

Bahrain Polytechnic



بوليتكنك البحرين

Fit for Purpose Higher Education:

Integrating the 21st Century
Professional Realities through Project
Based Learning.





Higher Education Accountability and Fitness for Purpose

(Brown, 2017; OECD, 2016; Ntim, et al., 2017; Suleman, 2016; Oliveri & Markle, 2017; Tomlinson, 2012).





Employability of graduates as a Primary Outcome for Higher Education (OECD, 2016).





Traditional Knowledge Transmission Modes Fail

(Sanchez Puerta & Rizvi, 2018; Mateos-Romero & del Mar Salinas-Jiménez, 2018; Oliveri & Markle, 2017; OECD, 2016; Cuschieri, 2016)





Abundance of Innovative T&L Practices for Employability

(Lategan & Williams, 2019; Jackson & Oliver, 2018; Vande Wiele & Morris, 2018; Pham et al., 2018; Ruge & McCormack, 2017; Kaider et al., 2017; Vande Wiele et al., 2017; Oliver, 2015; Riebe & Jackson, 2014)

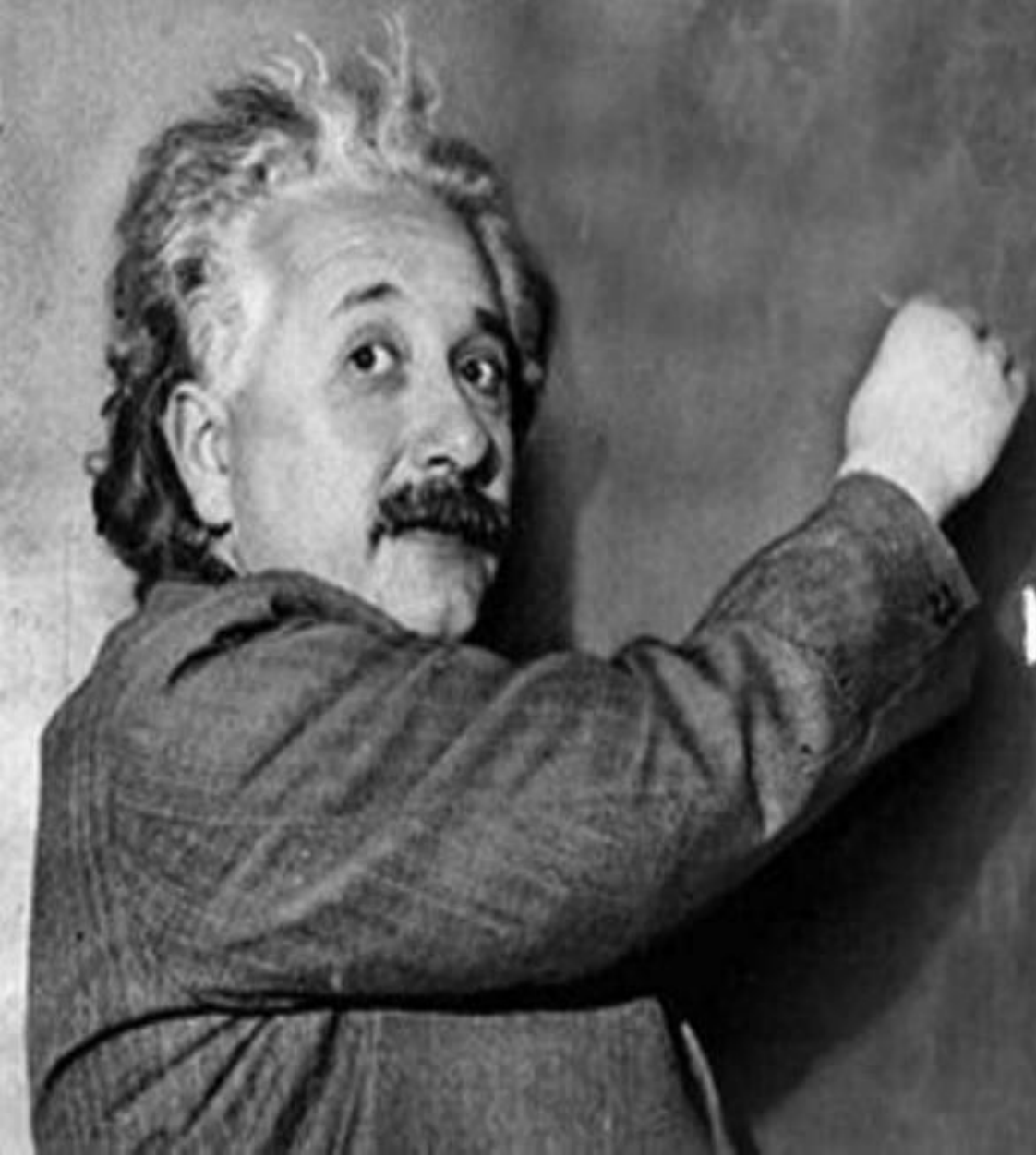


The problem

Yet the issue lies in **how the effectiveness of such innovations can be appraised and understood in traditional paradigms** of evaluation.

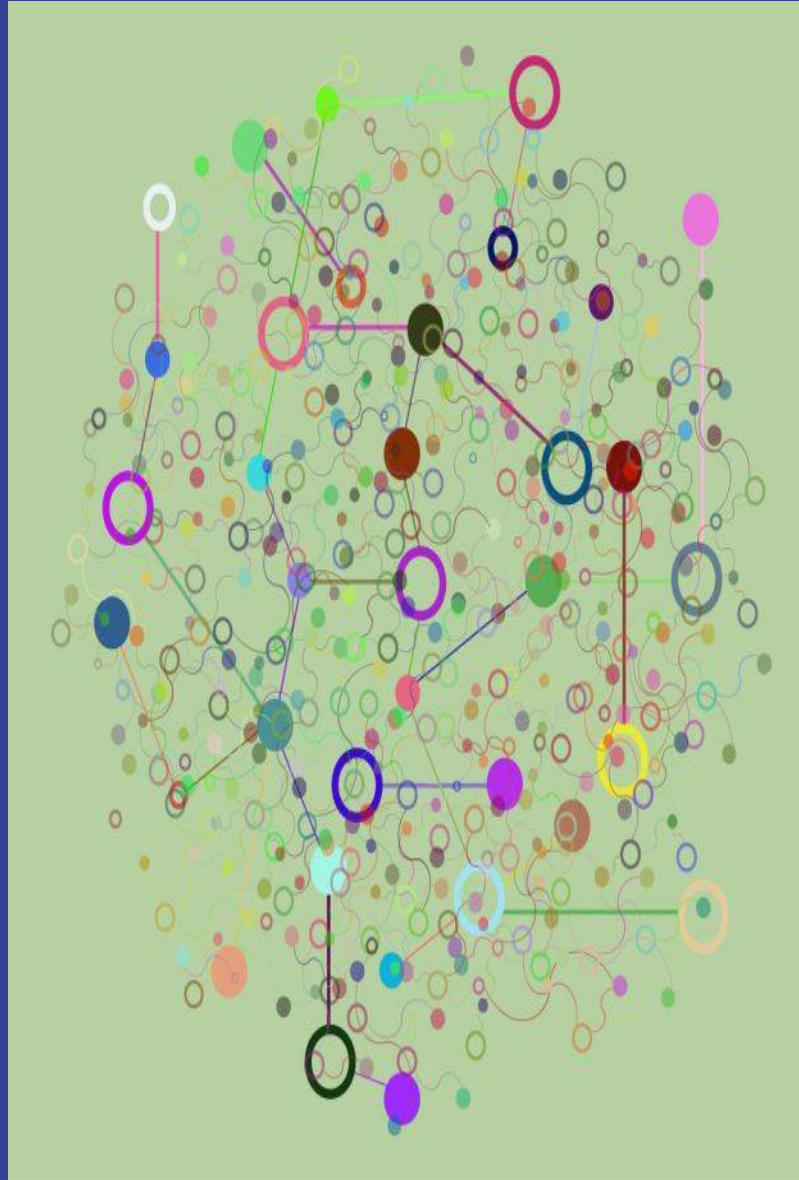
Innovators often struggle with **fitting the norm.**





We can't solve problems
by using the same
kind of thinking we used
when we created them.

