



Qualification and recruitment of young entrepreneurs and managers for SMEs



Co-funded by the
Erasmus+ Programme
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Hanse-Parlament



SMEs carry Europe!

More than 99% of all companies are SMEs

We build the future

We provide about 75% of the jobs

We ensure prosperity & growth for all

Together with our employees we finance 80% of government expenditure and social benefits

Additional jobs are almost exclusively created in SMEs



Lack of skilled labour

Rapidly growing shortage of skilled workers in SMEs

- Because of ageing of the population, more jobs to fill
- Halving the number of entrepreneurs in 20 years
- SMEs have good growth opportunities, but only with qualified personnel
- Low attractiveness of vocational training; 65 - 70% study
- Increasing competition turns SMEs into losers

= Quantity problem: growing deficits

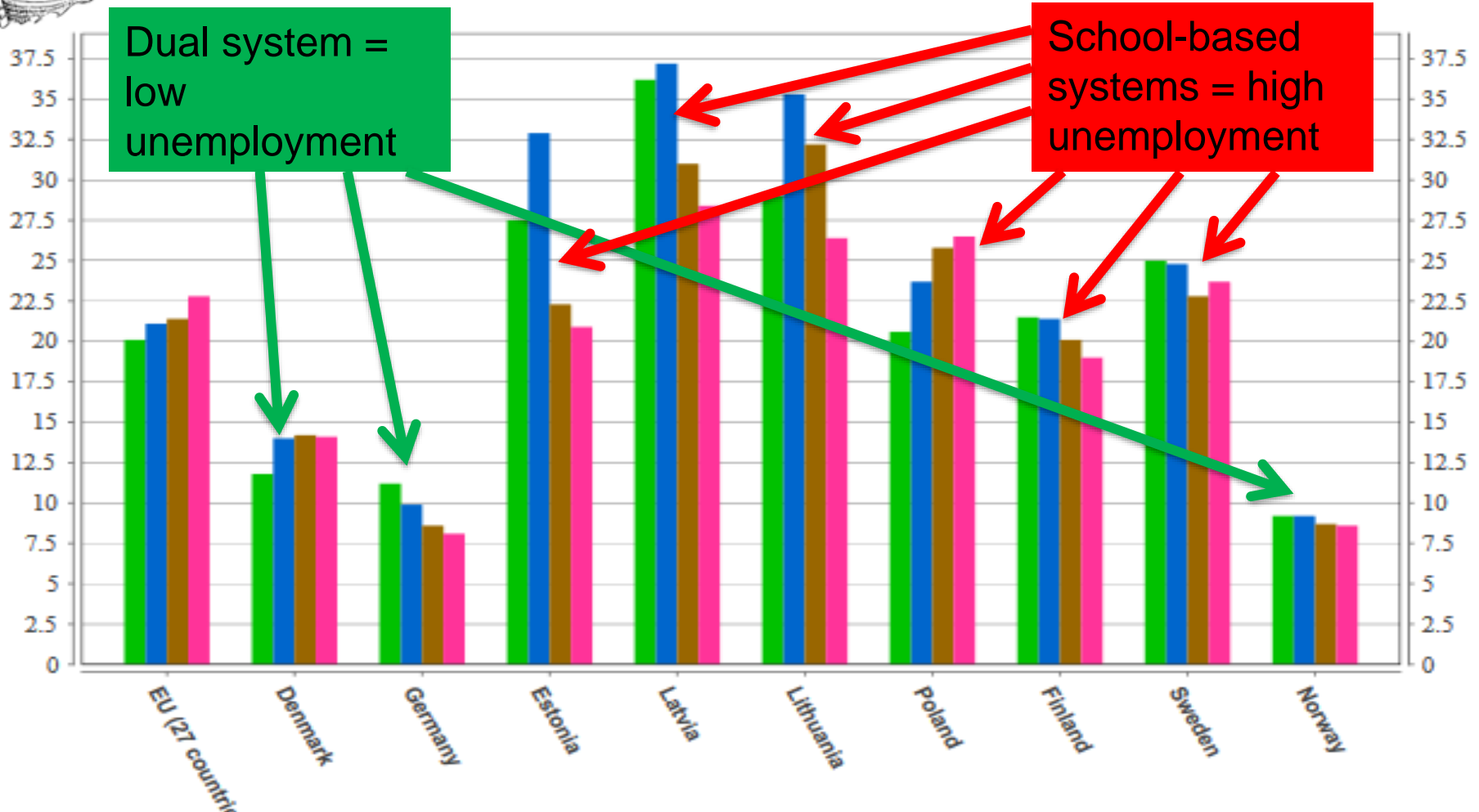
- Majority of entrepreneurs complain about qualification gaps
- Qualification requirements high & dynamically increasing
- Rapid technical progress requires high and rapidly changing qualifications

