

New Perspectives for Master Study Programmes in Europe Implementing the second cycle of Bologna – A European success story?

Bologna Seminar hosted by the
German Rectors' Conference (HRK)

25th – 26th October 2011
Berlin, Eventpassage



HRK German Rectors' Conference
Project **nexus**
Concepts and good practice in Higher Education

Agenda

Since the kick-off of the Bologna Process in 1999, the two-tier study structure has been implemented across the entire European Higher Education Area. While many countries concentrated at first on the development of Bachelor programmes, Master programmes have now moved centre stage. Therefore, the time seems right to take stock of the important developments in the area of Master level degrees.

At the Bologna Seminar on Master degrees in Helsinki in 2003, some common criteria were defined. Since then, the situation has evolved considerably and, while many of the known issues remain on the agenda, new ones have emerged.

In light of this, the Bologna Seminar will focus on the following topics:

- Master programmes have different aims and profiles to accommodate a wide range of individual, academic and labour market needs. Has this led to the emergence of a "Master market" and how do universities market their specific programmes?
- How do universities assess applicants to find the most appropriate students for their Master programmes?
- Mobility is an essential aim of the Bologna process and the Master level is particularly suited for international mobility. How can "brain circulation" between the European Higher Education Area and other parts of the world be fostered?
- Lifelong learning is becoming increasingly important and Master programmes will have a key role to play here. Of course, different target groups require different approaches to learning and teaching, making "one-size-fits-all" approaches impracticable. Thus, how can face-to-face instruction, distance learning, blended learning and other modes of instruction be adapted to these changing needs?
- Diversity and commonalities: is there such a thing as a "European Master"?

In addition, a poster exhibition will provide an impression of the "Master landscape" in Europe and highlight some particularly interesting approaches.

The conference will also call on participants to cooperate in formulating recommendations on the further development of Master programmes for the attention of the Bologna Follow-Up Group.

Conference language will be English (there will be no translation).

Programme

Tuesday, October 25th 2011

10:00–11:00 Registration

11:00 –11:45 Welcome address: Master Programmes – Where do we stand?

Ulrich **Schüller**, Federal Ministry of Education and Research

Dr. Knut **Nevermann**, State Secretary of Science and Research, Berlin

11:45–12:45 Introductory Presentations and Discussion

Master Programmes in Germany – the Viewpoint of the Universities
Prof. Dr. Margret **Wintermantel**, President of the German Rectors' Conference

The Master after 10 Years of Bologna - an Overview from a European Perspective

Dr. Howard **Davies**, Senior Advisor, European University Association

The Master from the Students' Viewpoint

Rok **Primožič**, European Students' Union (ESU)

12:45 –13:45 LUNCH BREAK

14:00 –16:00 Parallel Workshops in cooperation with



Workshop 1: The emerging Master Market

(Room: Auditorium 2)

The Importance of Recruiting and Marketing

Input 1: Francesco **Grillo**, Director, think tank Vision, Rome

Input 2: Edwin **van Rest**, CEO Study Portals, Eindhoven

Input 3: Megan **Brenn-White**, Managing Director, The Brenn-White Group, LLC, New York

Chair: Dr. Peter A. **Zervakis**, Head Project nexus, German Rectors' Conference

Student Rapporteur: František **Dratva**, University of Olomouc (Czech Republic)

Workshop 2: How to match Students and Programmes
(Room: Sky)

Assessment and Access

Input 1: Fabrice **Hénard**, Analyst Directorate for Education,
Organisation for Economic Co-operation and Development, Paris

Input 2: Prof. Terje P. **Hagen**, Head of Department, Department of
Health Management and Health Economics, University of Oslo

Chair: Michael **Gaebel**, Head of the Higher Education Policy Unit,
European University Association

Student Rapporteur: Nick **Forshaw**, Freie Universität (Germany)

Workshop 3: What facilitates International Master Mobility?
(Room: Mountain)

Brain Circulation between the European Higher Education Area and the
World

Input 1: Prof. Baldur H. **Veit**, Director International Office, Reutlingen
University

Input 2: Dr. Béatrice **Delpouve**, Executive Director, International
Centre, University of Lille 1