Let's take a step back ...



TRANSFORMATION ...



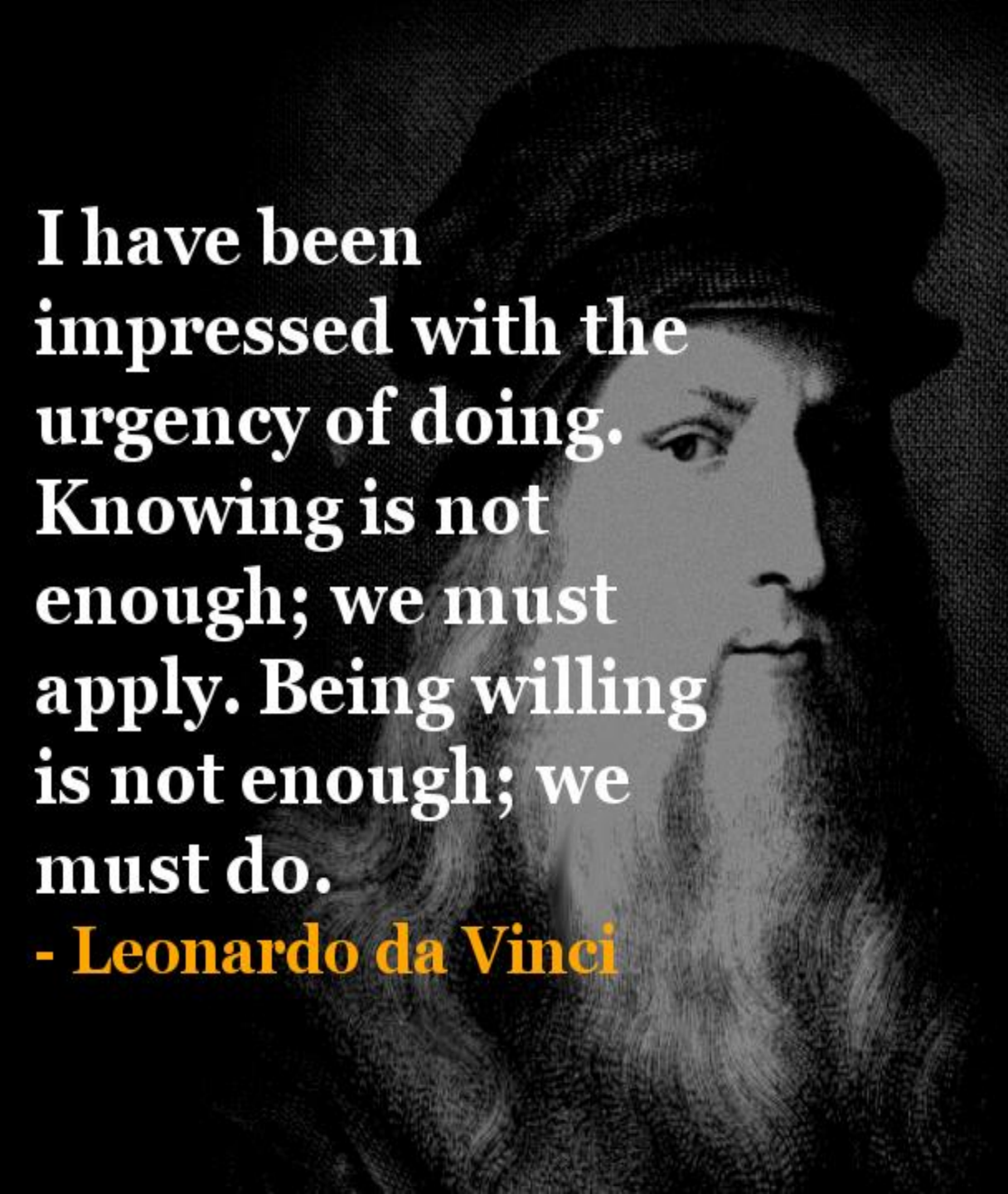
... EVER BECOMING

THE REALITY IS COMPLEX



We must embrace complexity



A detailed portrait of Leonardo da Vinci, showing his characteristic long beard and cap, rendered in a dark, textured style.