= Quality problem: growing deficits



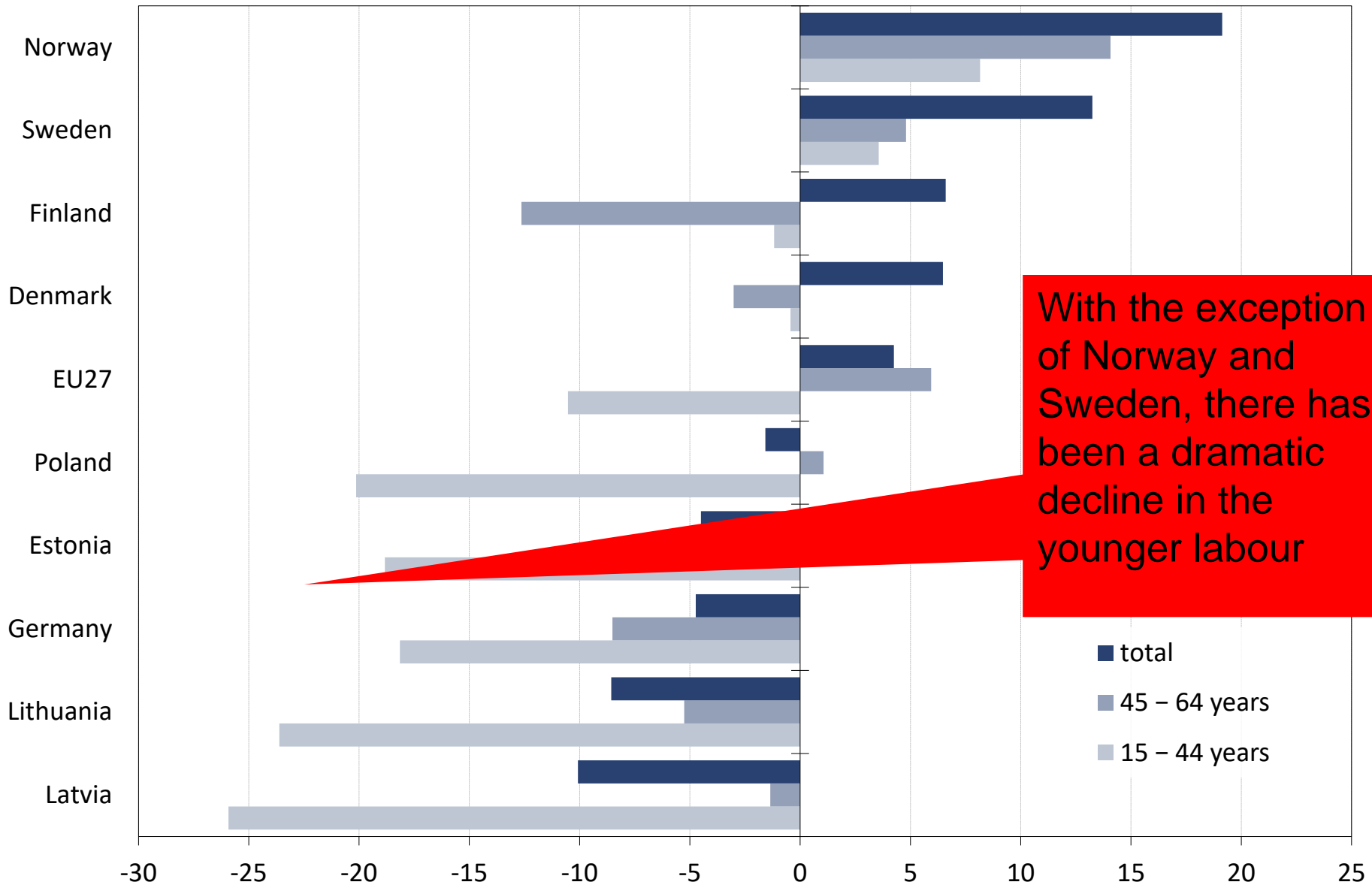
Where do we stand

Reduce unemployment & secure skilled workers



Unemployment rate younger than 25 years old

Change of Population by Age Group 2010 to 2030



With the exception of Norway and Sweden, there has been a dramatic decline in the younger labour

- total
- 45 - 64 years
- 15 - 44 years



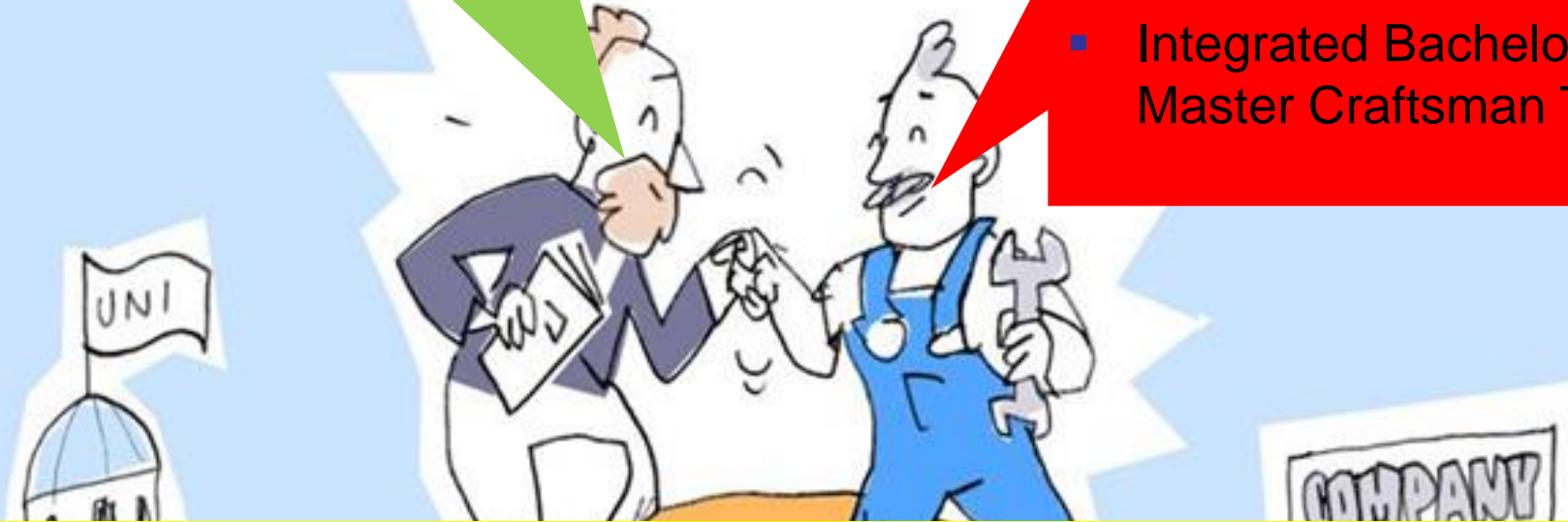
Company survey

- 40% of SMEs seek business successors
- 70% of SMEs needed additional skilled workers
- 100% of SMEs can't / only with difficulty recruit required skilled workers
- In the medium term 78% of SMEs needed new/additional managers
- 96% of SMEs wanted better practical vocational training and
- 74% better theoretical vocational training
- 100% of the SMEs: requirements increase
- 100% of SMEs: Strong competition for young people

How can we help you
and qualify
entrepreneurs?

