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Implementation of Education Quality Assurance System via Cooperation of University - Business - Government in HEIs

EDUQUAS

WP3 Capacity building: Implementation of internal QA systems

Part 2. Report on the SWOT analysis and recommendation of the 2
curricula:

ECONOMICS OF ENTERPRISE

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Strengths

Program :

A long experience of training in the economics of enterprise.

Training able to provide students with knowledge of the various aspects of the economics of enterprise.

A program with a clear organization.

A well-established operating framework, although it is likely to be cumbersome.

Introduction of new disciplines because of receiving feedbacks from students that are given by QA department

Surveys taken into account

Connection with the QA department (through the eyes of a student)

Teamwork of all stakeholders

Students are supported by teaching staff

Good services for students (boxes for students' opinions, good conditions in dormitories)

NB : Guarantee group timid meetings +

Employers:

Have been collaborating with the department since 2016

Employers notice a high level of professional development and are ready to hire them.

Employers conduct lectures and workshops with students.

Currently, the employers are working out the strategy for internship enrollment and for 4th-year students a series of seminars in order to develop their professional competences.

Employers are engaged in Career Days and Introduction to the major course.

Students have an opportunity to be employed with some university partners.

The scientific partnership has been established and certain recommendations are regularly given for potential PhD students from the department.

Alumni:

Provide information to include in the syllabus

Weaknesses

Program :

A program that does not include the possibility or obligation to complete a semester of study abroad.

Relatively general training which does not facilitate direct integration into the enterprise.

A pedagogical team that leaves little space for professionals in the teaching.

There is no information about the possibility for students to continue their further education (at Master's degree level).

Employers:

Not all employers are sure that invested time and efforts into students' development will be returned as Ss might not be interested in the future to work for this company

Course content is designed with only partial involvement from employers (some topics, guest-lectures ad, and workshops).

Opportunities

A favourable economic environment for students trained in economics of enterprise.

A university that offers an appropriate framework for the development of this training.

Threats

A risk of not adapting quickly enough to labour markets developments.

A risk of training graduates who can fit in locally but who will have more difficulty in filling the jobs that are increasingly developing internationally.

Recommendations

Program :

To develop openness to international studies by providing for a semester of study abroad in the curriculum.

To strengthen the involvement of professionals in training, in particular through the effective management of courses.

To conduct an accurate tracking of graduate status.

Alumni:

To recommend to implement more case studies and simulation games into the educational process

To balance semester overload as there were cases

To develop more soft skills, e.g. to provide feedback in a proper way