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ASEM Work Placement Programme
A Draft Proposal

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ASEMME3 in Copenhagen, Denmark, in 2011

The Ministers

(B 8) Considered the establishment of an ASEM placement programme in terms of setting up a pilot scheme for higher education-business mobility of qualified students between Asia and Europe (partly funded by public resources and industry);

The defined basis:

→ To set up a **pilot scheme**
→ for **qualified students**
→ which is **partly funded by public resources and industry**.
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The main idea

→ to enhance the total tertiary education experience through practical experience;

- Beneficial to students by provision with a unique opportunity to gain work experience and contact outside the academic sector;

- Beneficial to higher education institutions by supporting them to develop know-how and skills for a lifetime of careers.

- Beneficial to employers in that an ASEM trainee can help to enhance a company’s/organisation’s competitiveness through transfer of academic know-how and enable talent recruitment.
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“Pilot scheme“

ASEM members are being asked upon approval of the proposal at ASEMME4

1. to establish a small scale preliminary work placement programme;

2. to give the programme a real world test in order to evaluate the feasibility, cost, etc.;

3. to eventually turn the pilot in a regular service.
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Proposal

Target group: “Qualified students”
→ Level: Master students (proposed for the pilot phase)
→ Subject: open to all subjects
→ Duration: 2 – 6 months

Funding: “Partly funded by public resources and industry“
→ the host organisation ensures adequate support (accommodation, cash, etc.);
→ travel cost and other additional cost are borne by public authorities.

Elements to be supported:
→ Preparatory training e.g. cross-cultural and language training
→ Work placement
→ Evaluation/Follow-up by home and host organisation
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Good practices example for a concept and structure of the programme

Overview

1.Organisational structure
   I. Possible stakeholders
   II. Identifying work placements and programme administration

2. Organisational Procedures
   I. Application procedures
   II. Selection and matching procedures

3. Financial means
   I. Elements supported
   II. Financial sources

4. Methods awarding grants
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Good practices example for a concept and structure of the programme

Organisational structure

I. Possible involved parties (stakeholders):
   - Universities
   - Enterprises
   - Chamber of Commerce
   - Political authorities
   - Students
   - Business development agencies
   - Business networks
   - Employer’s organisations
   - NGOs
   - .....
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Good practices example for a concept and structure of the programme

Organisational structure

II. Identifying work placements and programme administration

- Building a [University-Business-Network] [UBN] to organise the partnership
  - A University as the coordinator
    - Handling the administration in cooperation with national authorities
    - Asking all kind of host organisations for placements and calling for applications
  - Network partners
    - Host organisations support the programme with placements
    - Associations promote the programme among members and in public
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Good practices example for a concept and structure of the programme

Organisational Procedures

I. Application procedure:

  o Universities apply for becoming a [UBN] showing the capacity of the network
  o Host organisations offer placements to the [UBN] which will check criteria like:
    ▪ financial contribution
    ▪ kind of work/project offered
    ▪ named responsible tutor
  o The checked host organisations register at a central database
  o Students of the participating universities apply on the database to (three) registered placement offers/host organisations or
  o Students apply with an offer from a host organisation which has to be checked following the same criteria as the registered ones
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Good practices example for a concept and structure of the programme

Organisational procedures

II. Selection and matching procedure

- UBN are selected in participating countries
- The UBN selects (max. three) outgoing students for each host organisation the students applied for, balancing the applications between the countries as far as possible
- The UBN responsible for a certain host organisation selects (max. three) incoming applicants for each work placement
- The host organisation selects the candidate accepted for a certain work placement
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Good practices example for a concept and structure of the programme

Financial means

I. Elements supported
   o Organisational costs
      ▪ Implementation costs (advertising, database, etc.)
      ▪ Universities respectively the [UBN] for finding placements and matching procedures
      ▪ Preparatory training e.g. cross-cultural and language training
      ▪ Evaluation/Follow up by home and host organisations
   o Participants costs during stay abroad
      ▪ Accommodation
      ▪ Living costs
      ▪ Local public transport
   o Travel and other additional costs
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Good practices example for a concept and structure of the programme

Financial means

II. Financial sources

- Host organisations
  - Accommodation (in cash or in kind)
  - Living costs during the work placement
  - Local public transport (in cash or in kind)
  - Other additional costs

- Private money of participants
  - Travel costs (partly)
  - Insurance (partly)

- Public money
  - Organisational costs for education secretariat and national contact point
  - Organisational costs for [UBN]
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Proposal for public funding regarding the concept and structure of the programme based on good practice example

Method awarding grants (proposal)

- Travel grants are provided by the respective [UBN] for the outgoing student
- Contribution to the costs for the stay abroad are principally covered by the host organisation
- In case of insufficient support by host organisation: grants for incoming students
  - The receiving [UBN], as the contact to the respective host organisation, adds the difference to the living costs
    - The “incoming grant” assists the negotiation with host organisations
    - The “incoming principle” respects different living costs in participating countries
THANK YOU FOR YOUR ATTENTION!
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Topics for discussion

Organisational structure
→ Identifying placements
→ Programme administration

Organisational procedures
→ Application procedure
→ Matching and selection procedure

Method awarding grants
→ Travel grants to outgoing students
→ Costs for the living costs to incoming students (in case of insufficient payment)

And after the ASEM work placement?
→ Alumni work
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For further information please visit the ASEM Education Secretariat’s website:

http://www.asem-education-secretariat.org

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