

# Skills Intelligence to Develop new Training Programmes

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Stefan Humpl, 3s



# Overview

- Skills Intelligence to support the development of new study programmes / training programmes
- How to use Skills Intelligence
- Advantages and Disadvantages from Job Ads
- Challenges in Programme Development
- Focus on „Transferable Skills“?
- Other aspects to be taken into account

# Skills Intelligence only in specific programmes?



- Skills intelligence is used specifically in programmes, which are connected to the labour market closely, e.g.
  - at Universities for Applied Sciences
  - specific university programmes with high applied outcomes
- But skills intelligence can also be used in research driven university programmes, e.g.
  - to build career pathways in parallel to the discipline research track
  - to accommodate the discipline research pathway to developments happening on the labour market

# „Training Programmes“ at Universities

- Borders between Vocational Education and Training, Higher Education, and Adult Education are blurring
- Universities are taking responsible roles not only in discipline development, but also in applied fields
- Short cycle programmes tend to be more „vocational“, Microcredentials are mainly developed for specific aspects to raise employability and attractiveness of study programmes



## Traditional methods of skills intelligence for developing training programmes are...

- surveys among employers and graduates
- using labour market statistics including employment and unemployment
- relevant studies focussing on trends on the labour market and in industry (working conditions, forms of co-working, etc.)
- qualitative approaches to provide trends and developments

# Skills Intelligence is used how...?

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## New topics of skills intelligence are...

- big data (e.g. graduate tracking, but also online job advertisement extraction and analysis)
- social media analyses (e.g. LinkedIn to see professional developments in certain fields)
- making use of international labour statistics as they are becoming more and more comparable



# Online Job Ads – advantages and challenges

## ■ Advantages

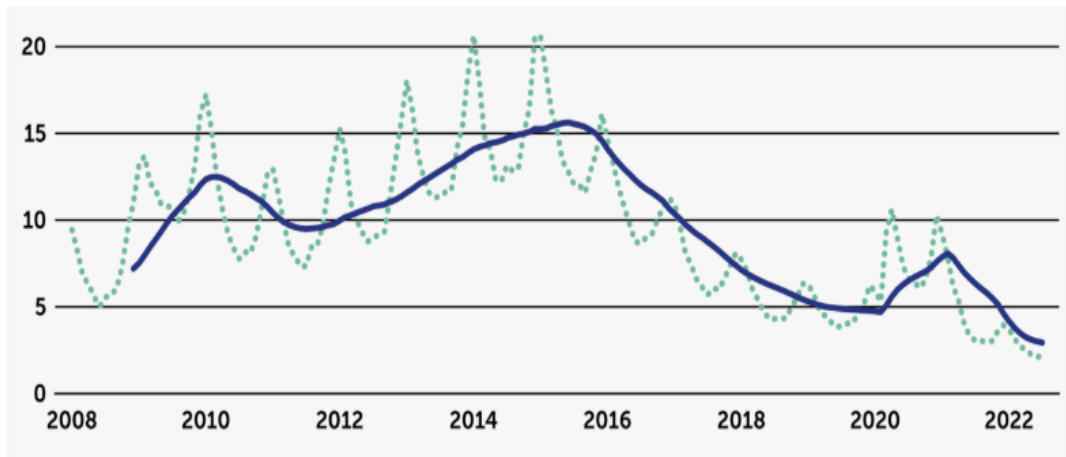
- Quick research possibility to see changes on the labour market
- „Full“ data of new job openings
- Even „bigger“ trends can be observed

## ■ Challenges

- Limited information transported in job ads – often it is seeking for „the obvious“
- Job ads have different motivations – not all of them are meant to seek for new employees
- Job ads are used to find „the right staff“ – not always to show what is really needed



# Using Skills Intelligence for Programme Development is easy, because...



- Data provision has never been so rich to develop new programmes
- ➔ it should be easy to involve skills intelligence into programme development



# Challenges in Programme Development

Skills Intelligence often is NOT used, because...

- qualifications are changing much quicker than in former times (sped up technological development)
- from the time development of training programmes takes place until graduation it takes several years – qualifications may be „outdated“ already
- it is not foreseen in the developmental process (as development teams involved need to bring in their „learning pathway“ into the curriculum)



# Is it better to focus on the application of „transferable“ skills, as...?

- „Learning to Learn“
- Adaptability of own skills to new working environments
- Working in fast changing teams
- Flexibility in mind-sets
- Understanding new challenges in a better way than others
- Communication
- Solution oriented working

→ But what is then the focus of this training programme? This is NOT a university curriculum!



# Use Skills Intelligence, but do not forget...



- Training programmes are often developed in parallel / a competition for students is taking place already!
- Curriculum development should involve both, skills intelligence, but also the development teams inputs for curriculum development
- Balance between labour market driven developments, scientific discipline developments, and technology trends
- Role of the university in society: Research or labour market oriented? Traditional or non-traditional students? Inclusion or Excellence?

# Thank you for your interest!

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Dr. Stefan Humpl

3s Unternehmensberatung GmbH

Wiedner Hauptstraße 18

1040 Vienna

T: +43 1 5850915 30

M: +43 676 9454806

F: +43 1 5850915 99

E-Mail: [stefan.humpl@3s.co.at](mailto:stefan.humpl@3s.co.at)