I have been
impressed with the
urgency of doing.
Knowing is not
enough; we must
apply. Being willing
is not enough; we
must do.

- **Leonardo da Vinci**

Program Fundamentals

- Contextualizing a curriculum towards **meaningfulness for learners** through mirroring the industry **context** (Vande Wiele & Morris, 2017)
- Consistent Authenticity
- Progressive Proximity
- Realities of the marketing workplace through multidisciplinary projects
- Attention to professional identity





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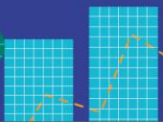
THE FIRM



**“To become the No1 source of
marketing talent in the GCC”**



CLIENT INTEGRATION COURSE

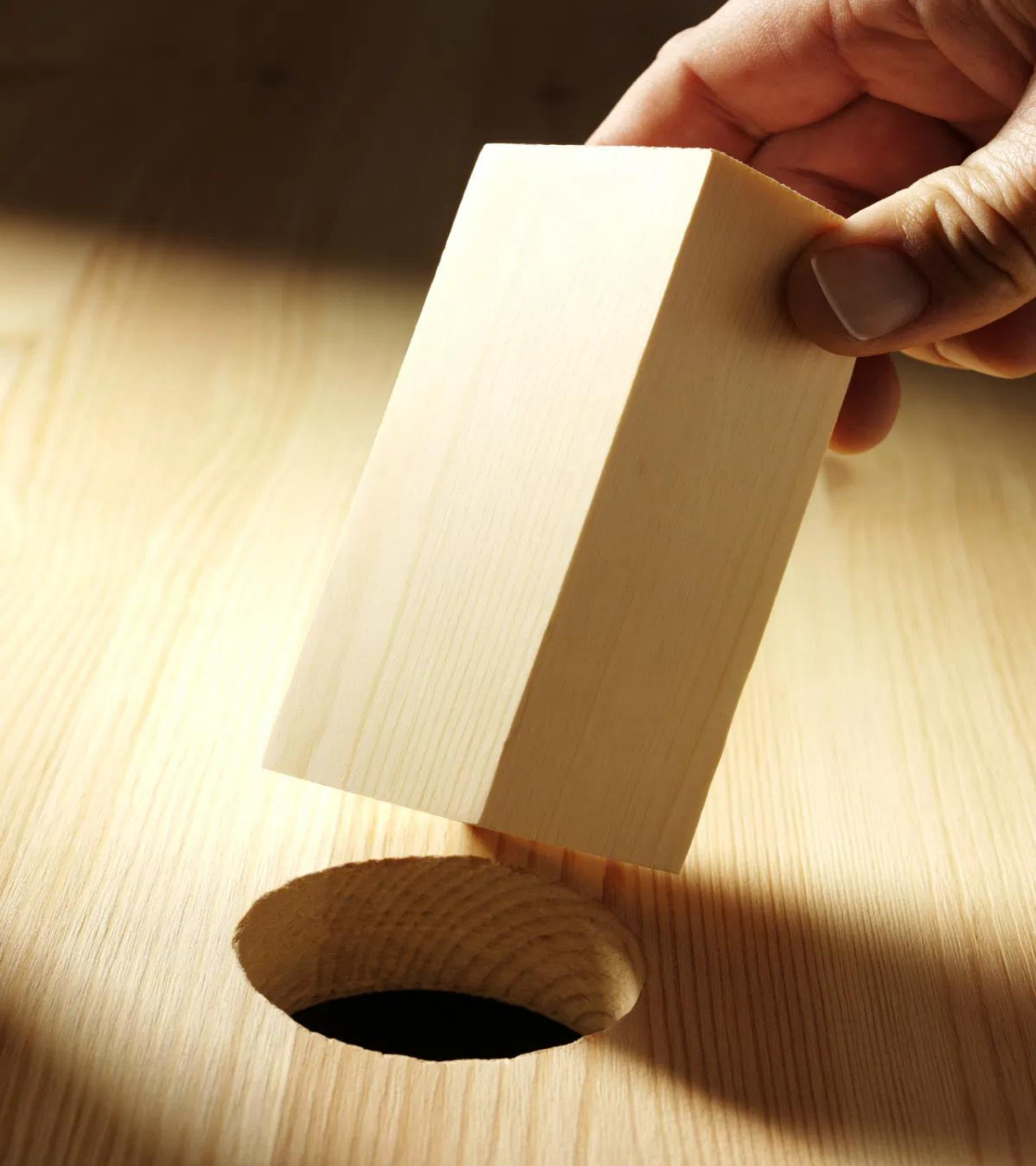


The program structure

	Course Title		Course Integration	Authenticity aspect
Semester 1	Marketing Research		Integrated Project 1	Real client - develop promotional campaign
	IMC			
	Digital Marketing			
Semester 2	Social Media Marketing		Stand Alone	Personal career building
	Services Marketing		Integrated Project 2	Real client - develop pop-up service experience with brand or digital marketing support.
	Choice of	Advanced Digital Marketing		
		Brand Management		
Semester 3	Marketing Management		Integrated Project 3	Real client - strategic marketing project
	Marketing Planning			
Semester 4	Industry Project		Multidisciplinary marketing project	Real client - multidisciplinary marketing project

150+ Clients





Appraising the Curriculum



Appraising the Curriculum

