

Foreign Language Qualifications - Demands of the Business Sector



DANSK INDUSTRI

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Structure of the presentation

1. General education policy targets of DI
2. Challenges of globalization to the Danish business sector
3. Documentation of university graduates on the labour market
4. Needs and changes in the demand of competences
5. Recommendations

1. Targets in the Education Area



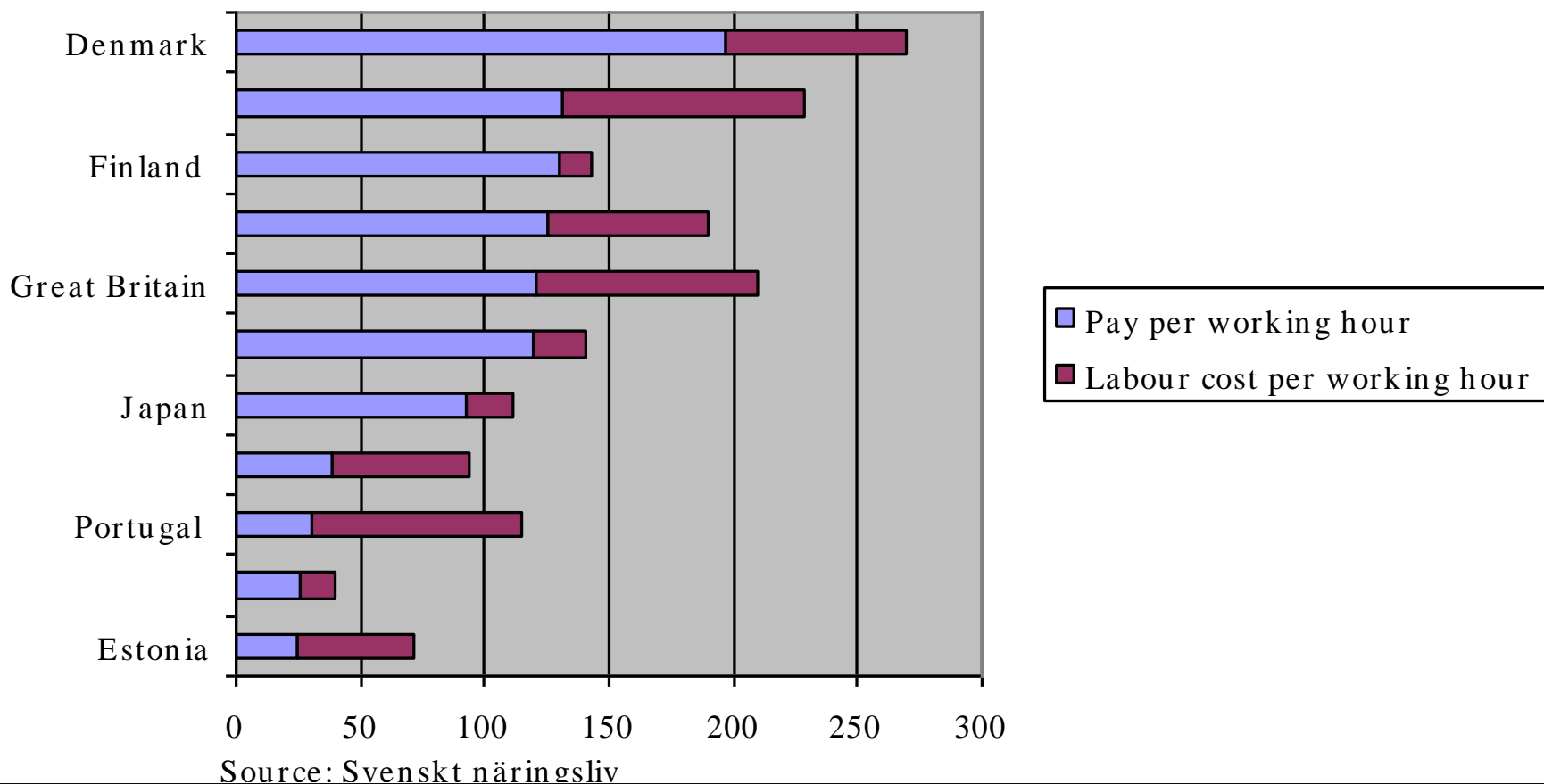
- Education and training must meet the qualification needs of the business sector.
- More focus on cross - disciplinary competences - not only technical skills, but also language and communication competences.
- Continuous adaptation to new requirements in the education sector.

