TALLINNA MAJANDUSKOOL

# CL4L 13.02.2023
# 2023
# Tallinn

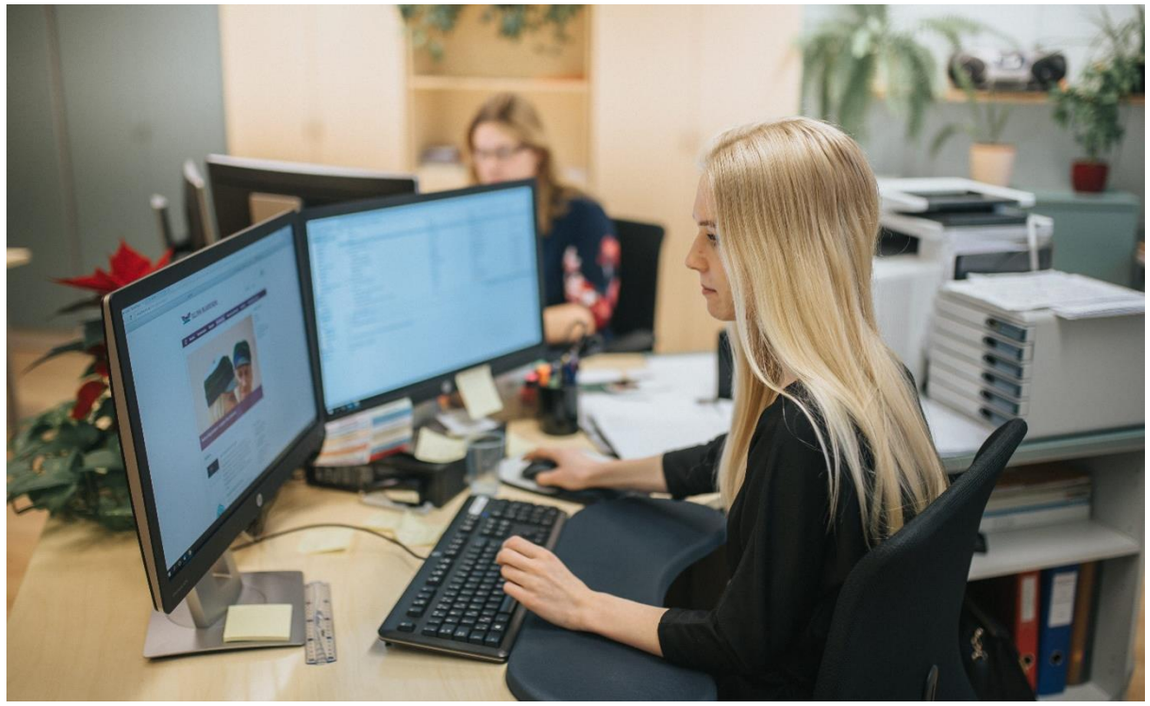
# Strategic goals

## Mission

A reliable partner for life long learning in the field of business and administration

## Vision

Tallinn School of Economics is known for modern, responsible way of providing high quality vocational education



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# VALUES

- **Student centeredness**
- **Innovation**
- **Responsibility**
- **Collaboration**

**MOTO**

**Irreplaceable!**

# Facts and Key figures (TARGET GROUP): Students' age and previous education

| | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|---|---|---|---|---|
| Average age | 29 | 29,9 | 29,8 | 28 | 29,2 |
| Previous education %: | | | | | |
| *general secondary education | 54,3 | 53 | 49 | 62 | 50,1 |
| *vocational secondary education | 19,6 | 21 | 21 | 18 | 22,8 |
| *1st level HE | 21,5 | 22 | 24 | 16 | 21,2 |
| *2nd level HE | 4,6 | 4 | 6 | 4 | 5,9 |

