

General Recommendation for the Award of Credit



Advanced Training Programme
European Manager for Foreign Trade – Export / Import (EMfEI)

This General Recommendation for the Award of Credit is published by the *Servicestelle Offene Hochschule Niedersachsen* in collaboration with the project *Kompetenzbereich Anrechnung* at the Carl von Ossietzky University in Oldenburg. The compilation of this General Recommendation occurred in cooperation with the *Wolfgang Schulenberg-Institut für Bildungsforschung und Erwachsenenbildung (ibe)*. The responsibility for the contents of this Recommendation for the Award of Credit is assumed by the *Kompetenzbereich Anrechnung*.

Servicestelle Offene Hochschule Niedersachsen

Operating as a not-for-profit organisation of the Land of Lower Saxony, the *Servicestelle Offene Hochschule Niedersachsen* in Hannover coordinates the opening of the universities in Lower Saxony to new target groups. The organisation supports individuals with professional qualification who are interested in taking up university studies or further training. This group holds - even without the university-entrance diploma „Abitur“ - higher education entrance requirements acquired through completion of professional education and training of at least three years' duration and relevant professional experience.

Furthermore, the *Servicestelle Offene Hochschule Niedersachsen* pools and networks the activities and counselling services of the partners from universities, adult education, chambers, trade unions, business and employers' associations, and the Land of Lower Saxony. The seventeen-member Supervisory Board of the *Servicestelle Offene Hochschule Niedersachsen*, comprising all important socio-political actors, campaign for the further opening of the higher education institutions in Lower Saxony.

Kompetenzbereich Anrechnung

As part of the model project *Offene Hochschule Niedersachsen*, the Lower Saxonian Ministry for Science and Culture promotes the project *Kompetenzbereich Anrechnung* at the Carl von Ossietzky University Oldenburg.

Central target of this project is the improvement of the collaboration between institutions of higher education and providers of adult education in Lower Saxony. This is to be achieved through:

- the compilation of general recommendations for improving recognition and award of credit of advanced training programmes,
- the support of the providers of adult education in the quality development of their offerings,
- the improvement of advanced training through modularisation and focus on learning outcomes.

Wolfgang Schulenberg-Institut für Bildungsforschung und Erwachsenenbildung (ibe)

The *Wolfgang Schulenberg-Institut für Bildungsforschung und Erwachsenenbildung* (Wolfgang Schulenberg Institute of Educational Research and Adult Education (ibe)) was founded in 1986 by members of the Carl von Ossietzky University Oldenburg and representatives of adult education associations in Lower Saxony.

The institute considers itself as a research and service centre at the interface of vocational training and academic research. Since the end of 2005, the institute is engaged in the accreditation and award of credit of learning outcomes of vocational training for tertiary education programmes.

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The Advanced Training Programme „EMfEI“

„European Manager for Foreign Trade – Export / Import (EMfEI)“
- An Advanced Training Programme for Specialist in Foreign Trade

Focus

The advanced training programme „EMfEI“ is aimed at all job-seekers wanting to improve their professional prospects in the fields of import and export or purchasing and sales. It equally addresses professionals already working in the foreign trade sector and who want to expand and update their knowledge and skills that are necessary for professional practice in international contexts. Modular design allows a custom-fit entrance.

Admission Requirements

Participation in the advanced training programme „EMfEI“ requires an obligatory placement test carried out by the training provider.

Admission to the comprehensive examination at the end of the „EMfEI“ programme requires the following conditions to be fulfilled:

- three years of vocational education in a commercial or administrative domain and at least one year of professional practice in an area similar to the advanced training programme or
- two years of vocational education in a commercial or administrative domain and at least two years of professional practice in an area similar to the advanced training programme or
- at least five years of professional practice in an area similar to the advanced training programme or
- evidence of verifications of occupational capacity that justifies participation in the comprehensive examination at the end of the programme (e.g. certificates).

Programme Modules

The advanced training programme is comprised of seven subjects, each of which has different sub-themes - according to the particular level - that are considered. Altogether there are three levels which build upon one another and which are attended according to individual previous experience (see curriculum on page 36). In sum, the advanced training programme contains 960 study hours (lasting 45 min. each). Lessons are scheduled Monday to Friday from 8:00 to 15:00 o'clock.

Programme Duration

If all the three levels are to be attended, the duration of the programme is approximately one year. Otherwise, duration is shortened accordingly.

Mode of Examination

The advanced training programme concludes with a comprehensive exam divided into four parts and containing both written and verbal components. Intermediate examinations are held after each level.

Certificate

Upon completion of level one and two a certificate of attendance is awarded.

Upon successful completion of the final examination at the end of the third level, the certificate „European Manager for Foreign Trade - Export / Import (EMfEI)“ along with a detailed description of acquired competencies is awarded. The logos of the European EMfEI-partners are displayed on the certificate.

Organising Institution

LEB - Ländliche Erwachsenenbildung in
Niedersachsen e.V.,
Bildungsstätte Bad Zwischenahn / Oldenburg

Person in Charge

Hans Deimann,
Head of LEB Bildungsstätte Bad Zwischenahn /
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Presentation of Vocational Training by the Training Provider

LEB in Niedersachsen e.V., Bildungsstätte Bad Zwischenahn / Oldenburg



Vocational training or qualification for foreign trade (import / export) has been provided by the LEB since the year 2002. The first training course aimed at highly skilled, work-seeking migrants and targeted at their preparation for a career in export and / or import and in cultural counseling. In 2004, this training measure was awarded the training innovation prize by the Federal Institute for Vocational Education and Training BIBB: a great recognition for our training concept on the one hand, but on the other hand also a request and encouragement to continue the path of a qualified vocational training offer for activities in foreign trade.

The European and especially the German economy is highly interconnected with the world market: there is hardly any sector in which no goods or services are exported or imported. Whether in industry, trade, services or even the craft - working across borders has become no longer the exception but the rule.

This also means new challenges for the employees in the company. The emphasis on knowledge, skills, and competencies that are necessary for professional

work in international contexts have not only changed but also increased significantly. This concerns almost all areas of a company: starting from the reception / the switchboard, where foreign language skills and intercultural communication expertise are expected, over the clerical purchasing, sales or delivery department up to the management, where international marketing concepts or contractual issues are handled.

The technical area as well is no exemption from the internationalisation of the economy: from engineers and technicians not only English language skills are expected today, they must also have commercial and intercultural basics if they should or want to work abroad.

A vocational training concept, that is to meet these needs and that offers applied preparation for different professional activities within internationally oriented jobs, has to be highly flexible in structure, content, and operation. The different knowledge and experiences of the training participants are to be considered as well as their professional goals which can be very individual indeed.

The vocational training concept „European Manager for Foreign Trade - Export / Import (EMfEI)“, funded by the European Union and developed and tested with European partners (universities of Versailles, Barcelona and Arad / Romania, as well as a provider of adult education in Ruse / Bulgaria) under the project leadership of the LEB meets the requirements of a flexible and practice-orientated professional training for foreign trade.

„EMfEI“ builds upon the training activities of the LEB, which we had already developed for foreign trade and for which we received the award. Although we have revised and supplemented the contents of the approved LEB qualification with the aforementioned partners, the major change is, however, the new modular three-stage structure. Not only allows this for a custom-fit entry into the vocational training according to the already existing knowledge of participants, but also provides - according to the individual professional goals - three different skill levels, ranging from simple to higher qualifications up to the level of management activity in foreign trade.

In order to ensure maximum transparency and comparability with other European (vocational) training degrees, these levels are based on those of the European Qualifications Framework EQF, ranging from level 3 (module 1) to level 5-6 (module 3). This module then concludes with the exam for the „European Manager for Foreign Trade - Export / Import (EMfEI)“.

The curricula of the EMfEI qualification draw on the traditional disciplinary framework for the commercial education and vocational training and provide the necessary basic knowledge in Macroeconomics, Business Studies, English, Economic Geography and Communication / Rhetoric. However, there are specific absorptions in these subjects with important content for foreign trade as well as the proper subject Import / Export which deals with International Contract Law and Export Financing up to International Marketing Development and Controlling.

In the training course, working across subjects is emphasised and the teachers pay attention to fostering so-called soft skills such as teamwork or communication and conflict resolution skills which are essential and important in professional practice.

„EMfEI“ was developed as a European coordinated professional training programme for higher qualified jobs in foreign trade, export and import. Practice has also shown that this training concept can serve as a stepping stone for further university studies in e.g. business studies and related fields.

