

Preparation and Implementation of a Joint Study Programme “Wellness Services Management”

Gita Statnickė, *Head of Tourism and Sports Department*

Laurencija Budrytė-Ausiejienė, *Assistant at Tourism and
Sports Department*

Jolanta Bojorovienė, *Vice-Dean for the Scientific and Project
Work at the Faculty of Social Sciences*



Introduction

- ▶ Important priorities are the development of joint study programmes and study programmes implemented in foreign languages.
- ▶ Lithuania still must increase the internationalisation of higher education for several reasons:
 - to improve the quality of international studies;
 - to provide the real life experience for students and lecturers;
 - to prepare students and lecturers for the globalization of the world.

Introduction

- ▶ In response to the regional, national and global changes towards internationalisation of studies, **Klaipeda State College** took the initiative together with **Old Polish University in Kielce, Poland**, to develop a **joint study programme “Wellness Services Management”**.
- ▶ Development of this project was based on the Operational Programme for the Development of Human Resources 2007-2013, priority 2 “Lifelong Learning”, and is partially financed by the EU Structural Funds.

Project code: VP1-2.2-ŠMM-07-K-02-065

Introduction

- ▶ In addition to advantages, joint study programmes also pose a number of challenges:
 - additional funding of joint study programmes;
 - their accreditation;
 - quality assurance;
 - validation of the awarded qualifications;
 - programme implementation barriers.

Introduction

- ▶ Development and implementation of a joint study programme is crucial.
- ▶ This partnership not only provides opportunities, but also poses new unexpected challenges.
- ▶ Following:
 - the concept of a joint study programme;
 - main opportunities and advantages of a joint study programme;
 - main challenges of development and implementation of a joint study programme.

What is a Joint Study Programme

- ▶ The emphasis is placed on the fact that is collaboratively prepared and implemented by at least two higher education institutions
- ▶ Include administration of students, finance management and quality assurance
- ▶ To achieve the transparency and convergence of higher education systems of the involved countries, the international cooperation among higher education institutions, the promotion of student mobility, and the improvement of the quality of studies.



Klaipeda State College- Old Polish University in Kielce

- ▶ Klaipėda State College in cooperation with Old Polish University in Kielce, Poland, prepared and are implementing a project “Development and Implementation of a Joint Study Programme “Wellness Services Management”
- ▶ **The main purpose** of the joint study programme is to enable students to gain more knowledge and skills than could be provided by a study programme implemented by a single institution.



Joint study programme “Wellness Services Management”

- ▶ The aim is to educate a qualified, social, economically responsible, practice oriented wellness service manager who is ready for work, capable to create and responsibly manage the wellness services business individually and in a team, acting in a constantly changing national and international environment.
- ▶ Upon completion of this study programme, students are awarded a joint professional bachelor's degree in Tourism and Recreation, and granted a professional qualification of a Manager.



Joint study programme “Wellness Services Management”

- ▶ Students will find themselves in different business areas related to tourism and wellness services in Lithuania, Poland and other European countries: tourism information, accommodation, healthcare, leisure, beauty therapy, entertainment and other.
- ▶ The programme is based on cooperation between higher education institutions by implementing innovative study methods.



Fit to Practice

Opportunities of a Joint Study Programme

- ▶ The development of cooperation and implementation of joint study programmes allows not only to improve the quality of studies, but also:
 - to increase internationalisation (student and teacher mobility, joint events, future projects);
 - to strengthen the qualitative impact on the regional development;
 - to strengthen the strategic partnership of the countries involved.

Advantages of joint study programmes

- increase the internationalisation;
- provide students with an international education in terms of both general and specific competences;
- provide better career opportunities;
- joint study programmes are more attractive and competitive among students;
- promotes cooperation among stakeholders of various fields.

Opportunities and Benefits of the Joint Study Programme

► For students:

- A joint qualification degree;
- Higher quality;
- Saving time and money;
- Better employment opportunities, an excellent basis for further career;
- A more in-depth knowledge of another culture, acquisition of valuable competence of international cooperation, opportunities to improve professional foreign language skills.

Opportunities and Benefits of the Joint Study Programme

► For academic staff:

- Various, more motivated students;
- An opportunity to apply the study process innovations;
- An opportunity for a closer cooperation in in joint scientific research projects;
- Access to the specialized equipment and literature resources;
- Development of professional networks;
- Acquaintance with different cultures, development of academic and specific competences, improvement of professional foreign language skills;
- A more in-depth experience of international cooperation.

Opportunities and Benefits of the Joint Study Programme

► Institutional level:

- A more in-depth and close interaction;
- A tangible benefit;
- Revision of the study process, the image formation of a higher education institution;
- An attractive opportunity to have an international study programme.

Opportunities and Benefits of the Joint Study Programme

► **National level:**

- Contribution to the country's higher education prestige and competitiveness of the economy;
- An opportunity to strengthen the higher education institutions of developing countries, the image formation of a country's higher education.

► **Regional level:**

- Development of the joint quality assurance system;
- Recognition of degrees and qualifications across the EHEA;
- Transparency and convergence of higher education systems;
- Student and staff mobility.

Challenges of a Joint Study Programme

► **Criteria for partner selection:**

- the correspondence of the study field, area, study level and study cycle;
- high qualification and mobility of the academic staff;
- active cooperation in the international projects;
- experience with innovative teaching methods;
- development of the market-driven study programmes;
- agreement to participate in the implementation of the joint study programme.

Challenges of a Joint Study Programme

- ▶ The partner-higher education institutions implementing joint study programmes have to share **the same type** of higher education institutions.
- ▶ A joint study programme has to be developed and implemented under the Joint Study Programme **Implementation Agreement** signed by all the partner-higher education institutions, and its preparation, coordination and signing also prove to be rather challenging.

Challenges of a Joint Study Programme

- ▶ The quality assurance system.
- ▶ Linguistic barriers - the language of the joint study programme “Wellness Services Management” is English.
- ▶ Study funding and support for students - joint study programmes are expensive and one of the major threats for the continuity of the programmes is related to the funding of the programmes themselves as well as the funding of the student / academic staff mobility.

Challenges of a Joint Study Programme

- ▶ Legal requirements (national law and the system of education) - Joint study programmes are developed, assessed and accredited, legalized and implemented in compliance with the legislation of the countries of the partner-higher education institutions.
- ▶ The recognition of a joint degree diploma in different European countries.
- ▶ Preparation and accreditation of a joint study programme - the accreditation of a joint study programme in Poland is organized in a slightly different manner than in Lithuania.

Conclusions

- ▶ Lithuanian – Polish joint study programme “Wellness Services Management” - to educate a qualified, social, economically responsible, practice oriented wellness service manager.
- ▶ Joint study programme offers opportunities and benefits in personal, institutional, national and regional levels.

Conclusions

- Klaipeda State College together with Old Polish University in Kielce, preparing a joint study programme “Wellness Services Management”, faced these main challenges:
 - the choice of partners, assurance of institutional commitments and communication;
 - legal, administrative and financial requirements;
 - linguistic barriers;
 - an inadequate perception and recognition of the concept of a joint degree, cultural differences, insufficient staff mobility and others.

Thank you for your attention!

Further information:

<http://www.kvk.lt/index.php/lt/tarptautiniai-ryiai/tarptautiniai-projektai>



Staropolska Szkoła Wyższa w Kielcach