Bahrain Polytechnic produces **professional and enterprising graduates** with the **21st century skills** necessary for the **needs of the community** locally, regionally, and internationally.



Learner

Client

BP
Mission
Statement

- Survey on impact of Client and Course Integration on professionalization.
 - Learning and Understanding
 - Real Life Awareness
 - Professional Attitude
 - Career Perspective
 - Study Satisfaction
 - Workplace Competencies

- Client satisfaction with marketing solutions
- Industry approval on work- readiness
- Employment opportunities and recruitment fit

- Intended Curriculum

Faculty

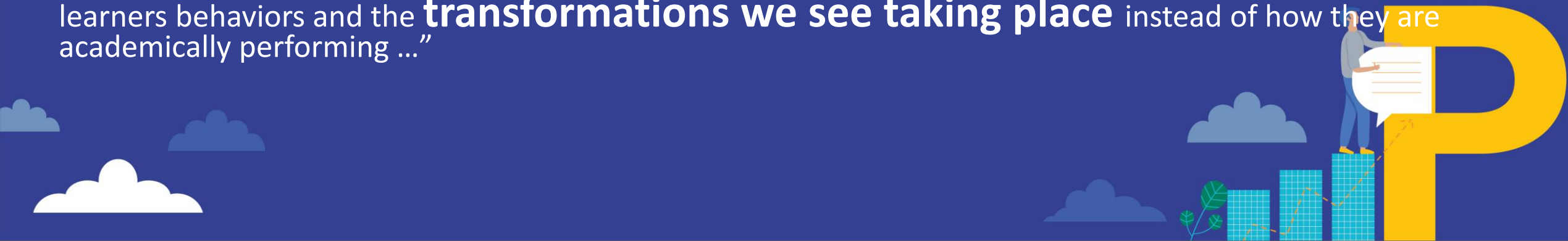


The Faculty



Intended Curriculum

- “... the true test is whether the **learners can meet industry expectations** therefore that should be the benchmark driven by a realistic developmental philosophy ... it makes for meaningful learning and sets the tone for **what it will be like to work as a marketer.**”
- “... the program essentially offers **18 months of work experience to our graduates** ... so when they graduate they can walk into any interview and talk about their **achievements in various real marketing contexts with real results and impact that employers can relate to.**”
- “... it is really about nurturing the fundamental underlying professional acumen for success in them by **focusing on processes for problem solving, commitment, ownership, resilience and personal excellence** ... the conversations in the office are more often about the learners behaviors and the **transformations we see taking place** instead of how they are academically performing ...”