Hans Deimann
*Head of the LEB Bildungsstätte
Bad Zwischenahn / Oldenburg*

Oldenburg, July 2013

Recommendation for the Award of Credit

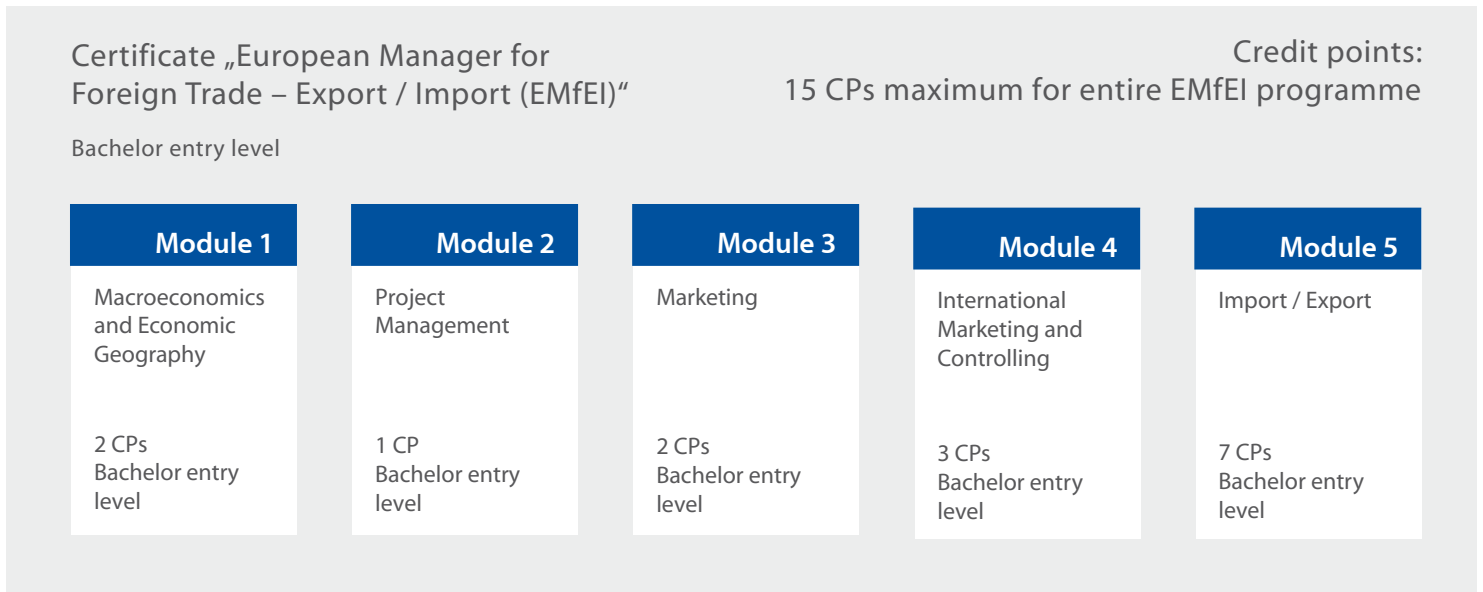


Figure 1: Overview on recommendation for the award of credit

It is recommended to award the advanced training programme „European Manager for Foreign Trade - Export / Import (EMfEI)“ for academic degree programmes with up to 15 ECTS / credit points maximum. The advanced training programme is rated as Bachelor entry level. With restrictions, it can thus be awarded with credit for Bachelor programmes. However, the award of credit for Bachelor programmes should in general not exceed 60 CPs.

Annotation

The advanced training programme „European Manager for Foreign Trade - Export / Import (EMfEI)“ is comprised of seven subjects each of which includes a multitude of sub-themes. In order to draw a meaningful comparison between the advanced training programme and the study modules of the reference degree programme „Business Administration in small and medium-sized enterprises“, the expert examiner chose those sub-themes from the advanced training programme that most closely correspond with content of the reference degree programme. For the assessment he developed five simulated modules based on the selected

sub-themes: Macroeconomics & Economic Geography, Project Management, Marketing, International Marketing and Controlling, and Import / Export.

Some of the manifold themes of the advanced training programme were not taken into consideration. The table on page 36 depicts the entire curriculum of the advanced training programme as well as the five simulated modules that were developed for the assessment.

Module 1 - Macroeconomics and Economic Geography

Module Code EMfEI 1	Module Name Macroeconomics and Economic Geography	MLI-Level 4.16	ECTS (max.) 2
Teaching Method Presence-seminar	Examination Part of the comprehensive exam; examination subject: „European and international economic relations“	Language German	Attendance Requirements 33 hours (each of which 45 min.)
Method of Examination Written examination (60 min. maximum) in the form of two application-oriented assignments			

Learning Outcomes EMfEI

Macroeconomics

- Learners know the essential theories, mechanisms and instruments of economic policy.
- Learners are capable of commenting on advantages and disadvantages of globalisation.
- Learners are capable of recognising implications for import and export deals from protectionist measures and mechanisms of market regulation.
- Learners are familiar with the causes of globalisation.
- Learners are familiar with international organisations and conventions and their features and mechanisms.

- Learners are familiar with causes of free trade and protectionism.
- Learners are capable of describing the relation between fiscal and monetary policy.
- Learners are capable of informing themselves about macroeconomic developments in the national and international context.

Economic Geography

- Learners know the EU member states.
- Learners are capable of naming the location factors for an enterprise.
- Learners are capable of describing the consequences arising out of changes in the economy using the example of a company that is active in whole sale and foreign trade.

Module 2 – Project Management

Module Code EMfEI 2	Module Name Project Management	MLI-Level 4.02	ECTS (max.) 1
Teaching Method Presence-seminar	Examination Part of the comprehensive exam; examination subject: „Operative and performance processes of the enterprise in foreign trade“	Language German	Attendance Requirements 30 hours (each of which 45 min.)
Method of Examination Written examination (about 30 min.) in the form of an application-oriented assignment			

Learning Outcomes EMfEI

Project Management

- Learners are familiar with the essential methods of planning, monitoring and steering projects.
- Learners are capable of defining the term project.
- Learners are capable of describing targets and ideal-typical project phases.
- Learners are familiar with the tools of project planning and project organisation.
- Learners are capable of identifying risks in the project course.
- Learners are familiar with several methods of project controlling.
- Learners are capable of documenting a project`s activities, processes, and outcomes.

Module 3 – Marketing

Module Code EMfEI 3	Module Name Marketing	MLI-Level 4.48	ECTS (max.) 2
Teaching Method Presence-seminar	Examination Part of the comprehensive exam; examination subject: „Operative and performance processes of the enterprise in foreign trade“	Language German	Attendance Requirements 54 hours (each of which 45 min.)
Method of Examination Written examination (about 30 min.) in the form of an application-oriented assignment			

Learning Outcomes EMfEI

Marketing

- Learners are capable of defining the term marketing and marketing targets.
- Learners are familiar with the basic parameters and the influencing factors of marketing in consumer goods and manufactured goods markets.
- Learners are familiar with basic methods and tools of market research.
- Learners are familiar with methods and tools of product and assortment policy.
- Learners are familiar with the five elements of the communication mix and with the essential features of the communication tools.
- Learners are familiar with the four tools of the marketing mix.
- Learners are capable of describing the basic elements of a marketing plan.
- Learners are capable of differentiating between operative and strategic marketing.

Module 4 – International Marketing and Controlling

Module Code EMfEI 4	Module Name International Marketing and Controlling	MLI-Level 4.10	ECTS (max.) 3
Teaching Method Presence-seminar	Examination Part of the comprehensive exam; examination subject: „Processes of planning, implementation and steering in import and export business“	Language German	Attendance Requirements 72 hours (each of which 45 min.)
Method of Examination Case study (90 min. maximum)			

Learning Outcomes EMfEI

International Marketing and Controlling

- Learners are capable of explaining the importance of the tools of the marketing mix concerning international markets.
- Learners are capable of explaining the three types of market entry into foreign markets.
- Learners are capable of describing the characteristics of the international trade fair market.
- Learners are capable of explaining the marketing information system.
- Learners are capable of describing four steps of a market research study.
- Learners are capable of differentiating between the terms strategic and operative marketing controlling and audit.
- Learners are capable of naming the steps of a marketing plan process.

Modul 5 – Import / Export

Module Code EMfEI 5	Module Name Import / Export	MLI-Level 4.22	ECTS (max.) 7
Teaching Method Presence-seminar	Examination Part of the complete exam; examination subject: „Processes of planning, implementation and steering in import and export business“	Language German	Attendance Requirements 160.5 hours (each of which 45 min.)
Method of Examination Integrating situation-based assignment (90 min. maximum) and a case study (60 min. maximum)			

Learning Outcomes EMfEI

Import / Export

- Learners are capable of differentiating between various types of import and export transactions.
- Learners are familiar with important incoterms and with the customs handling of goods.
- Learners have an overview of the freight forms and documents related to movement of goods within the EU and with third countries.
- Learners are familiar with significant organisations of foreign trade and with different types of trade intermediaries.
- Learners have an overview of important modes of transportation, of packaging and declaration regulations and of the cost types in cross-border transport operations.