Chair: Marina **Steinmann**, German Academic Exchange Service

Student Rapporteur: Charles **Aubin**, Royal College of Art (UK)

Workshop 4: What makes Lifelong Learning attractive?
(Room: Sea)

Distant Learning, Blended Learning and Face-to-Face Instruction

Input 1: Prof. Dr. Ingrid **Josephs**, Pro-Rector, FernUniversität Hagen

Input 2: Prof. Alan **Tait**, Pro-Vice-Chancellor, The Open University UK

Chair: Prof. Dr. Ada **Pellert**, President, University for Professional
Studies, Berlin

Student Rapporteur: Marisa **Neubert**, University of Bath (UK)

Workshop 5: Types of Master Programmes: Similarities and Differences

(Room: Auditorium 1)

Is there such a thing as a "European Master"?

Input: Jonna **Korhonen**, Expert

Chair: Christian **Tauch**, Head of Department Education, German Rectors' Conference

Student Rapporteur: Kamil **Lipinski**, Warsaw University of Technology (Poland)

16:00–16:30 COFFEE BREAK

16:30–17:00 One-Minute-Paper: Reports from the Working Groups

Rapporteur WS 1: František **Dratva**

Rapporteur WS 2: Nick **Forshaw**

Rapporteur WS 3: Charles **Aubin**

Rapporteur WS 4: Marisa **Neubert**

Rapporteur WS 5: Kamil **Lipinski**

Chair: Dr. Peter A. **Zervakis**, Head Project nexus, German Rectors' Conference

18:30 DINNER

Wednesday, October 26th 2011

9:00–10:00 **Poster Exhibition: How to master a Master Programme**
Impressions from the European Higher Education Area

Introduction: Dr. Thomas **Kathöfer**, Secretary-General of the German Rectors' Conference

10:00-10:30 COFFEE BREAK

10:30-10:45 **"Masters for Europe - Masters of Europe?"**

Adam **Tyson**, Head of Unit Directorate-General of Education and Culture,
European Commission

10:45–12:00 **Plenary Debate: Recommendations to the Attention of the Bologna
Follow-Up Group for the Bucharest 2012 Conference**

Chair: Peter **Greisler**, Director, Institutions of Higher Education, Federal
Ministry of Education and Research

General Rapporteur: David **Crosier**, Higher education system and policy
analyst, Eurydice, European Commission

Student Rapporteur: Rok **Primožič**, European Students' Union

12:00 END OF CONFERENCE

Abstracts

Workshop 1: The Emerging Master Market. The Importance of Recruiting and Marketing

Among the most prominent Bologna objectives is the development and implementation of the second cycle. The Master offers universities new chances: to ensure the availability of high level education to all citizens throughout their lives, to anticipate and satisfy the needs of a labour market demanding ever higher skills, and to contribute to economic growth by promoting research and innovation. Among the three cycles, the second cycle is probably the one most intensely marketed. This is also evidenced by the increasing number of Master programmes taught in English. The Master can also be a platform for joint curricula and enhance the employability of graduates by providing extra education and training. Master programmes have become one of the most important tools for European universities for raising their international profile and attracting international students. Internationalization will not only prompt universities to draft more efficient marketing strategies; it is also an opportunity to generate added economic and social value for societies. The purpose of this workshop is to explore these and related issues and assess where we stand at present.

Workshop 2: How to match Students and Programmes. Assessment and Access

Although direct continuation from the Bachelor into the Master still prevails in a number of countries, the introduction of the Bologna 3-cycle system has opened up new learning pathways and offers great potential for a flexible transition from higher education to the world of employment. The TRENDS V Study found that: "It is at the second cycle level that institutions are becoming most innovative and creative, and the rise of new types of master programmes should therefore be seen as a basis on which to build specific institutional strengths in Europe".

But it is not only students who are faced with a bewildering number of different types of master programmes with various disciplinary, interdisciplinary and professional orientations. Institutions too find themselves having to choose from applicants with very diverse backgrounds. How does one respond to individual applicants and adequately assess the prior learning and experiences of each aspiring student? How does one ensure a diverse intake, but at the same time manage to assess the entry requirements efficiently and openly?

