

# Best Practices on Higher Education Apprenticeship (HEA)



Refining HE Apprenticeships  
with Enterprises in Europe

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## Suitability of this case to the ApprEnt definition of HEA

Workplace/ training 	Mentoring 	Remuneration 	Formal programme 	Certification 	Contract/ Agreement 
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Evaluation of how the programme/practice reaches the following goals  
Scale: 1 = not at all; 2 = very little; 3 = somewhat; 4 = well; 5 = very well

	1	2	3	4	5
i. Enhances relevant working life skills and qualifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ii. Promotes professional growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iii. Develops learning environment practices as a whole	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iv. Develops work-based learning practices and materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
v. Improves work performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
vi. Improves tutoring and mentoring practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
vii. Enhances University-Business collaboration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
viii. Showcases potential aspects for programme standardisation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



## Title

*The Marketing Course Degree internship of ISCA-UA*

## Description

### Model

The University of Aveiro (UA) integrates the two sub-systems of higher education in Portugal: university education and polytechnic education. In both sub-systems, there are courses that offer students opportunities to learn by doing, either through partnerships with entities outside the University, through the provision of curricular and extracurricular internships or through projects.

In addition to the Bachelor's, Master's and Doctoral programs, the University offers programmes of Higher Professional Technical Courses (CTeSP) taught in its Polytechnic Schools. Two of these schools are located outside the Municipality of Aveiro and inserted in areas with a strong industrial component, helping to widen the spectrum of the intervention of the University and to enhance the synergies that can be created with the business sector. The contact with the employers allows to adjust the training according to the needs of the labour market.

### Higher Education Short Cycles

In the case of the CTeSP, which are short courses of studies taught exclusively in polytechnic higher education (Higher Education short cycles, do not award a degree but a level-5 diploma within the National Qualifications Framework) the courses offered with this typology are developed in collaboration with the companies of the region and adapted to the specific needs of the labour market of the region where it is inserted. These courses have a duration of four curricular semesters of student work (120 ECTS), and the last semester is devoted to the internship, with a length of 680 hours within a company, and its main objective is to apply, in a professional context and in an integrated and interdisciplinary way, the knowledge acquired throughout the different components of the training. In some UA degrees, there are also internships, the length of which may vary (e.g. from 12 to 28 ECTS for Bachelor's degree - 180 ECTS), and whose main objectives are to provide students with learning in the work context and to bring them as close as possible to business realities.

### Support and Objectives of the Training

Whatever the type, of course, the student will be accompanied by a teacher from the UA and a counsellor to be appointed by the host organization where the training takes place. Also for the Master's courses (300 ECTS) is now foreseen the possibility of the student choosing to either complete a dissertation, develop a project, or perform a curricular internship (30 to 54 ECTS). The latter encompasses 1000 hours of work in the enterprise. As with the other levels of courses, the objective is for the student to apply in a company context the knowledge acquired throughout the Master's, thus also developing applied scientific research.

In the UA, in addition to the curricular stages, other initiatives are developed along with the courses aiming to bring the students closer to the business reality. Examples of these initiatives are the mentorship plans for the degrees in Retail Management, Quality Management, Public Sector and Local Government Management, Office Management, and Business Communication. These degrees include a curricular internships and extended partnerships with, respectively, the Jerónimo Martins Group, the Intermunicipal Community of Aveiro Region, the Industrial Association of Aveiro District, and the Business Association of Águeda, which, in addition to the placement of trainees, make it possible to implement tutoring programs and collaborates in the promotion of the undergraduate degrees. From our perspective one of the strongest points of this approach is that it allows students to get in contact with the labour market earlier than usual, so that they may not only gain experience from actual working contexts but also learn directly from the professionals that are tutoring them. We think that one of the aspects to improve will be the relationship between the school and some of the companies, mostly in order to allow the whole process to unfold naturally and without glitches.

## Best practice

### Planning process and partnerships

At the Higher Institute for Accountancy and Administration of Aveiro University (ISCA-UA), and concerning the Marketing Course Degree, the methodology adopted for the Curricular Internship unit is very similar to that of ESTGA-UA. By completing 324 hours of effective work the students are enabled to apply their knowledge in a real business environment.

The planning process begins about 4 months before the beginning of the internship: during the first phase, individual meetings with students are held in order to design a profile that includes their areas of preference, strengths and weaknesses, as well as skills and possible constraints. At the same time, the skill needs of partner companies and the main profiles/activities to be developed are discussed. The matching process between the two profiles is then carried out and, for a more effective selection process, students are interviewed by the company.

This curricular unit is a differentiating factor since, as empirically demonstrated, only about 50% of the Marketing Degrees in Portugal include the curricular internship or final project in their study plans (Estima & Duarte, 2016). Simultaneously, studies show that curricular internships enhance students' employability.