- Learners have an insight into the international law of sales contracts and are capable of assessing the advantages and disadvantages of the various types of contracts.
- Learners are familiar with important types of finance and payment in import and export.
- Learners have an overview of strategies for handling foreign currencies and for risk hedging.

Annotation

The examination part „Communication and Presentation in Foreign Trade“ was not assessed. This examination part contains an oral examination in the form of a presentation conducted in the English language (15 min. maximum) and an ensuing expert discussion (20 min. maximum).

Advice for Providers of Advanced Training Programmes and Graduates



The *Kompetenzbereich Anrechnung* prepares recommendations for the award of credit of non-university training programmes. However, it has no influence on the implementation of its recommendations by tertiary education institutions. The decision about granting an award of credit of advanced training programmes lies generally with the person in charge of a degree programme at the respective institution. Degree programmes can reject the award of credit of non-university education or also grant an award of credit that deviates from this recommendation.

The number of credit points that can be awarded and that are presented in this recommendation is a maximum value which normally can only be granted in cases of extensive overlap between the learning outcomes of the advanced training programme and the degree programme. A lower degree of overlap of content can lead to a reduced award of credit.

Even institutions of higher education willing to grant an award of credit based on this recommendation might be liable to restrictions for the establishment of

possibilities for an award of credit that result from legal or other guidelines. For the implementation of award of credit in accordance with the present recommendation, it is normally necessary to adjust the university and college act (of the federal state) as well as the respective programme's examination regulations.

This recommendation for the award of credit is to serve as a reliable and quality-assured basis for the implementation of possibilities for awarding credit. The implementation of this recommendation should also be carried out in a quality-assuring manner. A comprehensive overview of advice is offered by, for example, the „*Leitlinie für die Qualitätssicherung und Verfahren zur Anrechnung beruflicher und außerhochschulisch erworbener Kompetenzen auf Hochschulstudiengänge*“¹ (ANKOM, 2008).

¹ Guidelines for Quality Assurance and Methods for the Accreditation of Prior Learning Acquired through Vocational and Non-university Education for Degree Programmes

Advice for Institutions of Higher Education and Degree Programme Coordinators

The general recommendation for the award of credit of the „European Manager for Foreign Trade - Export / Import - EMfEI“ programme addresses institutions of higher education which offer Bachelor and Master programmes in accordance with the European Higher Education Area framework. This addresses the majority of all degree programmes in the so-called „Bologna area“ (Bologna Working Group, 2005).

The purpose of this recommendation for the award of credit is to offer institutions of higher education nonpartisan certified information about the workload (CPs) and the academic level of learning units of non-university education programmes. This information can facilitate the award of credit of such learning outcomes.

The *Kompetenzbereich Anrechnung* recommends that all institutions of higher education and their programme coordinators take the information offered in this recommendation into account and to grant the graduates of the advanced training programme „European Manager for Foreign Trade - Export / Import - EMfEI“ an appropriate award of credit of their learning outcomes.

The award of credit means that students, who already have a certification of achievement of the learning outcomes, are exempt from certain parts of degree programmes (study modules).

Preferably, the award of credit is carried out in the form of blanket accreditation. Thus, based on the present recommendation for the award of credit, all graduates of the advanced training programme should receive a guaranteed number of credit points. Possibilities for awarding non-university programmes with credit should be publicised (e.g. on the degree programme's homepage).

It should be specified which parts of the study programme can be omitted due to the award of credit.

Not all legal systems concerning higher education in the Bologna area permit an award of credit as recommended on the basis of this assessment. Thus, prior to establishing a system for the award of credit and then awarding credit, the university's staff in charge needs to scrutinise the respective legal foundations for potential limitations resulting from regulations.

The „Oldenburg“ Model for the Accreditation of Prior Learning

Between 2004 and 2007, the Carl von Ossietzky University Oldenburg participated in the „ANKOM Initiative“ („Accreditation of Prior Vocational Learning to Higher Education“) by the German Federal Ministry of Education and Research (BMBF) as one of twelve pilot projects (Hartmann et al., 2006).

The pilot projects of the ANKOM were enabled by an enactment of the German Kultusministerkonferenz² in the year 2002. This enactment already suggests a design for a system for the award of credit. It is stated that „Knowledge and skills that were acquired outside

the higher education system can be awarded with credit (if applicable in the form of blanket accreditation) for higher education study programmes if [...] their content and level are equivalent to the part of the degree programme that is to be substituted [...]“ (KMK, 2002).

The award of credit of prior learning acquired through vocational and professional practice is being practised at the University of Oldenburg since 2006. At the *Wolfgang Schulenberg Institut für Bildungsforschung und Erwachsenenbildung* at the Carl von Ossietzky University Oldenburg, a quality-assured method for

the assessment of the award of credit of vocational learning outcomes for degree programmes was developed in line with the „ANKOM Initiative“ (Müskens, 2006).

This method, a so-called equivalence check, has already been used for assessing numerous advanced and vocational training certificates. The equivalence check is mainly focused on identifying those parts of a degree programme and an advanced training programme which are equivalent in content and level.

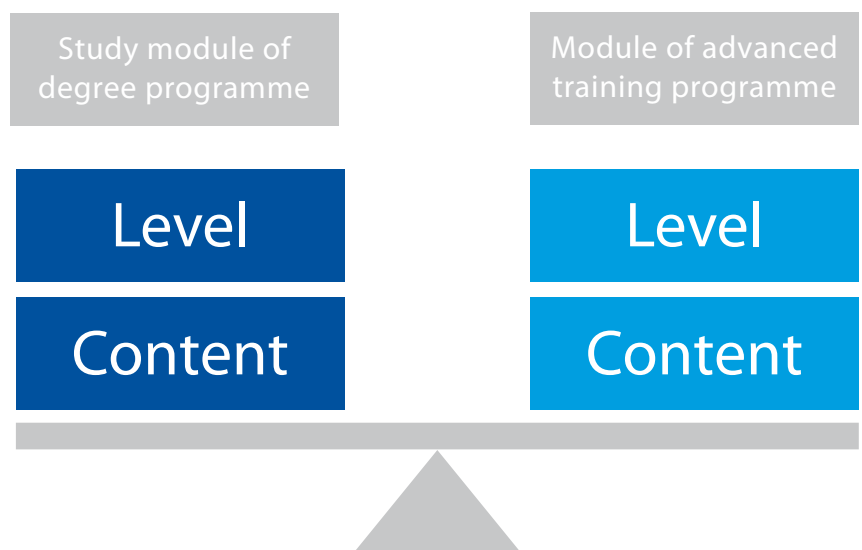


Figure 2: Equivalence check

For further information on the „Oldenburg“ Model for the Accreditation of Prior Learning visit www.anrechnung.uni-oldenburg.de

² Standing Conference of German Ministers of Education (federal states and federal ministers)

General Recommendation for the Award of Credit

This general recommendation for the award of credit is based on the results of an equivalence check between the advanced training programme „European Manager for Foreign Trade - Export / Import - EMfEI“ and a reference degree programme.

In the equivalence check the learning outcomes of the advanced training programme were compared with those of selected study modules of the reference degree programme.

Using the results of this equivalence check, the workload of the training programme and its respective learning units were estimated.

Furthermore, the level of the advanced training programme and its learning units were estimated using the „Module Level Indicator“ method (MLI) (Gierke & Müskens, 2009).

The results of the equivalence check conducted by the expert examiner were analysed by the staff of the *Kompetenzbereich Anrechnung* and form the basis for this recommendation for the award of credit.

Additionally, this general recommendation for the award of credit includes further information about the advanced training programme that is comparable to the content of a module guide of a degree programme. Therefore, it can also be perceived as a „translation of the advanced training programme reflecting tertiary education guidelines“.

