



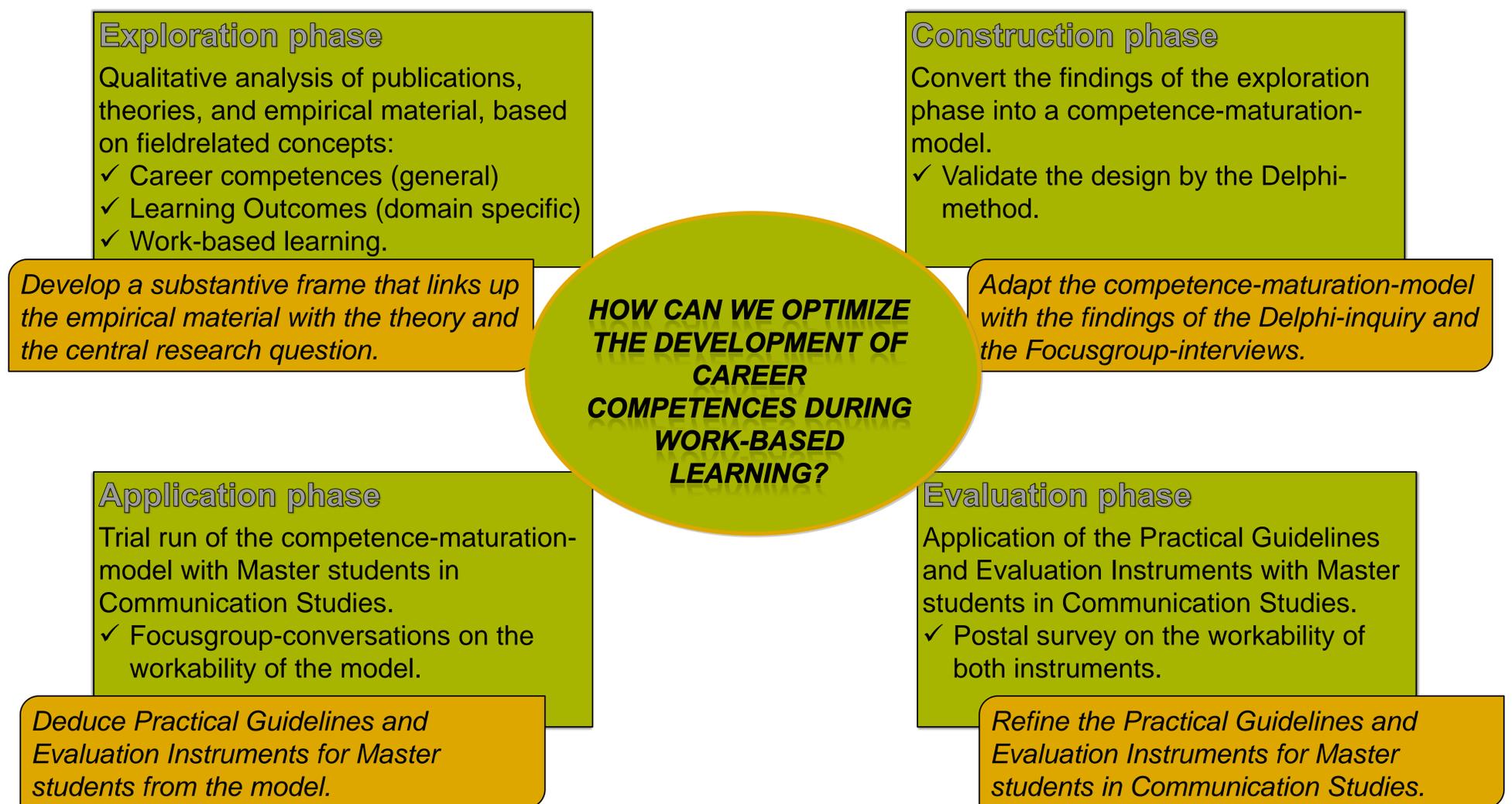
# Bridging from a university education of Communication Studies to the labour market through work-based learning and the development of career competences:

## *developing a competence-maturation-model*

The title reflects the key premise that a more integrated approach, spanning entire education and training systems inclusive of higher education to make lifelong learning a reality in the interest of learners and employers.

So far European and Flemish advice concerning work-based learning go as far as the professional Bachelors in higher education. The need to develop career competences on a Master level stays unfulfilled.

### **WE PROPOSE A QUALITATIVE ANALYSIS METHODOLOGY, BASED ON THE GROUNDED THEORY APPROACH AS A PROCESS OF CYCLIC COLLECTING AND COMPARING**



The development of a competence-maturation-model could be an answer to the need lifelong learning, adapting and widening the knowledge, skills and competence portfolio of individuals and the jobs they have to fill in tomorrow for master graduates.

- o Decreet van de Vlaamse Overheid betreffende de kwalificatiestructuur in het Vlaamse onderwijs – 30 April 2009.
- o Vlaamse Hogeschoolraad. (2010). VLIR-VLHORA Pilot Learning Outcomes. Retrieved 19 December 2010, from VLHORA: [www.vlhora.be/vlhora.asp?link=1901](http://www.vlhora.be/vlhora.asp?link=1901)
- o Kuijpers, M. (2003) Loopbaanontwikkeling. Onderzoek naar 'competenties'. PhD thesis, University of Twente, Twente University Press.