New ways must be found to
attract entrepreneurs and secure
business transfers and start-ups

- Dual Bachelor's degree programmes
- Integrated Bachelor's & Master Craftsman Training



Dual study courses optimally combine theory and practice with the highest quality

- ✓ 50% of the training period - vocational training or work in the company
- ✓ 50% of the training period - studying at the university
- ✓ Credit Points for training in the company and university

= Targeted recruitment of outstandingly qualified entrepreneurs for SMEs



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3-year promotion and development project

Designing and implementing a dual Bachelor's degree study course with integral attainment of a Bachelor's and Master's degree (Bachelor & Meister)

Satakunta University
of Applied Sciences

Project Partner

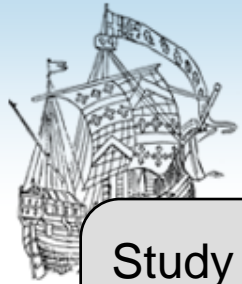
Vilnius Gediminas
Technical University

Hochschule 21

Poznan University of Life Sciences

Hanse-
Parlament (LP)

Wielkopolska Craft Chamber in Poznan



Bachelor & skilled worker

Study courses: Technology and Management of Renewable Energies and Energy Efficiency; Business Administration; Civil Engineer; Facility Management etc. (Degree: Bachelor of Arts)

Completion of training
journeyman or skilled worker

**College or
University**

**Training
company**

Vocational school

General higher education entrance qualification or
advanced technical college entrance qualification

2 - 2,5 years

3,5 - 4 years

Attracting the best as entrepreneurs or managers for SMEs!

Bachelor's & Master's Degree



Fourth year

Training 50% in the company
and 50% in the university

Integrated Bachelor's and
Master's examination and
admission to training

Third year

Training 50% in the company
and 50% in the university

Journeyman or
skilled worker
examination

Second year

Training 50% in the company
and 50% in the university

First year

Training 50% in the company
and 50% in the university

Admission to
higher education



Bachelor & Meister

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Combined or integrated training

Dual
Bachelor's
study

Master craftsman
training

1800 –
2200 h

Bachelor of ...
and
professional
Master craftsman

Goals and Activities

1.

Dual Bachelor and Master craftsman in Electric

Development and testing of **integrated concept**, curriculum, module handbook, teaching materials, examination regulations of the dual study course in **electrical engineering and master craftsman training in electrical professions** by Vilnius Gediminas Technical University

➤ **See Video: Innovative training for master craftsman and electrical engineer**



Bachelor & Meister

Combined or integrated training

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1800 –
2200 h

Bachelor of ...
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professional
Master craftsman

Goals and Activities

2. Dual Bachelor and Master Craftsman in construction

Development and testing of **combined concept**, curricula, module manual, teaching materials, examination regulations, etc. dual study course in **civil engineering and master craftsman training in construction** by hochschule21

➤ **See Video: Training to become a master craftsman and civil engineer**



Bachelor & Meister

Combined or integrated training

Dual
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1800 –
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Ziele und Aktivitäten

3. International Best Practices & Experiences

Inclusion of Best Practices in entrepreneurship training

➤ **See Video: Recruitment and training of entrepreneurs in Finland**



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Master craftsman

Goals and Activities

4. Promotion of successful training of entrepreneurs

- ✓ Development Models of training of entrepreneurs
- ✓ Testing and implementation of the modules
 - a) Business administration
 - b) Vocational and work pedagogyof the dual study course **electrical engineer** and master craftsman training by Wielkopolska Craft Chamber in Poznan
- **See Video: Models and experiences of successful training of entrepreneurs**