The equivalence check procedure as well as the tools and methods applied comply entirely with the „Leitlinien für die Qualitätssicherung und Verfahren zur Anrech-

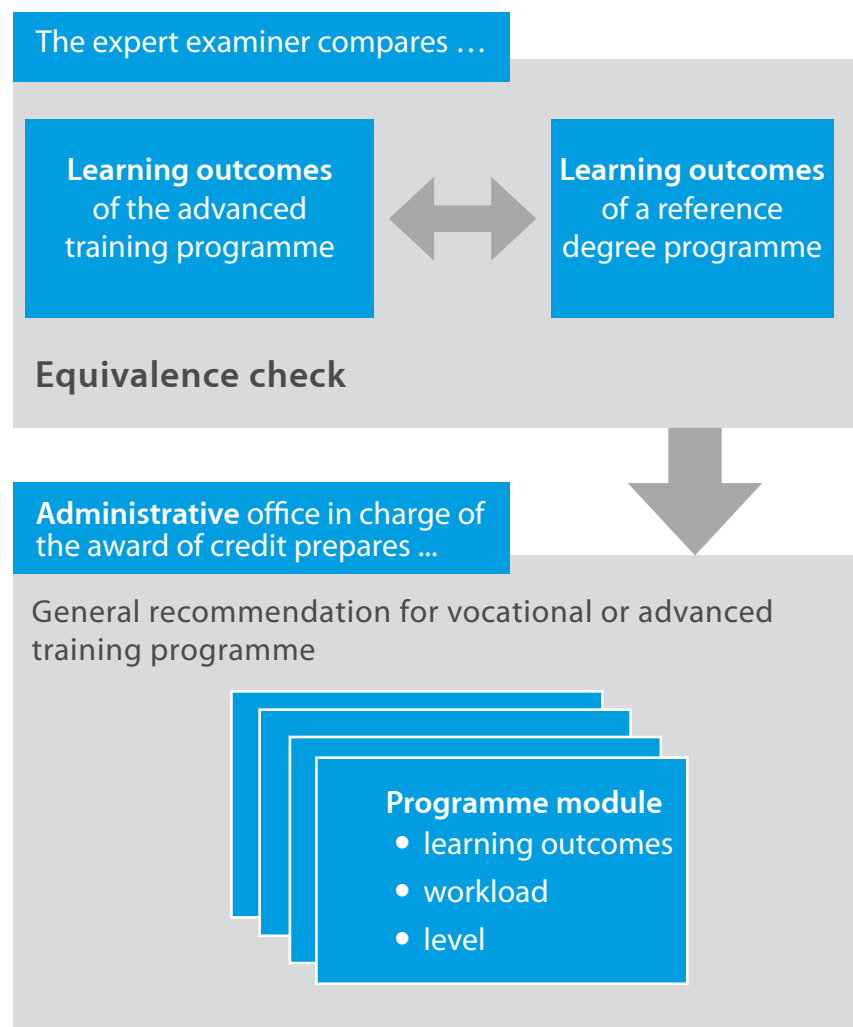


Figure 3: Development cycle of the preparation of a general recommendation for the award of credit (diagrammatic)

nung beruflicher und außerhochschulisch erworbener Kompetenzen auf Hochschulstudiengänge“ (ANKOM, 2008).

The Reference Degree Programme „Business Administration in small and medium-sized enterprises“

The programme „Business Administration in small and medium-sized enterprises“ is offered as an extra-occupational Bachelor degree programme by the Carl von Ossietzky University Oldenburg and was chosen as the reference degree programme for the equivalence check. This programme is designed for (junior-) managers in small and medium-sized enterprises in order to complete and deepen the knowledge required for taking over

or for successful continuing a small and medium-sized enterprises.

The programme „Business Administration in small and medium-sized enterprises“ is offered as a part-time, extra-occupational programme and designed for a standard study period of four years.

The blended learning design combines internet-based self-learning and project phases including targeted attendance-

based measures that take place at the University of Oldenburg.

The primary goals are to train the (junior-) managers in economic global understanding and to offer comprehensive, current knowledge about business administration.

Admission Requirements

- general, subject-specific or due to competencies acquired higher education entrance qualification and
- completed vocational training that is recognised as an apprenticeship job by the Federal Republic of Germany or at least five years of professional experience and
- professional employment or equal activity (e.g. self-employed house-keeping including the responsible assistance for at least one person in need of education or care).

Workload

- 180 CPs,
- 11 compulsory and 10 elective modules.

Qualification Goals

- up-to-date and non-sector-dependent knowledge necessary for management functions,
- an academic degree with an individual career profile and
- leadership and management competencies.

Degree Awarded

Bachelor of Arts (B.A.)

Accreditation

The degree programme was accredited in the year 2004 by the „Zentrale Evaluations- und Akkreditierungsagentur Hannover (ZEvA)“ and was re-accredited on June 22, 2010, by the „Akkreditierungs-, Zertifizierungs- und Qualitätssicherungs-Institut ACQUIN“ without requirements.

For further information visit

www.bba.uni-oldenburg.de

Equivalence Check

The potential equivalence of the learning outcomes of the advanced training programme „European Manager for Foreign Trade - Export / Import (EMfEI)“ and those of university degree programmes was assessed through the application of two methods, namely the Learning Outcome Chart (LOC) and the Module Level Indicator (MLI).

The Learning Outcome Chart (LOC) shows the overlap in content of the learning outcomes of the advanced training programme and the degree programme. The Module Level Indicator (MLI) is being used to assess the academic level of the learning units and modules. A more detailed description of the methodological tools is presented in the respective introduction to the results of this assessment.

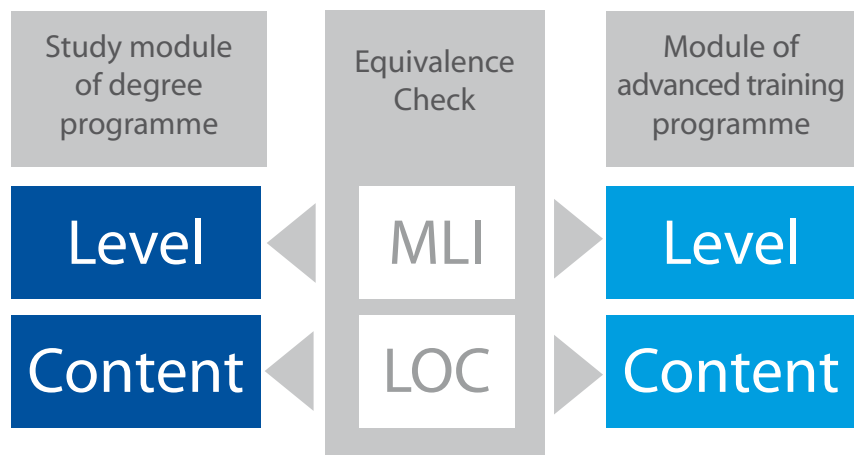


Figure 4: Methodological tools of the „Oldenburg“ Model

Materials Used For the Equivalence Check

Basis for the assessment of the advanced training programme „European Manager for Foreign Trade - Export / Import (EMfEI)“:

- General information about the advanced training programme,
- detailed documents about the particular subjects,
- examples of examination questions.

Basis for the determination of learning outcomes of selected study modules of the reference degree programme:

- Complete online-learning materials of the selected study modules,
- general information taken from the homepage of the reference degree programme,
- examples of project reports and students' portfolios.

Summary of the Comparison of Content

Overlap of learning outcomes of selected study modules of the reference degree programme and learning outcomes of the modules of the advanced training programme

Study module of degree programme „BA Business Administration in small and medium-sized enterprises“

	Macro-economics	Micro-economics	Project Management	Marketing	Σ
„EMFEI“ programme modules	Module 1 Macroeconomics and Economic Geography	65.83 %	15.83 %		81.67 %
	Module 2 Project Management		96.92 %		96.92 %
	Module 3 Marketing			87.14 %	87.14 %
	Module 4 Internat. Marketing and Controlling				
	Module 5 Import / Export				

Figure 5: Coverage of the learning outcomes of the advanced training programme modules by the study modules of the degree programme

Annotation

There is only a low correspondence between the learning outcomes of the advanced training programme modules 4 and 5 and the degree programme. Therefore this coverage was not determined.

„EMfEI“ programme modules

Study modules of the degree programme „BA Business Administration in small and medium-sized enterprises“	Module 1 Macroeconomics and Economic Geography	Module 2 Project Management	Module 3 Marketing	Module 4 Internat. Marketing and Controlling	Module 5 Import / Export	Σ	
	Macroeconomics	9.74 %					9.74 %
	Microeconomics	2.11 %					2.11 %
	Project Management		11.67 %				11.67 %
	Marketing			17.50 %			17.50 %

Figure 6: Coverage of the learning outcomes of the study modules of the degree programme by the advanced training programme modules

The expert examiner determined both, the coverage of the learning outcomes of the training programme by the reference degree programme and the coverage of the learning outcomes of the reference de-

gree programme by the training programme. In order to do so, he determined the learning outcomes of selected thematic areas of the training programme and analysed to what extent these are covered by

learning outcomes of the reference degree programme. The same procedure was then repeated vice versa.