The session will show how institutions make these responsible decisions.

Workshop 3: What facilitates international student mobility?

Mobility is an essential aim of the Bologna process. This workshop will therefore discuss strategies, instruments and curricular features that promote and facilitate international student mobility with a focus on the Master level. In this context competencies and learning outcomes are of special interest as expedient vehicles of mobility.

Key instruments such as the European Credit and Accumulation System (ECTS) as well as Diploma Supplements (DS) and issues with their implementation at higher education institutions (HEI) will be discussed in detail. Opportunities of HEI co-operation, joint and double degrees and the design of "mobility-friendly" curricula will also be addressed.

Workshop 4: What makes Lifelong Learning attractive? Distant Learning, Blended Learning and Face-to-Face Instruction

Many higher education institutions in various European countries do not yet run comprehensive lifelong learning systems. The Bologna second cycle, consisting of postgraduate pre-doctoral study, and the Master qualification, seems to be promising. There are three different types of Master-level courses available: those with a strong professional development application (available in full-time, part-time, distance and mixed modes), research-intensive programmes embedded into innovation and knowledge transfer (a sort of pre-doctoral studies for career researchers) and programmes of varying duration focused mainly to returning learners on in-service, executive release or self-referral bases. The workshop aims to discuss different strategies and measures, both at the level of curriculum and its institutional location, to integrate the lifelong dimension and the view of the adult learners and facilitate, inter alia, flexible learning paths and the recognition of prior learning.

Workshop 5: Types of Master Programmes: Similarities and Differences. Is there such a Thing as a "European Master"?

Master programmes in the European Higher Education Area can be characterised by a number of common criteria. They include length and workload in terms of ECTS credits, consistency with the Master level descriptors in the Bologna Qualifications Framework and by being described in terms of learning outcomes. However, these requirements are not always met and there are wide variations in how they are interpreted. Consequently, the Master is not always as easily "readable" across the European Higher Education Area as it should be. In this workshop we will discuss the current situation and formulate recommendations for a template for a "European Master" that will allow students, employers and other interested groups to grasp the nature and content of a programme at a glance.

Registration

Please send the enclosed registration form by post, fax or e-mail to:

German Rectors' Conference (HRK)
Project nexus
Ahrstrasse 39
D-53175 Bonn
Fax: +49 (0)228 / 887-280
E-Mail: kleinheidt@hrk.de

Participation is limited. Registrations will be accepted in the order of their arrival.
Please do not organise your trip until you have received your confirmation.

Contact persons:

Programme:

Dr. Peter A. Zervakis, HRK, Head Project nexus
Tel.: +49 (0)228 / 887 -190
E-Mail: zervakis@hrk.de

Monika Schröder, HRK; Project nexus
Tel.: +49 (0)228 / 887 – 105
E-Mail: schroeder@hrk.de

Organisation:

Barbara Kleinheidt, HRK, Project nexus
Tel.: +49 (0)228 / 887 -106
E-Mail: kleinheidt@hrk.de

Venue:

HSG Zander Nordost GmbH

Eventpassage

Kantstraße 8
D-10623 Berlin

Address:

HSG Zander Nordost GmbH

Eventpassage

Kantstraße 8

10623 Berlin

Tel.: +49-30-3300-88140

Web: <http://www.eventpassage.com/>

Location plan:

<http://www.eventpassage.com/de/anfahrt-lage.html>



Hotel recommendation:

We have a contingency of rooms in Motel one Berlin-Ku'Damm and would be grateful, if you could reserve your rooms as soon as possible.

Hotel expenses cannot be reimbursed.

Motel one Berlin-Ku`Damm Kantstr. 7-11 a D-10623 Berlin Phone: +49-30-3151736-0 Fax: +49-30-3151736-10 e-mail: berlin-kudamm@motel-one.com web: http://www.motel-one.com/de/hotels/hotels-berlin.html	Single Room: € 66,50 Reference: HRK Contingency deadline: 25.08.2011
---	--

Breakfast is included in the price quoted.

For more hotels: www.hrs.de