Empowering digital literacies in study programme orientation

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Study programme orientation after the Bologna reform
Studying after Bologna

- Bachelor Master degree system
- Credit Points (ECTS)
- Modular system
- Course catalogues
Dropout in European higher education

→ need for access to better information before student enter higher education

(Österreichischer Wissenschaftsrat, 2014, p. 21ff)
Study orientation through Course Catalogues
Heterogeneous catalogue formats across disciplines, institutions and countries

The exact format of the Catalogue is to be decided by the institution. It may be considered more appropriate to separate the general information for students from the academic information.

Catalogues lack standardisation across institutions
Standardisation of course catalogues in the EHEA

The situation
- high student numbers
- student mobility
- changing majors

Course Catalogues
- difficult to understand
- make it hard to get an overview

Standardisation supports
- overview of
  - key contents
  - requirements
  - schedule of studies
- study programme selection/orientation across
  - disciplines
  - institutions
  - countries
Digital Literacies
Literacy & Digital Literacy

- reading & writing
- participating
- reflecting

- Hypertextuality
- Digital Literacy
- Literacy
- Interactivity
- Text automation
Survey: resources for study programme orientation

- University Websites: very helpful
- Talk with friends: helpful
- Info portals: Limited helpful
- Social Media: little helpful
- Info Brochures: not helpful
- Books, journals: not used
- Open days: very helpful
- Aptitude test: helpful
- Student counselling: Limited helpful
- Higher education fairs: little helpful
- Uni review portals: not used
Survey: resources for study programme orientation

App for study selection/orientation

- brings information together
- presents it in a uniform way
- implements social-media logics
- can be shown to friends/family
module.org - an App for programme selection, orientation and organisation
module.org – overviewing & organizing study modules
Information, Study Selection and Orientation

Comprehensive and standardized overview
• supports school graduates in their choices of study
• promotes study choices across European universities (Bologna)

Universities:
• acquire extensive insights into contents and requirements of study programmes
• attain greater visibility among suitable candidates
Study Organisation

Students

- organize their study plans and manage dates
- keep track of study performances and monitor their study progress
- Collaborative study organisation practices

→ Tracked data on can be used by universities for strategy development
Motivation, advanced degrees and career opportunities

Students
• share performances with friends and family
• export of transcript of records
• suitable Master programs & job offers as incentives for completed study units

Universities & Companies
• targeted marketing of Master programmes
• Visibility to organizations/companies in the entire EHEA
module.org - stakeholders

- Universities
- Pupils & First year students
- Advanced Students
- BA Graduates
- Student Interns
- Student councils
- Advisers (academic/career)
- University Boards
- Companies (in planning)
In a nutshell

- need for a more uniform presentation of course catalogues in the EHEA
- module.org offers an innovative solution to this problem
- try out the App on [http://module.org](http://module.org)


Thank You!

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