Determination of the Advanced Training Programme Modules' Workload Based on the Outcomes of the Comparison of Content

The outcomes of both directions of the comparison of content allow for estimation of the workload of the advanced training programmes' modules.

The estimation results in:

Module 1 (Macroeconomics and Economic Geography) 2.25 CPs

Module 2 (Project Management) 0.96 CPs

Module 3 (Marketing) 1.61 CPs

It was not feasible to directly estimate the workload of the programme modules 4 and 5 due to a lack of coverage of their learning outcomes by those of the reference degree programme. Therefore, an indirect estimation was carried out based on the modules' study hours.

The total workload of the modules 1, 2 and 3 was estimated with 4.82 CPs. For these three modules the training provider specifies the following study hours:

Module 1 (Macroeconomics and Economic Geography)
44 study hours

Module 2 (Project Management)
40 study hours

Module 3 (Marketing)
72 study hours

All in all these three modules comprise 156 study hours. Therefore, one credit point equates to 32.37 study hours on average.

The estimation of credit points was based on this formula:

$$CP (MAT) = \sum_{i=1}^k [CC(CU_i \text{ by } MAT) * CP(CU_i)] / \sum_{i=1}^k CC(MAT \text{ by } CU_i)$$

CP: Credit Point

MAT: Learning unit of the advanced training programme

k: number of study modules (of the degree programme) that have a substantial match with the MAT (EMfEI module)

CC: Coverage of learning outcomes in percent

CU: Study module of degree programme

This means that in the advanced training programme, the learners have to fulfill an average of 32.37 study hours in order to achieve those learning outcomes that are awarded with 1 CP in the degree programme.

Based on this calculation, the credit points concerning the advanced training programme's modules 4 and 5 were then calculated indirectly. The presence time of these modules are:

Module 4 (International Marketing and Controlling): 96 study hours

Module 5 (Import / Export): 214 study hours

Hence the following CPs are estimated:

Module 4 (96 / 32.37) 2.97 CPs

Module 5 (214 / 32.37) 6.61 CPs

The recommended scope of CPs results from rounding the estimated workloads:

Module 1 (Macroeconomics and Economic Geography) 2 CPs

Module 2 (Project Management) 1 CPs

Module 3 (Marketing) 2 CPs

Module 4 (International Marketing and Controlling) 3 CPs

Module 5 (Import / Export) 7 CPs

All in all the advanced training programme EMfEI comprises a workload that is worth 15 CPs.

Level Assessment – The Module Level Indicator (MLI)

The level comparison of degree programmes' study modules and advanced training programmes' modules requires a standard of comparison that is applicable across different fields of education. However, views about standards in vocational and academic education differ considerably. Cross-educational qualifications frameworks such as the European Qualifications Framework for lifelong learning (EQF) attempt to integrate the different views about educational standards (EU Parliament, 2007). They are, however, a merely adequate methodological tool for the assessment of the level of degree programmes' study modules or advanced training programmes' modules.

Therefore, the ANKOM project „Qualifikationsverbund Nord-West“³ developed the methodological tool „Module Level Indicator“ (MLI) which enables the assessment of the level of a learning unit or partial qualification while at the same time being aligned with the comprehensive and cross-educational standards of the EQF (Müskens & Gierke, 2009).

The MLI is a clearly structured assessment tool which comprises 51 items. The criteria that are to be assessed by the expert examiner refer primarily to the knowledge and skills being taught as well as the method used for the assessment of the learning success of a particular learning unit.



³ A working group in Northwestern Germany involved with the development of methodological tools for the award of credit of vocational training programmes for university education, consisting of members from universities and institutes of vocational training



The 51 items for one particular learning unit are being merged into nine psychometrically developed and reliable outcome scales:

- The scale „Broad and Up-to-date Knowledge“ describes the scope, profoundness and up-to-dateness of the knowledge and skills imparted in the learning unit.
- The scale „Critical Understanding“ describes the extent to which the theories, models and methods imparted in the learning units are being reflected upon critically.
- The scale „Interdisciplinarity“ describes to what extent a particular learning unit is related to other professions or disciplines, and to what extent it is able to teach learners how to handle challenges in interdisciplinary contexts.
- The scale „Problem Solving“ describes if, and the extent to which, the learners are confronted with complex problems in the learning units that they need to solve independently through the application of cognitive and/or practical skills.
- The scale „Practical Relevance“ describes if, and to what extent, the study materials and assessments of learning success are related to the real demands of practice and practical problems.
- The scale „Innovation“ describes if, and to what extent, the methods for the assessment of learning success of a learning unit confront students with novel and original problems that require creative approaches for finding a solution.
- The scale „Autonomy“ describes the scope of independence and assumption of responsibility that is expected from the learners in the learning units.
- The scale „Consideration of Ethical and Social Issues“ describes if, and to what extent, social and ethical issues are being addressed in the learning units.
- The scale „Communication“ describes to what extent students are being taught how to communicate information, ideas, problems and approaches for their resolution to fellow students, experts and novices of the field.

The level assessment at hand used the current MLI version 2.1.

Knowledge	
Broad and Up-to-date Knowledge	The module comprises at least some profound inventory of knowledge that is state of the art within the field of expertise.
Critical Understanding	The module imparts an awareness of the limitations of the acquired skills and knowledge.
Interdisciplinarity	The module comprises interdisciplinary problem statements whose resolution is based on the application of knowledge from various disciplines.
Skills	
Problem Solving	The learning requirements and accordingly the examination assignments require a comprehensive application of cognitive and practical skills.
Practical Relevance	The module imparts knowledge and skills that can be directly applied in practice.
Innovation	The learning requirements comprise the development of new strategic approaches.
Competence	
Autonomy	The learning requirements call for independent action and for being proactive.
Consideration of Ethical and Social Issues	When resolving a problem, the students demonstrate consideration of others and solidarity with people who might be affected by their actions.
Communication	The students have proven that they are capable of communicating their comprehension of their field of expertise to other individuals.

Figure 7: Scales of the MLI version 2.1 with sample items

The Levels

There is also the option to merge the nine individual result scale values of the MLI to one total value. This total value describes the overall level of a learning unit. Both the total value and the individual result scales can be used as a basis for the determination of an award of credit for a module.

The MLI values are in line with the EQF scales. Thus, higher values mean a higher academic level.

As a result of the hitherto conducted assessment it can be expected that a clear assignment of an accurate standard for learning units cannot be realised for both Bachelor and Master programmes. Rather, there are level intervals that merge into one another. The results of a MLI assessment can be categorised into five different level intervals:

MLI total value < 3.5

The level of the assessed learning unit is considerably below that of a standard Bachelor study module. Learning units of this category should not be awarded with credit for Bachelor or Master programmes. The composition of the MLI scales indicates options for a restructuring of the learning unit which could

lead to an up-rating of the MLI level. Such restructurings could include the content of the learning units, the methods for imparting knowledge and / or the method for assessing learning success.

Bachelor entry level (3.5 < total MLI value < 4.5)

The level of the assessed learning unit equates the level of typical study modules during the first semesters of a Bachelor programme. Learning units of this category should only be awarded with credit if the combined total of the modules with Bachelor entry level (including the module for the award of credit) does not exceed 60 CPs. This module should not be awarded with credit for Master programmes.

Bachelor level (4.5 < total MLI value < 5)

The level of the assessed learning unit equates that of a typical learning unit during the intermediate phase of a Bachelor programme. Provided there is an appropriate overlap of content, the learning unit should be awarded with credit for Bachelor programmes. The learning unit should not be awarded with credit for Master programmes.

Bachelor-Master intermediate level (5 < total MLI value < 5.5)

The level of the assessed learning unit equates that of an advanced Bachelor programme study module or that of a typical study module at the beginning of a Master programme. Therefore, an award of credit for Bachelor programmes is possible, provided there is an appropriate overlap of content. An award of credit for Master programmes should only be applied when the combined total of the modules with Bachelor-Master intermediate level (including the module for the award of credit) does not exceed 30 CPs.

Master level (5.5 < Total MLI value)

The level of the assessed learning unit equates to a standard Master study module. Therefore, the learning units should be awarded with credit for Bachelor and Master programmes, provided there is an appropriate overlap of content.