2. Challenges of Globalization

global activities

Low				High
<p>1</p> <p>Export to New Markets</p> <p>Companies export to new markets to expand their customer base.</p> <p>The model of production from the home market is being transferred to the export market.</p>	<p>2</p> <p>Outsourcing of Production</p> <p>Production of manufactured goods is outsourced to benefit from differences in costs.</p> <p>Manufactured goods are exported globally.</p>	<p>3</p> <p>Division of Value Chain</p> <p>Parts of the value chain are off-shored to benefit from differences in costs or to gain access to new competences.</p>	<p>4</p> <p>Restructuring of Value Chain</p> <p>Outsourced functions are restructured in order to benefit from new opportunities, e.g. "Around-the-clock R&D".</p>	<p>5</p> <p>Creation of New Markets</p> <p>Global specialization makes new products available at significantly lower prices and provides access to new markets or customers.</p>

Pay per working hour and labour cost, 2004



Source: Svenskt näringsliv

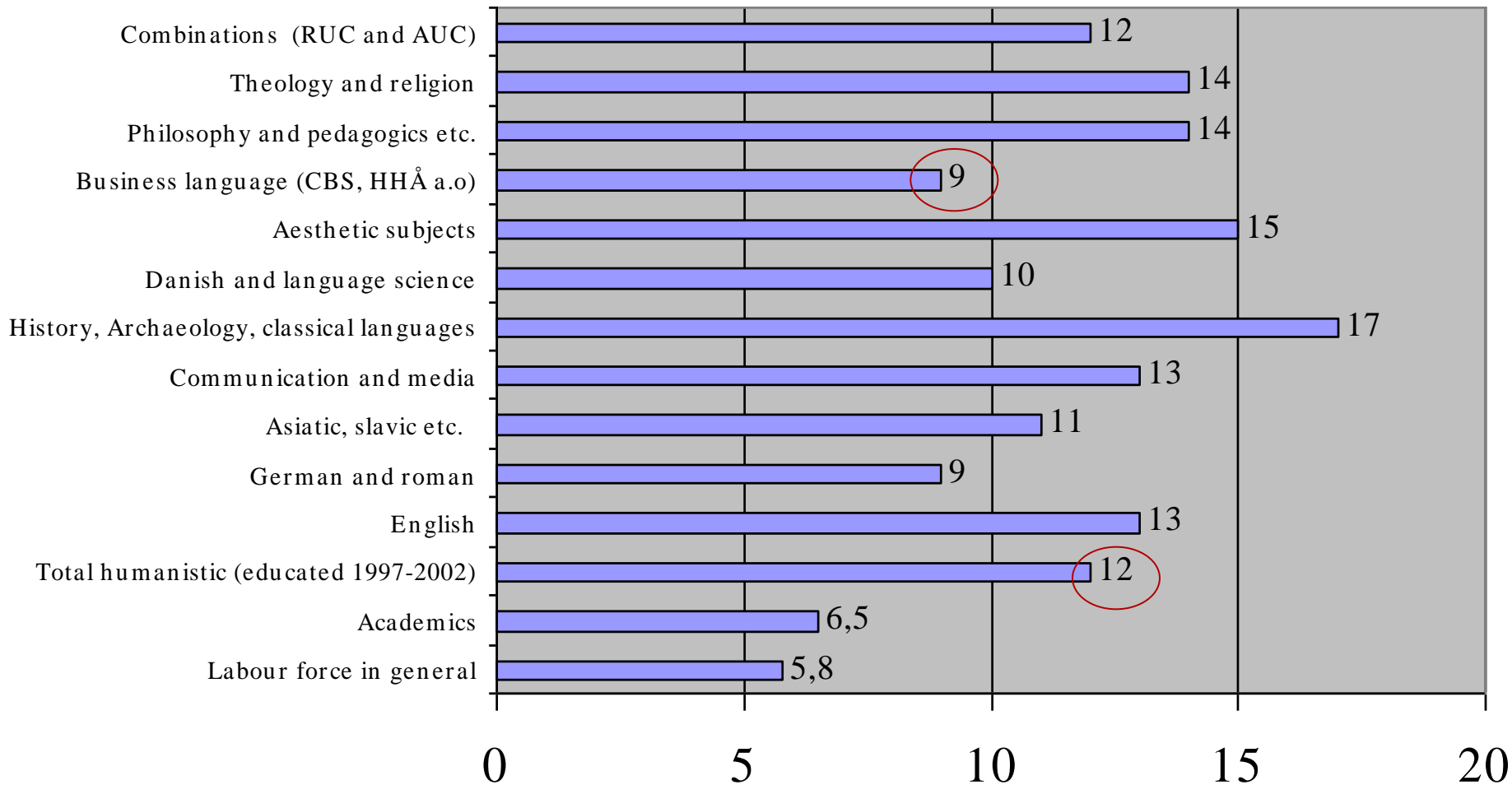
3. Labour Market Facts on University Graduates from the Humanities incl. Foreign Language