Combined or integrated training

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Goals and Activities

5. Transfer and Implementation

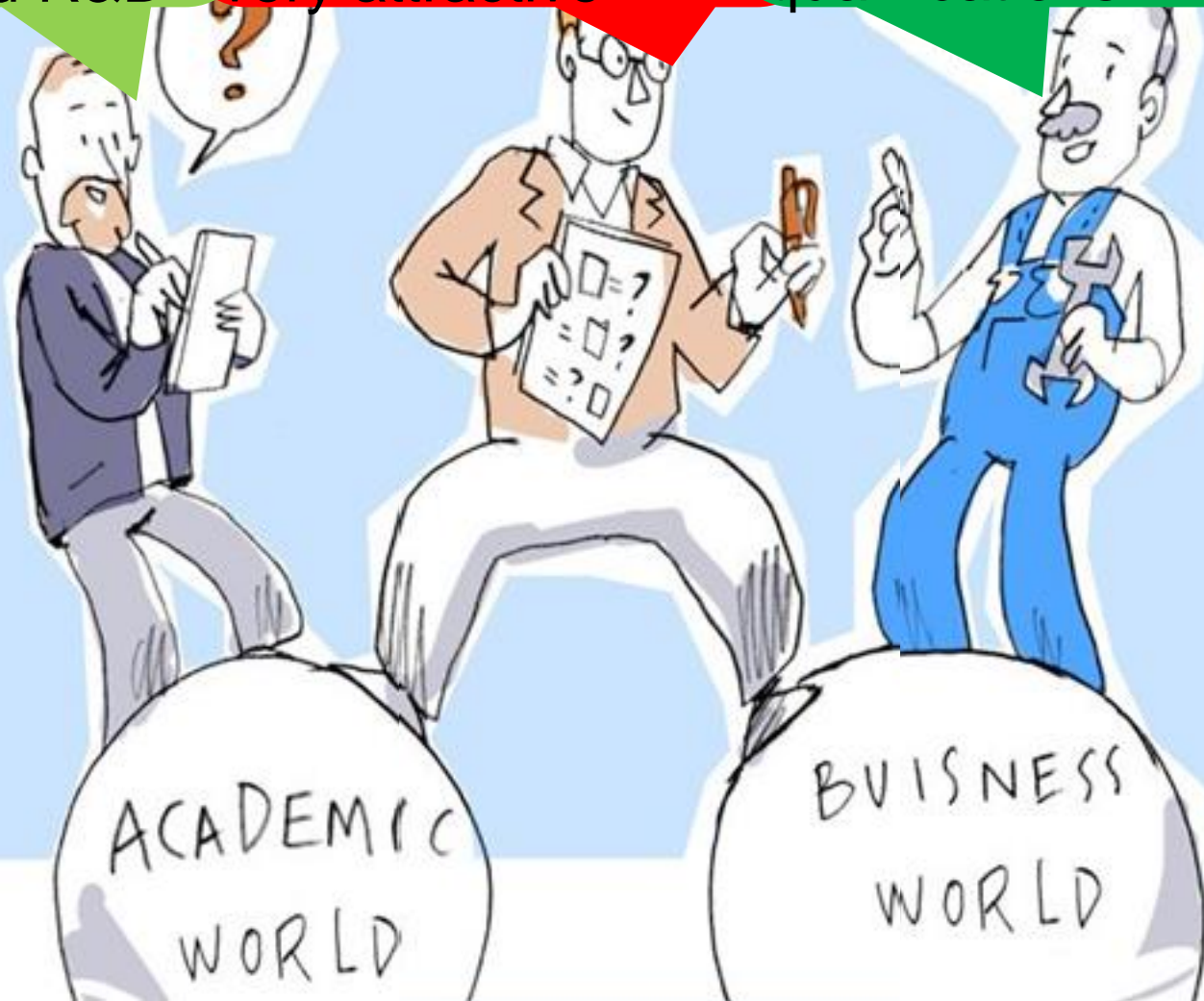
All results have been transferred to and individual implementation consultations have been carried out with 50 chambers and SME promoters as well as 18 universities from 13 Baltic Sea region countries

