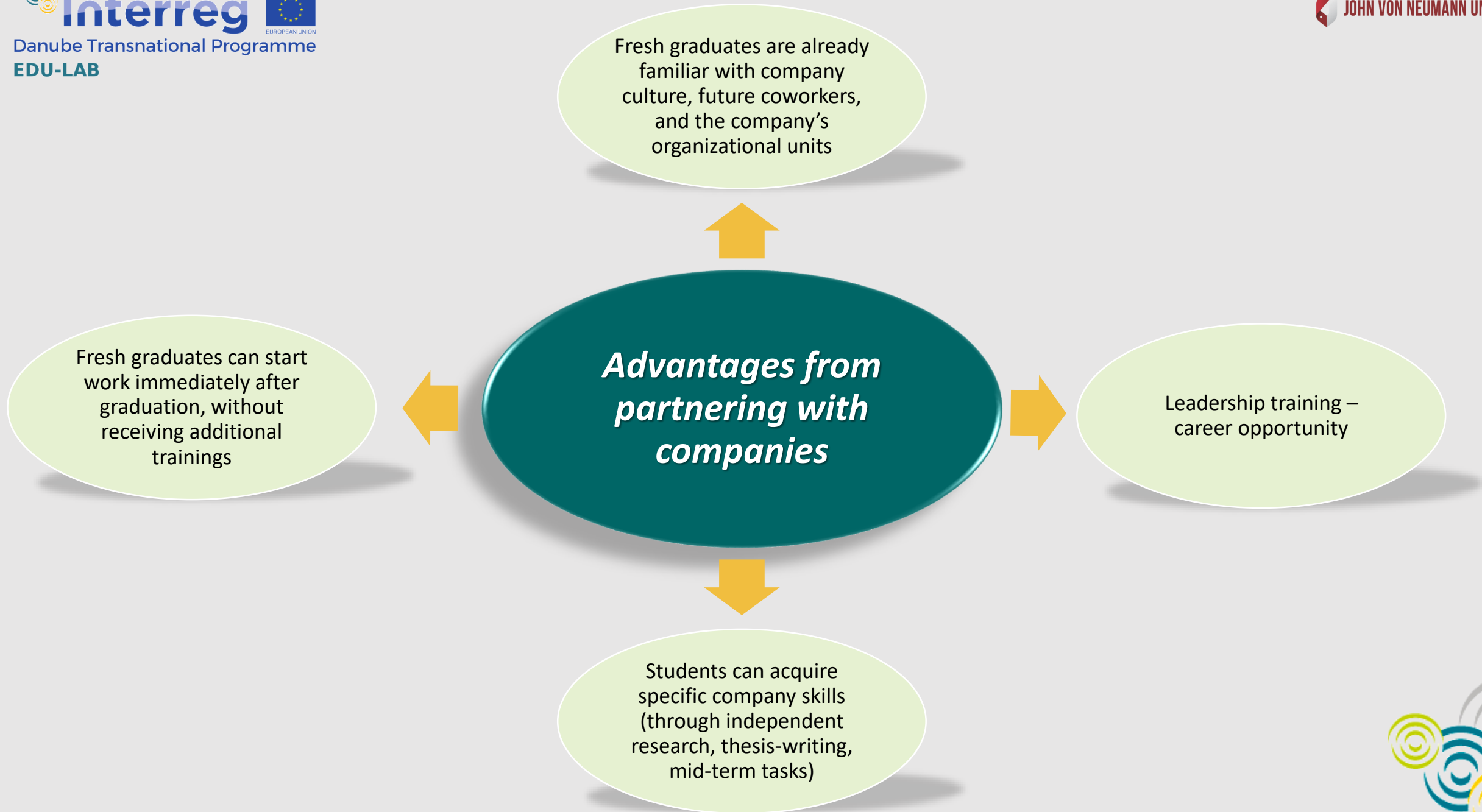
Auditing requirements

*company Partners' Observations about the Program*

- 1** effective and continuous cooperation between the university and the partner
- 2** unregulated legal background
- 3** prospects of cheap and practice-oriented, already trained workforce supply
- 4** problems with contracts between all parties (students – corporation; institution – corporation); no clear standards and conditions
- 5** business risks (unsuccessful selection and enrollment; drop-out students; fresh graduates choosing a different company for employment)
- 6** managing the differences between company study programs and student management is currently unresolved (defining duties; progression; return of payment)
- 7** cancellation of the partnership agreement and the related student reintegration are not yet resolved
- 8** cancellation of the partnership agreement and the related student reintegration are not yet resolved









# Developmental Directions for company Partners

## Revising HR-roles

Creating a strategy for new educational and supply strategy

Re-organizing company HR and educational roles and processes

Providing courses for company trainers and institutional lecturers

Joint and separate development of company syllabus

## Selecting and training instructors

Scheduled training of instructors

Assessing instructors

Providing platforms for cooperation between company and institutional instructors

## Developing new directions for marketing communication

Engaging with marketing and PR specialists

Revising the factors impacting the company's labor market brand

## Developments needed to comply with dual requirements

Providing tools for practical training

Joining company partners in developmental tasks, thereby creating cost-efficiency

## Questions for e-learning course nr.3

1. What are the main processes of the dual training?
2. What are the processes of operating a company partner?
3. What are the two parts of the student acquisition process, what is the purpose of the two parts?
4. What are the duties of the companies to prepare for the dual training?
5. What kind of methods are being used to evaluate the dual training?
6. What are the content elements of a dual training contract?
7. What are the tasks of a company in the dual training?
8. What are the main tasks for the Dual Methodology Center?
9. What are the companies think about dual training?
10. What are the companies experiences about dual training?
11. What are the benefits of participating in dual university education?
12. What improvements should be made to companies before joining to a dual higher education system?