Transparent, detailed and updated documentation is required to:

- Employment in various sectors
- Job functions
- Competences

The unemployment rates of graduates in Arts and language



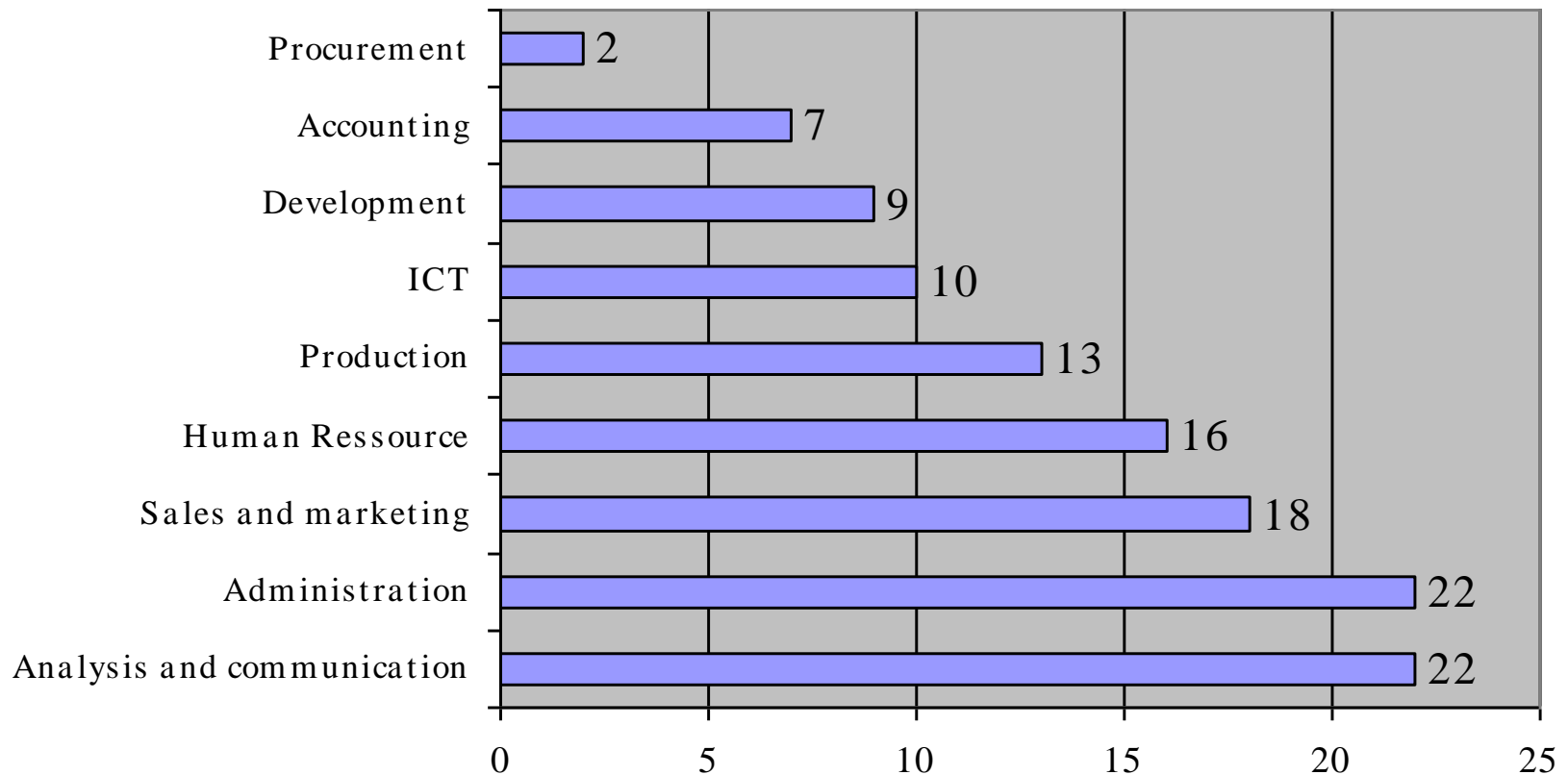
Source: Statistics Denmark and The Ministry of Science, 2002

Employment in the various sector by each education profile

	R&D	Trade and transport	Leisure and entertainment	Public administration etc.	Manufacturing	Consulting	Education Public (other areas)
English	0	6	4	12	6	10	62
German and Roman	0	6	3	11	5	10	65
Asian, slavonic etc.	2	9	4	22	8	15	39
Communication and media	2	7	6	24	7	28	26
Danish and language science	1	4	4	17	8	11	54
"Business language" (CBS, HHÅ and others)	2	19	1	7	19	40	11
Language and Economy (RUC and AUC)	3	11	6	27	13	20	21