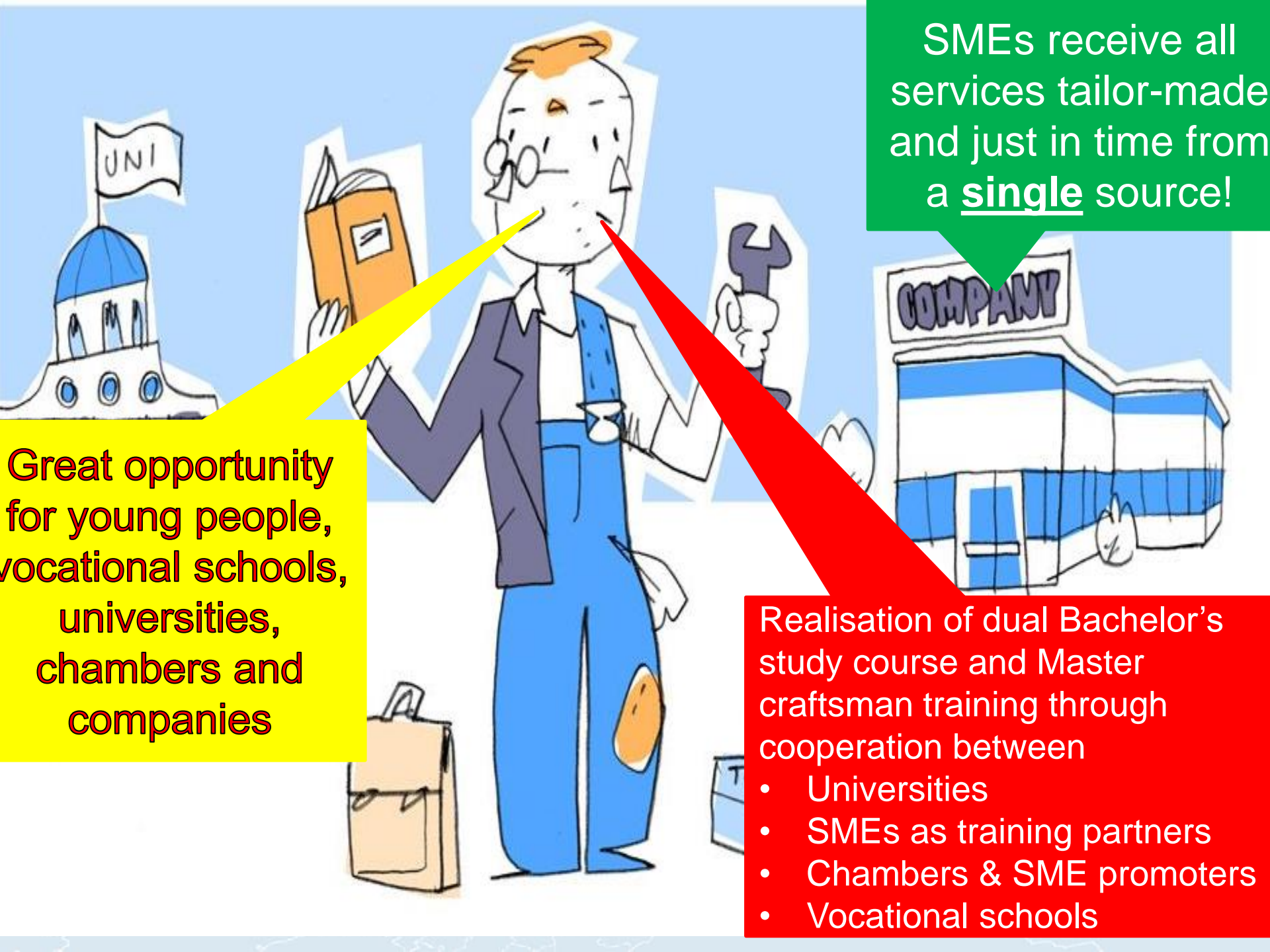
➤ **See Video: Innovative Business Transfer Models for SMEs in the Baltic Sea Region**

With the dual courses of study at the same time innovation transfer and R&D

Master craftsman with academic degree, international recognition & very attractive

We recruit entrepreneurs & executives with practical training / experience & outstanding qualifications





SMEs receive all services tailor-made and just in time from a single source!

Great opportunity for young people, vocational schools, universities, chambers and companies

Realisation of dual Bachelor's study course and Master craftsman training through cooperation between

- Universities
- SMEs as training partners
- Chambers & SME promoters
- Vocational schools



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SMEs carry Europe!

**Thank you for
your attention!**

We build the future
with integrated
Bachelor & Master
craftsman training