#### Caetano Baviera Aveiro

An excellent example of the relationship between internships and job opportunities is the case study presented here which describes the partnership with Caetano Baviera Aveiro, a dealer centre for BMW that since 2011 has already employed eight undergraduate students in Marketing. This partnership began in the academic year 2011/2012, on the initiative of the company. The first objective was to enable students to apply marketing and sales knowledge (at that time, mainly in the BMW Premium Selection-BPS- service), bringing fresh ideas and new tools into the company. Over time, the scope of activities has been extended to areas such as service quality and satisfaction assessment, support to customer management systems, and event organization among others.

This collaboration proved not only beneficial but also special and different. The company's requirement to interview and select students ended up helping create a good practice framework, later adopted (and adapted) for all internships. This selection process brought more structure, participation and a greater sense of commitment from students. Over the years, Caetano Baviera has been extending the integration of marketing students to other company services, namely in the new car sales service and after-sales service and, simultaneously, to other centres (in this case, Santa Maria da Feira, Porto and Viseu), providing new experiences and challenges.

## Feedback from users

### Daniela Pereira, CTeSP in Sales and Marketing Management, graduated from Rebelo Artes Gráficas

"Unquestionable acquisition of practical and technical knowledge crucial for future professionals" (28.9.2017)

"They believed and trusted me from the start, which made me autonomous and effective in carrying out the tasks". With regards to her internship work at Rebelo Artes Gráficas, Daniela Pereira highlights the importance of learning and the opportunity to apply, during this period, the precious knowledge acquired in the in Sales and Marketing Management CTeSP, from the Higher Institute of Accounting and Administration of the University of Aveiro (ISCA-UA).

Daniela completed the internship, which she considers a huge "added value", in the Commercial Department of Rebelo Artes Graphics in Estarreja, more specifically in the area of sales. Being this a branch of which she did not know the specifics and technical terms, Daniela says: "It resulted in an unquestionable acquisition of knowledge, particularly of practical and technical skills of greater importance for my future as a professional; not only did I acquire knowledge, I also put into practice the competences acquired in the CTeSP in Sales and Marketing Management ". In this period of 680 hours, always giving her best, says Daniela, she is grateful for the "various aids" provided by all of those, mainly within the administrative team of Rebelo Artes Gráficas, Lda, who assisted her, . "The successful completion of the tasks was possible because of the trust they placed in me from the first day of internship". "They believed and trusted me from the beginning, making me a more autonomous and effective person in the tasks developed ".

The trainee supervisor at the company has no doubts about the value of training at ISCA-UA: "From what we could see during the internship, the training is adequate for the tasks that Daniela has performed and it seems to us quite adjusted to the needs of the market and current requirement". More than that, for the same functions in the company, Anabela Rebelo would recommend young people with the same training: "Clearly we advise young people to take this course and proof of this is that Daniela joined our team as a trainee as soon as she finished the course. Aware of the advantages of higher education in this area, the supervisor stresses the importance of specific training in Sales and Marketing: "For a company like ours it is always important and for our specialized collaborators, namely in Sales and Marketing Management area, which is more frequently occupied by people with no academic training in the area. Academic training in this area allows to picture other horizons and highlight areas of sales that are forgotten on a day-to-day basis".

Bruna Silva - CTeSP in Sales and Marketing Management (ISCA-UA), one of the success story of the First EA CTeSP intern at Montebelo Vista Alegre.

Bruna Silva, the first trainee at the University of Aveiro to study at Montebello Vista Alegre Ílhavo Hotel since this unit opened in November 2015, and the finalist of the Superior Professional Technician (CTeSP) in Management of Sales and Marketing, Higher Institute of Accounting and Administration of the University of Aveiro, left very good memories.

Bruna "quickly became part of the team and embraced the functions that were proposed. Since the first budget was sent at the close of the proceedings, Bruna was up to its task, accompanying the sales processes and the operation of various events. In addition to the sale and events, Bruna was invited to create new layouts for the events", says Cláudia Simões, assistant director at the hotel unit, satisfied with the performance of the trainee of ISCA-UA.

"I was well received by everyone and they integrated me very well in the various teams. It was the first time, in this Hotel, that there was a trainee working in the direction of the management, which was not an impediment for them to trust my work and ask me for functions with a high level of responsibility." comments the finalist. I learned a lot during the 680 hours of internship at the Monte Alegre Vista Alegre Ílhavo Hotel ".

Bruna Silva had attended the Accounting course at the Colégio da Nª Sª da Apresentação, in Calvão, with good performance. She opted for a CTeSP because she did not intend to spend another year to access the degree. Regarding the CTeSP in Sales and Marketing Management that she attended during post-employment hours, except the full-time internship, she has no doubts: "I'm sure I made a great choice."

The CTeSP in Sales and Marketing Management of ISCA-UA works in a post-employment regime and attempts to prepare students to participate actively, autonomously or as part of a team, in the decision-making and operationalisation of the commercial and marketing strategy of companies, in any sector of activity (trade, industry or services) It also contributes to achieving market opportunities, through the application of techniques of sales, negotiation, management, and customer loyalty.

Relevance and Transferability
N/A
Comments
N/A