Source: Statistics Denmark and The Ministry of Science, 2002

Job Functions of Candidates in the Humanities incl. Foreign Language



Source: NFO Genius 2004 on behalf of the Employment council (note: 108 companies responded)

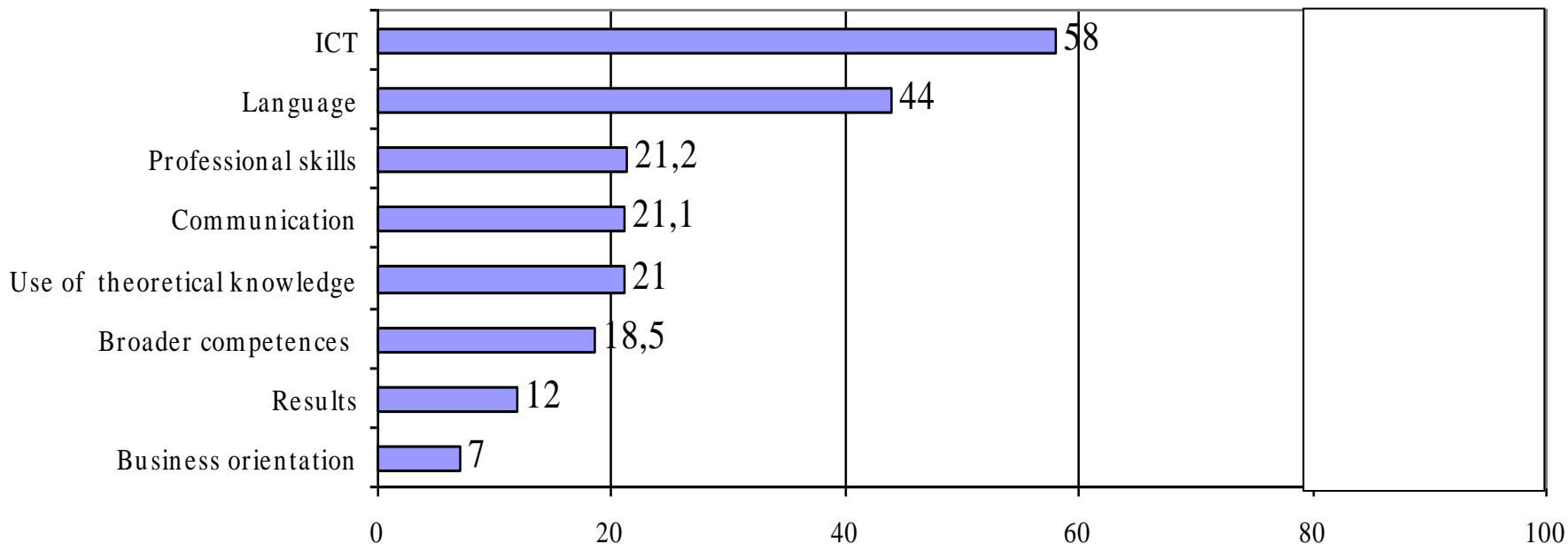
4. Needs and Changes in demand of Competences

Danish business leaders expect the following consequences from globalization:

- 52 per cent expect that they will outsource jobfunctions.
- 87 per cent expect skills of employees will change in areas such as foreign language and cultural understanding.

Source: Innovationsrådet (Council of Innovation) 2004

Competence Index on Academics



Competence index = 100 means that the academic meets the competence completely.

Source: Survey among member companies of DI April 2004

Needs of the Business Sector



We depend on a staff who is able to:

- Use and communicate knowledge
- Apply new knowledge in the innovation process
- Excel in technical areas and have excellent communication skills.

The Changed Role of an Academic



A 'traditional' Academic

- Ability to learn, and to combine theory with practice and various technologies
- Analytical abilities

The new role of an academic



- Communication
- Business orientation
- Combines subject specific knowledge with other competences
- Creativity and innovation
- Cope with international relations og representation
- Cooperation

Language qualifications



General Language Related skills:

- Primarily English or German
- Communication skills and cultural understanding
- Knowledge of the society and market in other countries

Recommendations

- Support of business orientation at all university levels.
- Reducing barriers to public-private partnerships.
- Increased cooperation among universities.
- Reducing barriers in order to encourage cross-disciplinary candidates.
- Incentives towards highly profiled teaching positions as well as research positions.

Thank you for listening

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