

SWOT analysis BA Program DESTIN November 2019

Course Design Feedback Report – P8_BKNUC_CDT_Action_Plan

Strengths	Weaknesses
<p>1. Optimal organization of the educational process (240 credits for Bachelor's degree).</p> <p>2. Constructing the educational and professional program on the basis of the "Higher Education Standard in specialty 061" Journalism "of the field of knowledge 06" Journalism" for the first (bachelor) level of education, approved by the Ministry of Education and Science of Ukraine (MES Order No. 864 of 20.06.2019), European Qualifications Framework, National Qualifications Framework, etc. Correlation of general and professional competences with national and international educational documents.</p> <p>3. Practical nature of mastering the subjects provided by the educational program, coordination of the training courses content with the real needs of the media environment. Planning such learning outcomes that expect the creation of media product and its publishing in student media, mass media, or social media.</p> <p>4. High employment level of graduates by occupation (about 90%). Availability of permanent vacancies and address invitations for students and graduates from mass media, online media, business and government institutions, public organizations, natural and legal persons, etc.</p> <p>5. Positive image of the Department of Journalism, Advertising and PR-Technology as a structural unit of an educational institution that provides quality of media figures' education.</p> <p>6. Curriculum adjustments based on the results of every term students' survey of content and quality of courses.</p> <p>7. The use of distance learning elements that optimize the organization of the educational process and educational communication with the students (electronic exchange of information between teachers and students, professional communities in social networks, etc.).</p> <p>8. Modern material and technical resources (availability television and radio studio, student and departmental sites and student newspaper "Our National", etc.).</p> <p>9. Binary teaching of content modules or separate topics together with external stakeholders.</p>	<p>1. Teachers (especially teachers of non-vocational modules) unavailable to use the innovative teaching methods and to adapt their subject to the media environment.</p> <p>2. Academic decline (first-year students don't make a conscious choice when entering the university after a high school).</p> <p>3. Insufficient material resources (lack of required number of videocameras, photcameras, interactive whiteboards, voice recorders, and licensed software) for preparation a media product; the financial inability of the academic institution to fix that kind of equipment.</p> <p>4. Filling the course contents with a practical component that students often refuse do.</p> <p>5. Weak interaction between higher education institution and professional environment in the creation and implementation of educational programs.</p> <p>6. Weak international and local student mobility due to the economic component, financial inability of students and their parents to pay for mastering the course outside the university (transport costs, housing costs, meal expenses).</p> <p>7. Steadily rising tuition fees as a university policy.</p> <p>8. Media take the students who undergo practical training as cheap (gratuitous) work force. Media are unwilling to teach students during the practice. Preponderance of discourse of criticism over the constructive dialogue.</p> <p>9. Limited capability for students to build their own educational path. Wage depends on the number of students; internal university conflict between the departments for the teaching of certain disciplines.</p>

Opportunities	Threats
<ol style="list-style-type: none"> 1. Modernization of educational programs based on foreign experience, participation of the department in grant projects, analysis of the European Qualifications Framework and other educational documents. 2. Creating the system of competences that correlate with European educational and professional standards. 3. Optimization of cooperation between students and teachers, improving the atmosphere of the study process (cooperation, priority of student-centered learning). 4. Improving the knowledge assessment system and ensuring transparency in the use of such assessment criteria. 5. Creating the basis for systematic cooperation with graduates, employers and trade unions. 6. Developing new concepts for student preparation, based on the appropriate correlation of theoretical and practical components of the educational process. 7. Building the weighted personnel policy by Ukrainian higher education institutions, first of all in probation terms and professional development of teachers. 8. Making connections between the teaching staff of the department and professional institutions, public organizations for participation of students in trainings delivered by leading Ukrainian and foreign specialists in the media field. 9. Informing the students about the classical university education together with alternative. 10. Students will have a free choice of relevant topics for research, practically oriented topics for bachelor's thesis and master's thesis (preparing the information product). 11. Good perspectives for creating dual education system and creating the conditions for gaining a dual degree. 	<ol style="list-style-type: none"> 1. Complexity in adapting certain teachers to modern requirements, lack of impulse because of economic aspects. 2. Numerous educational and methodological documentation and bureaucratic requirements for its design, overburden of teachers. 3. Educational emigration of secondary school graduates to European countries to get education. The inability of local institutions to compete with European higher educational establishments (for example with Polish, Czech and German) in the way of material and technical resources and mobility. 4. Weak student motivation because of the difficult economic situation in the region, low journalist fee. 5. Complicated professional dialogue with employers caused by the lack of material interest in students' education, lack of time, etc. 6. Active development of alternative education (short-term professional trainings, media schools, etc.), which is attractive in financial and time terms for the young generation of specialists.

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