






Ways of linking programmes with the labour market


Items in this list are not necessarily the sole responsibility of higher education teachers. Some are at policy level and some are the responsibility of those in the work place.

1. Use Master's degrees as a professional development qualification so that most are filled with people who are already working and want to update, develop etc.
 2. Organise work experience / internships for students
 3. Dissertation topics are sponsored by industry – ie encouraging students to research areas that are real workplace issues
 4. Send university teachers into the work place for work experience / internships.
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- 5. Recruit people from the workplace to teach some parts of the programme.
 - 6. Ask those from the work place to act as mentors for students.
 - 7. Ask people from work place to be involved in the development of the programme.
 - 8. Develop some of the modules / courses as short courses for people at work. These could be accredited / credit rated and could be accumulated towards qualifications or awards.
 - 9. Make assessments relevant to real work activities. For examples if reports are written in the work place, writing reports might be a form of assignment. This may need to be incorporated into the language of the learning outcomes.

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- 10. Make sure that the relevant specific and generic skills are included in Master's degree programmes. They may be directly relevant to the discipline or you may add them as work place skills (for example, the ability to give good presentations).
 - 11. Develop occupational standards.
 - 12. Set up the opportunity for work places on the campus. These small work places may or may not have direct relationships to the programmes. This arrangement might be called a 'Science Park' for example.
 - 13. Allow for market-driven initiatives and innovations – and see new developments as having the potential for new programme / module development.
 - 14. Ensure that students have developed entrepreneurial capacities so that they can develop their own work.

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- 15 Encourage applied research.
 - 16 Develop liaison units in universities to link between companies and the programmes (or this might be the work of an individual doing liaison work for one programme).
 - 17 Develop professional or employer bodies to oversee professional education and employment in different sectors or jobs.
 - 18 Give students business skills courses.
 - 19 Have awareness of where employment needs are, bearing in mind that it is as bad to overproduce graduates as to under-produce them – ie match supply and demand. Statistics may be available from various places and related to the whole country or to localities.

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- 20 Develop alumni associations so that students in the work place come back and talk about their work to students on the current programme.
 - 21 Include career guidance on the programme – have job fests etc.
 - 22 Develop research links between companies, businesses and the universities – for both students and the teaching staff.