EMfEI 1 - Macroeconomics and Economic Geography

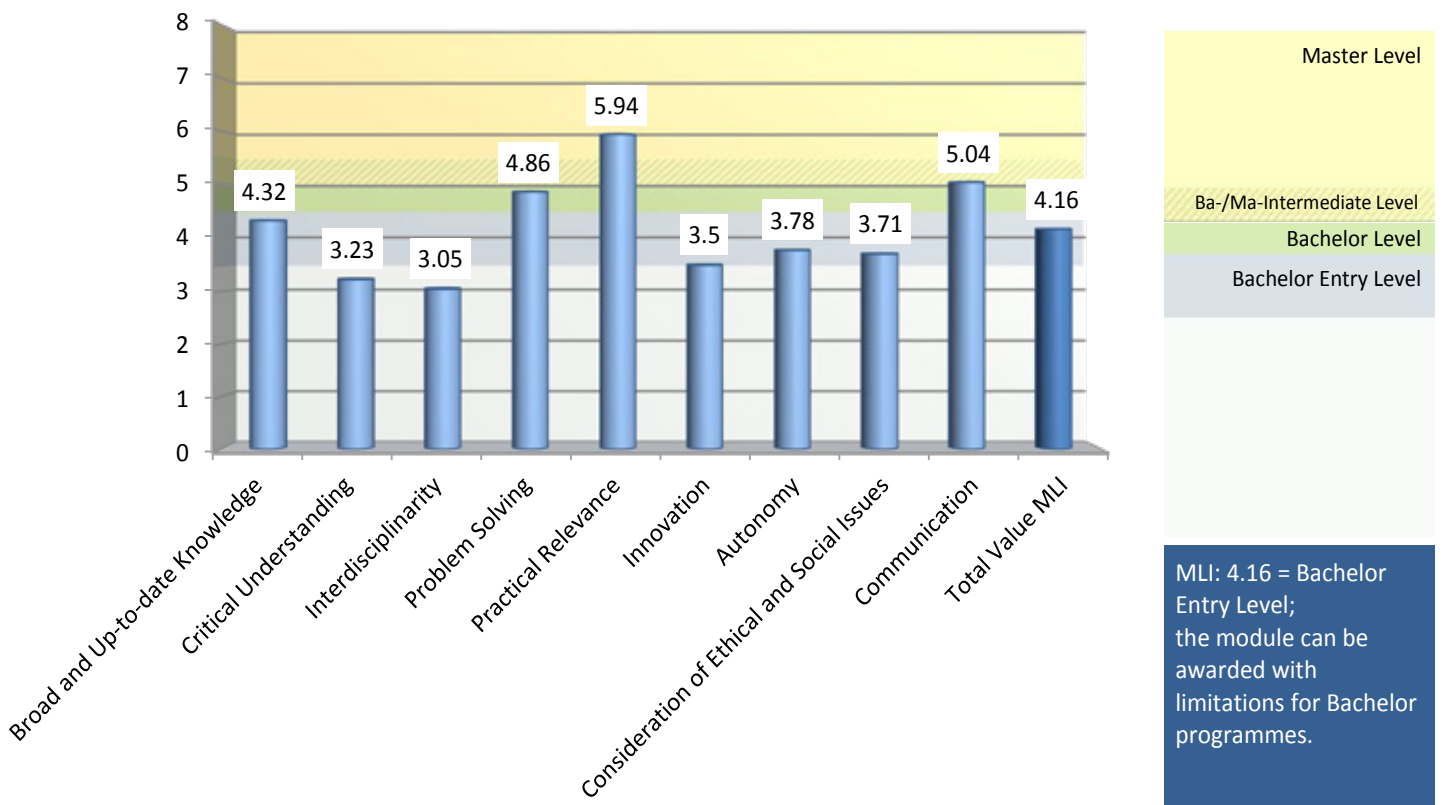


Figure 8: Results of the MLI assessment

EMfEI 2 - Project Management

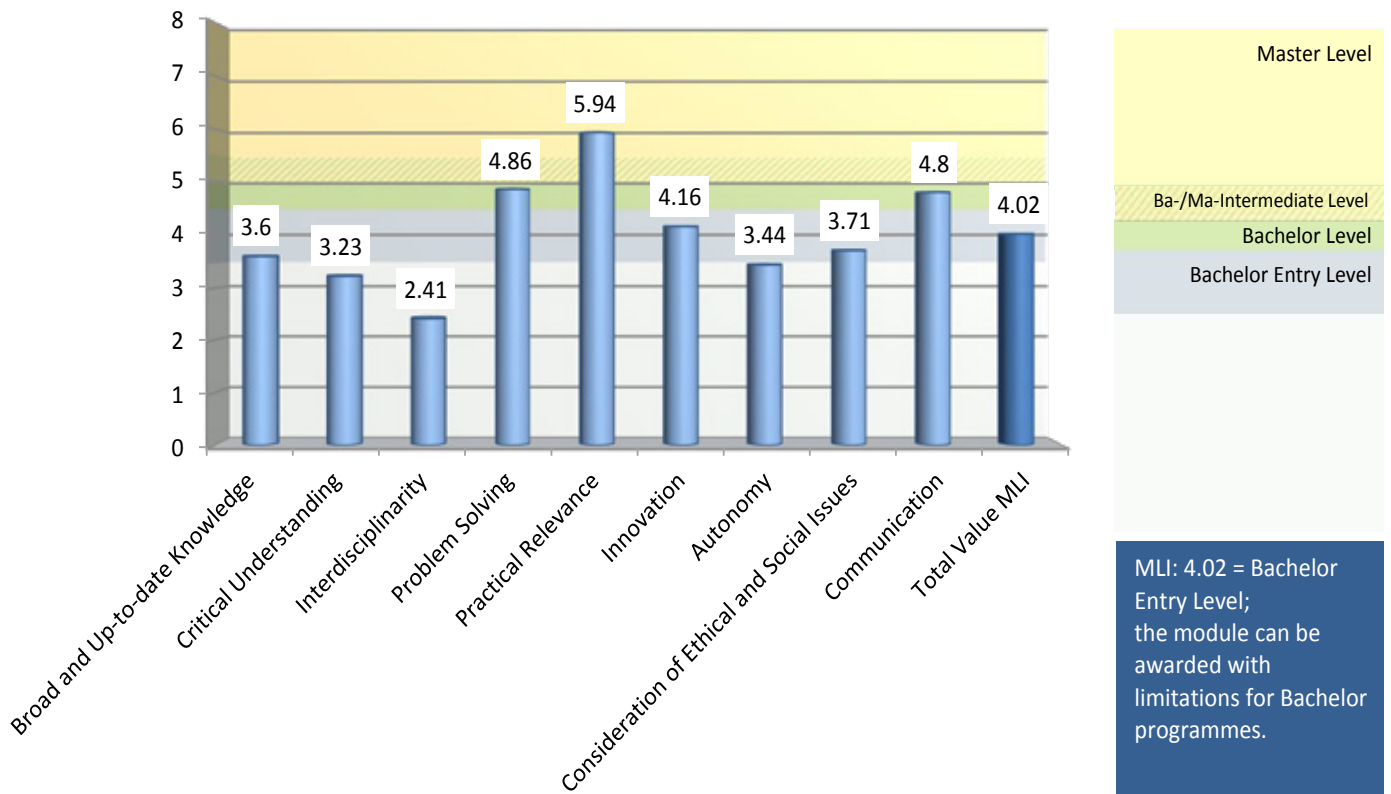


Figure 9: Results of the MLI assessment

EMfEI 3 - Marketing

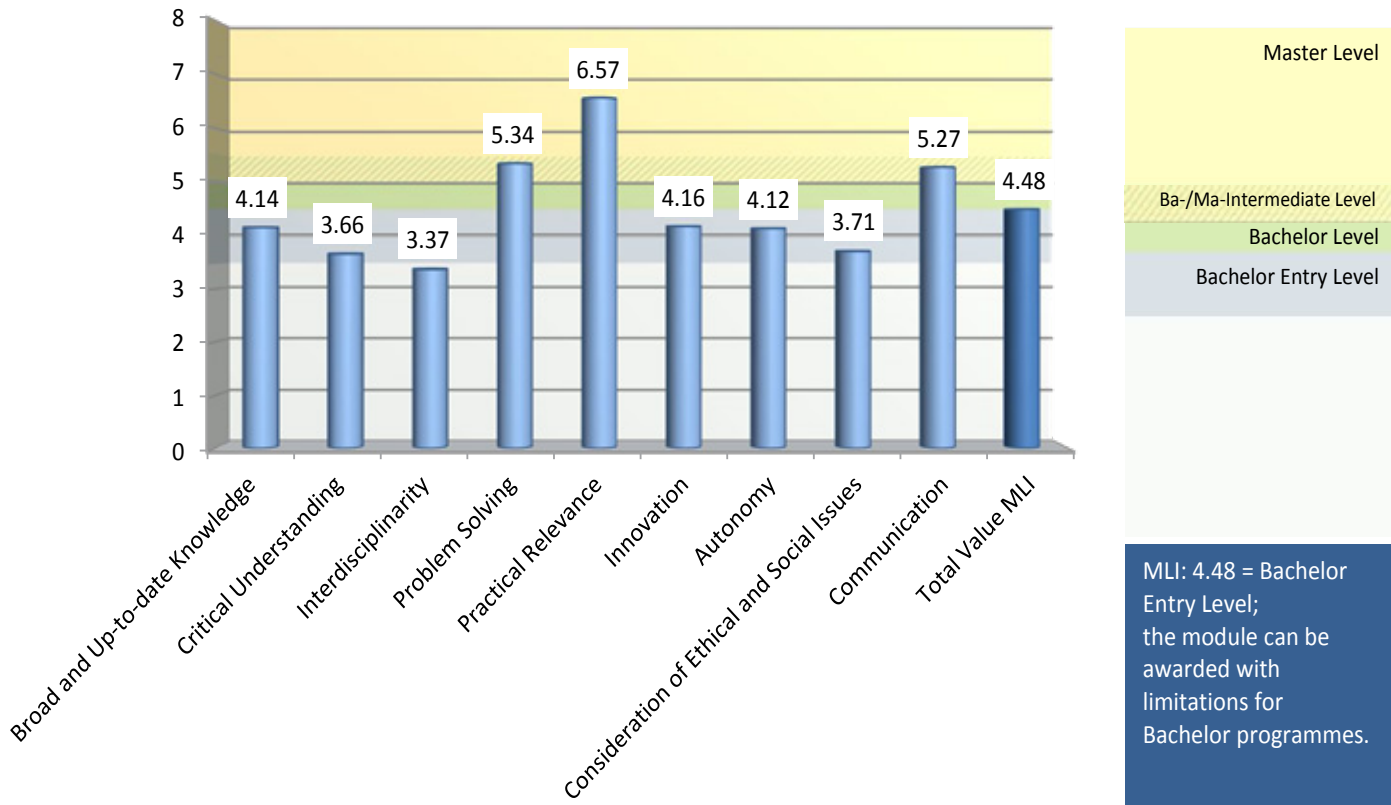


Figure 10: Results of the MLI assessment