The Learner Perspective



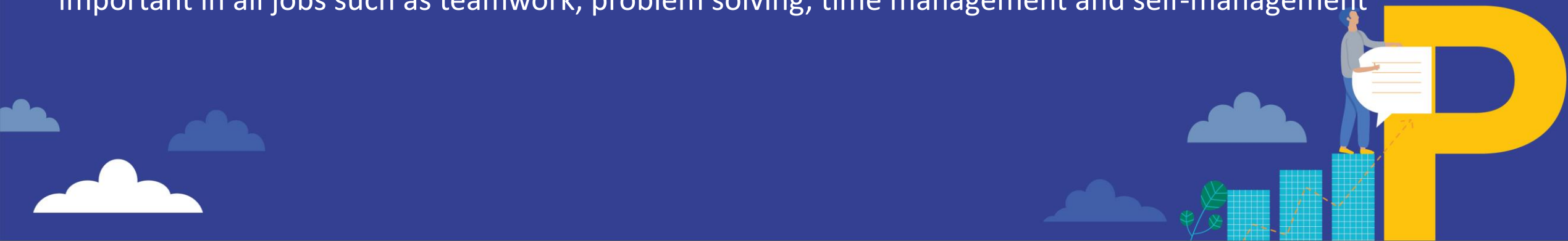
The Learner Perspective

- Transformative experience
- Strong **confidence** in ability
- **Thinking like a marketer** instead of student
- The value of **commitment and ownership**
- **Experience in multiple industries** makes them feel **work ready**



The Learner Perspective

- “it showed me that I need to **think more like a marketer not a regular student**, and showed me that we have to think of every aspect and detail ... I learned to **look at the projects from a different lens** “.
- “the responsibility we had of creating our own service scape was very challenging and performing on the day gave me a feeling that will stay forever which is **the desire for success and the feeling of achievement is what helped me stay committed to this program**”.
- “enabling the student to create **a marketing solution for an actual company**, it really differentiates from just studying theories and it **opens the student eye to the actual work place**. It also doesn't only **develop the student marketing skills, it also develops their personal skills, the confidence, being able to socialize with anyone** ... core skills which are important in all jobs such as teamwork, problem solving, time management and self-management”



The Learner Perspective

> 80%

- 21 CI indicators
- 27 RLP indicators





The Client Perspective



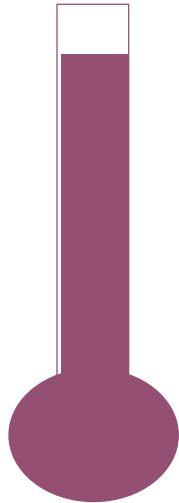
The Client Perspective

Industry Satisfaction Rating SM2 2018-19

High -

Medium -

Low -



83%

High
Client Satisfaction
With BBUS Marketing
Solutions



100%

STRATEGIC INFLUENCE

83%

COMMERCIAL FOCUS

100%

TURNKEY or MINOR CHANGES

50%

GOOD NEW INSIGHT

The Client
Perspective



97.5%

Overall Work Readiness Approval Rating

Cohort	Professional Entry Standard	Very Good Entry Standard	Work Ready with some reservations	Not yet Work Ready
Sem 2 AY 16 - 17	38%	38%	13%	13%
Sem 1 AY 17 - 18	50%	33%	17%	0%
Sem 2 AY 17 - 18	25%	75%	0%	0%
Sem 1 AY 18 - 19	33%	50%	17%	0%
Sem2 AY 18-19	42%	58%	0%	0%
Average	37.6%	50.8%	9.2%	2.5%

