

## **In the Private Sector with a Humanities Degree. Practice-oriented BA programmes.**

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According to labour market forecasts, the working-age (15 to 64) population in Europe will decrease by 7.5 million (2.2 %) between 2013 and 2020. This number would be even higher (11.7 million – 3,5%) if the member states did not accept immigrants from non-EU states. The present situation is not reassuring either for young people. In July 2014 the number of unemployed under-25s exceeded 5 million. In this age group it means an unemployment rate of 10% for the entire EU but in some countries such as Greece or Spain every second young person is unemployed. There are 7.5 million young people between 15 and 24 who neither work nor participate in any kind of education or training.

This process negatively affects both demographic and labour-market issues. Therefore it is especially important that higher education provide young people with a multitude of skills that enable them to work in several different areas and meet the requirements of a dynamically changing labour market. The Office Management and the Editor programmes in Hungarian Studies at the Faculty of Humanities at Eötvös Loránd University provide an example of this.

The Office Management programme includes the teaching of general language, technical language and foreign language communication skills, multicultural knowledge, along with office management, writing and wordprocessing skills that the students can later use in various areas of business life. They are taught to work alone, organize and control office management processes in various organizations, and actively participate in the making and implementation of decisions. The Editor programme is similar and has similar aims as the Office Management programme and also prepares students to work in the private sector. In this programme students learn (among others) about the work of publishing houses, and the processes and methods of creating printed and electronic texts.

Both programmes are 420 lessons. In 4 semesters students have to acquire 50 credits. The ratio of theory and practice in each subject is 50% and 50%. In the blocks there are communication blocks (such as negotiating techniques, intercultural and business communication), digital knowledge (information management, electronic writing, document editing, electronic desktop publishing), spelling, typography, letter writing, entrepreneurial and publishing skills, management, and other special subjects. In the seminars there is much individual and group project work with presentations, which develops the students' social skills.

These programmes are very popular among the students. Each year 70-100 students enrol for them. This is more than the number for some BA courses. The popularity of these courses can be attributed to their practice-centredness. The students see these programmes as a ticket to success, a good job after graduation, and feedback has verified the validity of this assumption.

## References

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