EMfEI 4 - International Marketing and Controlling

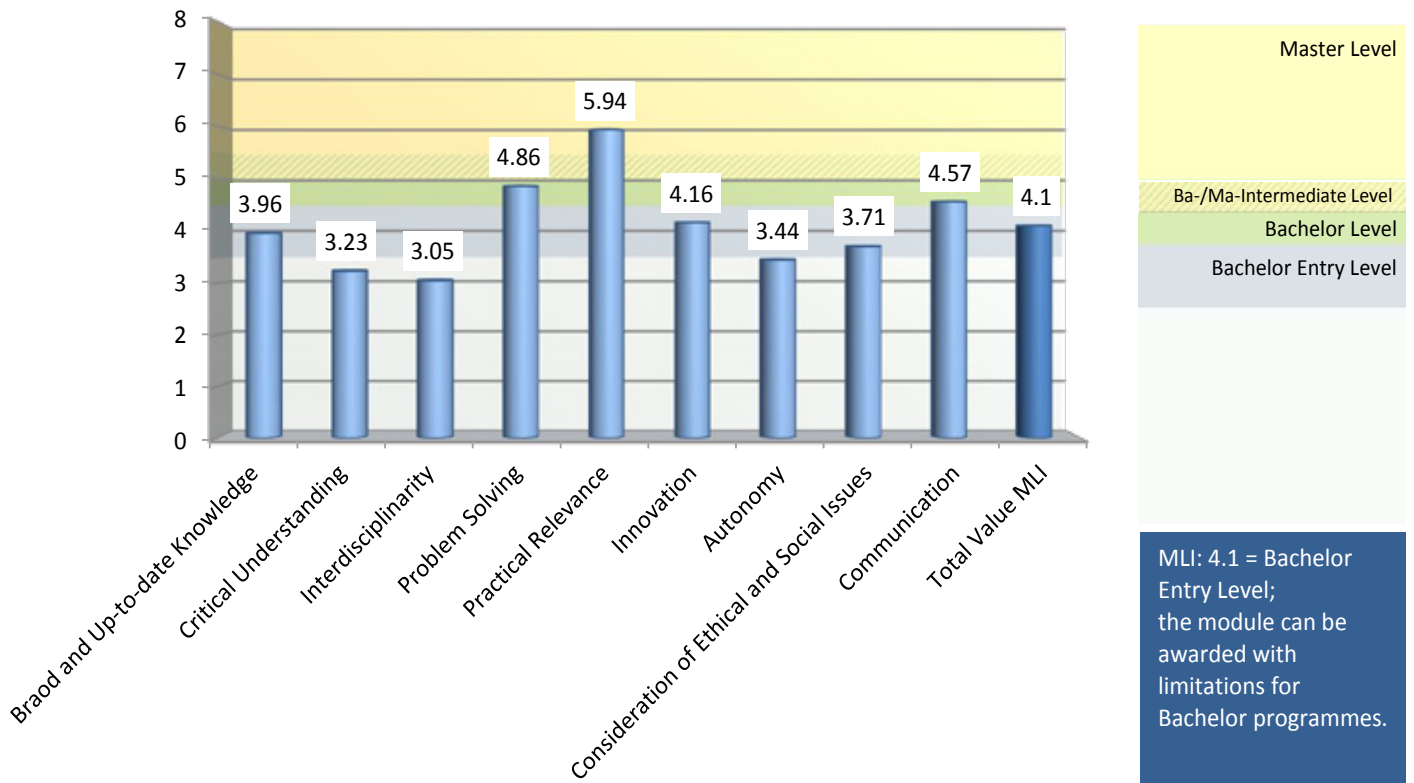


Figure 11: Results of the MLI assessment

EMfEI 5 - Import / Export

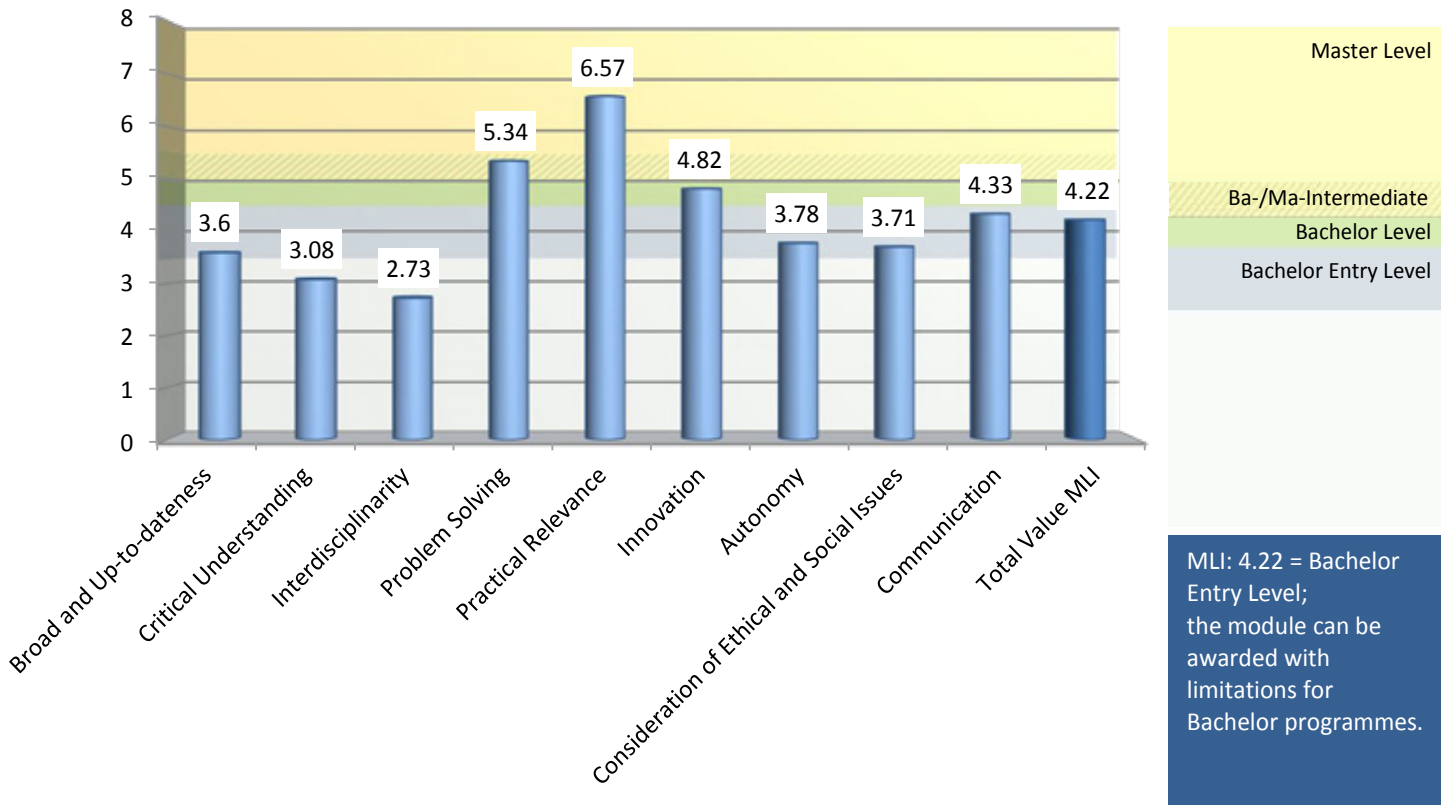


Figure 12: Results of the MLI assessment

When Should Learning Units of Non-University Education Be Awarded With Credit for Tertiary Education Programmes?