The Client Perspective



**6
offers**

12 PLACEMENTS

83%

LIKELINESS TO
HIRE IN 6 MONTHS

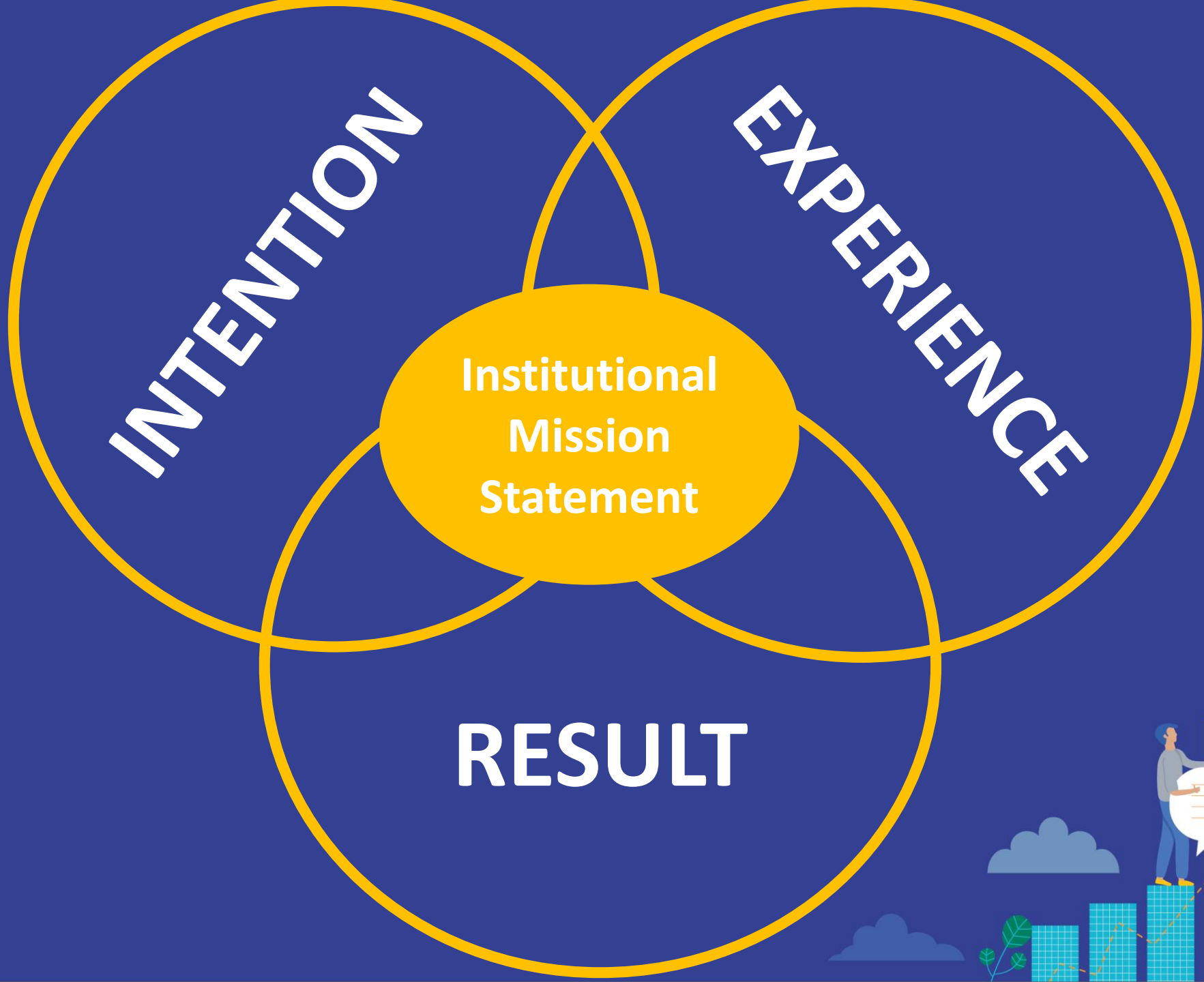
100%

PRIORITIZING BP
GRADUATES

The Client Perspective



Conclusion





COMPLEXITY



MIRRORING CONTEXT

CLIENT



COURSE



Challenges





Limitations

- Deeper analysis -> causal relationships
- Limited data sample -> full cohort analysis
- Validity and reliability of self-reporting and third-party evaluation for a curriculum quality argument (Gunawan et al, 2019; Fisher, 2019)
- Professional Progression of our talent

Thank you



Q&A

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