In a recommendation by the *Kultusministerkonferenz*⁴ of June 28, 2002, regarding the award of credit of skills and knowledge acquired through non-university education for degree programmes it is stated that:

„Knowledge and skills acquired outside the higher education system can be awarded with credit (if applicable in the form of blanket accreditation) for higher education study programme if

- all admission requirements for university entrance are met (where appropriate exemptions can be made for outstanding professionals who do not fulfill these requirements)
- their content and academic level are equivalent to the part of the degree programme that is to be substituted
- the quality and content criteria for the substitution of study modules with knowledge and skills that were acquired outside higher education programmes are assessed as part of a certification which complies with the principles of the new standardization system of tertiary education. Knowledge and skills that were acquired outside higher education programmes can only substitute 50% of a degree programme maximum“ (KMK, 2002).

This recommendation by the KMK demands both an equivalence in content and a comparable level of the learning unit and the study module that is to be substituted in order to be awarded with credit.

This recommendation for the award of credit contains information about the level of the learning units of the assessed advanced training programme „European Manager for Foreign Trade - Export / Import“. Regarding the substitution of subject-specific contents of a degree programme, it is inevitable to also assess the equivalence in content of the advanced training programme and the degree programme's study modules. The assessment's basis is formed by the learning outcomes of the advanced training programme that were identified by the comparison of content. Awarding credit for a study module is recommended when not less than 70 % of its learning outcomes are covered by the advanced training programme.

⁴Standing Conference of German Ministers of Education (Federal States and federal ministers)

For the non-subject-specific study modules of the degree programme (e.g. elective study modules etc.) it is possible to omit an assessment of the degree of overlap of learning outcomes. In these cases, it is possible to award credit solely on the basis of the level assessment using the above recommended workload (number of CPs).



The Expert Examiner`s Appraisal

By Apl. Prof. Dr. Ulrich Scheele

The good economic prospects in Germany and its - in comparison to other countries - relatively high growth rates and low rates of unemployment can be seen as the result of a high international competitiveness of the German industry and of the leading role of German businesses – even medium-sized ones – in the global markets.

An essential condition for businesses to maintain their position in the market even long-term is the availability of sufficiently qualified employees in the area of import and export. Not only a high degree of specialist expertise, but also a high degree of social competency is important.

By now there exists a multitude of respective advanced training programmes that often focus on very different core themes. The here assessed project „European Manager for Foreign Trade - Export / Import (EMfEI)“ constitutes something very special, as it is the joint result of a merger between institutions of higher education and adult education hailed from five European states that developed uniform training standards.

The broad spectrum of content that is covered by the EMfEI-modules also determines the reference modules that are to be considered in the equivalence check. Because of overlaps in content, the modules „Macroeconomics“, „Microeconomics“, „Project Management“ and „Marketing“ were chosen from the Bachelor study programme *„BA Business Administration in small and medium-sized enterprises“*.

In a first overview, it is noticeable that the advanced training programme „EMfEI“ shows - contrary to the university Bachelor modules - a very high orientation towards application. The focus is not on imparting theoretical knowledge; a critical reflection of information and respective discussion - for example about the limitations of methodologies taught - does not occur. The advanced training programme is rather descriptive in character; interdisciplinary references are hardly present.

The assessed documents rarely exceed the respective professional context and barely make explicit reference to current scientific debate.

These differences between the advanced training and the university programme become especially pronounced when inspecting those course units that deal with economic aspects. The assessed presentations hardly respond to formal or theoretical foundations that would be necessary for a comprehensive and critical examination.

In a similar manner this applies to the business studies elements of the advanced training programme. In contrast, the programme „EMfEI“ contains a multitude of components that are essential for the practical import / export business, experiences and qualifications that are nearly not imparted in the Bachelor study programme.

Beside the immediate basics of business administration and economics, the fields of „Marketing“ and „Project Management“ play a role in both educational opportunities. These subject areas are also in the university education rather application-oriented and directed at the distribution of immediately applicable knowledge. Therefore there is a large overlap regarding these very practice-oriented subjects. Particularly the analysis of the available documents concerning the field of „Project Management“ revealed only minor differences between the advanced training programme and the university modules.

The advanced training programme „European Manager for Foreign Trade - Export / Import (EMfEI)“ represents a highly significant offer particularly for small and medium-sized businesses and may also be seen as an important addition to the university programme offerings.



The Expert Examiner

Apl. Prof. Dr. Ulrich Scheele held the administration of the Chair of Economic Theory and Economic Policies at the Carl von Ossietzky University Oldenburg until he changed into the private sector in 2007. He is co-shareholder of the *„Arbeitsgruppe für regionale Struktur- und Umweltforschung GmbH (ARSU)“* in Oldenburg. In the context of research projects, he is particularly concerned with politico-economic questions in the fields of energy and environmental policies and infrastructure planning.

He still works as adjunct professor of economic policy at the Institute of Economics at the University Oldenburg. For years he has been responsible for the module „Microeconomics“ at the *„Centrum für Lebenslanges Lernen (C3L)“*. This module is offered in the Bachelor study programmes *„Business Administration in small and medium-sized enterprises (B.A.)“* and *„Business Studies for Top Athletes (B.A.)“*. Moreover he is involved in vocational and advanced training in the power-supply economy (*ForWind, BfE Oldenburg*).

Certificate - Advanced Training Programme
„European Manager for Foreign Trade –
Export / Import (EMfEI)“

Z E R T I F I K A T
C E R T I F I C A T E

Name des Teilnehmers/Name of Participant
geboren am / born on 00.00.0000

hat an (Name der Institution, Land) die berufliche Weiterbildung
attended the vocational training program of the (name of institute, country)



besucht und die Abschlussprüfung bestanden mit der Gesamtnote
and passed the final examination with an overall result of

„ Gut / Good“

Ort, Datum/ Place, Date



Ruse, Bulgaria



Versailles, France



Arad, Romania



LEB, Germany

Curriculum EMfEI - Outline

Level of Qualification / Subject Areas	Basic Level / Basic Module	Intermediate Level / Intermediate Module	Advanced Level / Advanced Module
	Subject	Subject	Subject
1. Communication	Business Correspondence (Part 1)	Telephone Training (Part 2)	Intercultural Communication
	Telephone Training (Part 1)	Business Correspondence (Part 2)	Presentation Techniques
		Rhetoric	
2. English			
3. IT			
4. Business Studies	Office Management	Marketing, Advertising ³	Project Management ²
	Commodities Management		
	Selling and Advising		
	Advertising and Sales Promotion		
5. Economics	Globalisation ¹		
	Monetary and Currency Policies ¹		
	Organisations in World Trade ¹		
6. Import / Export	Basics Import / Export	Internat. Organisations for Export Transactions ⁵	Internat. Law of Sales Contracts ⁵
	Incoterms	Calling up Notifications ⁵	Coverage of Risks in Foreign Trade ⁵
	Filling out Freight and Customs Documents	Collaboration with Trade Intermediaries in Foreign Trade ⁵	Conditions and Settlements for Payment ⁵
		Organising / Supervising the Movement of Goods ⁵	Import/Export Finance, Dealings with Foreign Currencies ⁵
		Calculation in Foreign Trade ⁵	Internat. Marketing and Controlling ⁴
7. Economic Geography	Location Factors in the Global Economy ¹		

■ Relevant subjects for the Equivalence Check

¹ Macroeconomics and Economic Geography (EMfEI-Module 1)

² Project Management (EMfEI-Module 2)

³ Marketing (EMfEI-Module 3)

⁴ International Marketing and Controlling (EMfEI-Module 4)

⁵ Import / Export (EMfEI-Module 5)

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Anrechnung

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