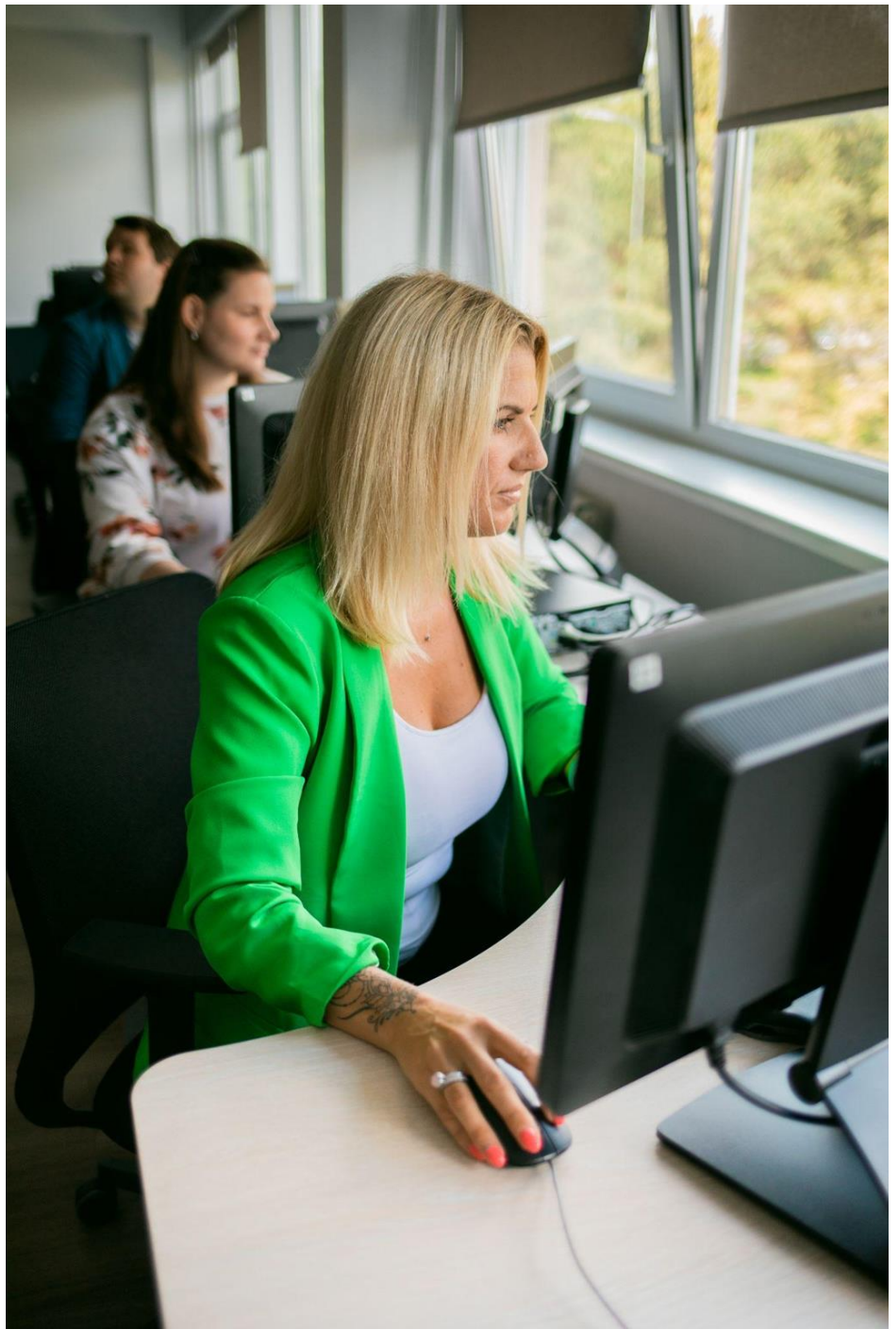
# Forms of studies

Level studies:

- Session/cyclical studies
- Evening studies

Continuing education courses:

- European Social Fund training courses (free of charge for learners)
- Course for other schools
- Company ordered courses
- Free market courses



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## Curricula

Level 5 initial VET programs:

- Accountant (2 years)
- Business Administration Specialist (2 years)
- Human Resource Specialist (2 years)
- Legal Assistant (2 years)
- Marketing Specialist (2,5 years)
- Quality Specialist (2 years)
- Junior Project Manager (2 years)
- Secretary (1 year)
- Small Business Entrepreneur  (1,5 years)
- Social Media Specialist (2 years)
- Real Estate Broker (2 years)

# Curricula

Level 5 continuous VET programs:

- Tax Specialist
- E-marketing specialist
- Team Leader
- Purchasing and procurement specialist

Professional Courses:

- Legal Operations for Entrepreneurs
- Legal Operations for Local Municipality officials
- Event Marketing Project Manager
- Sales Manager

Curricula development:

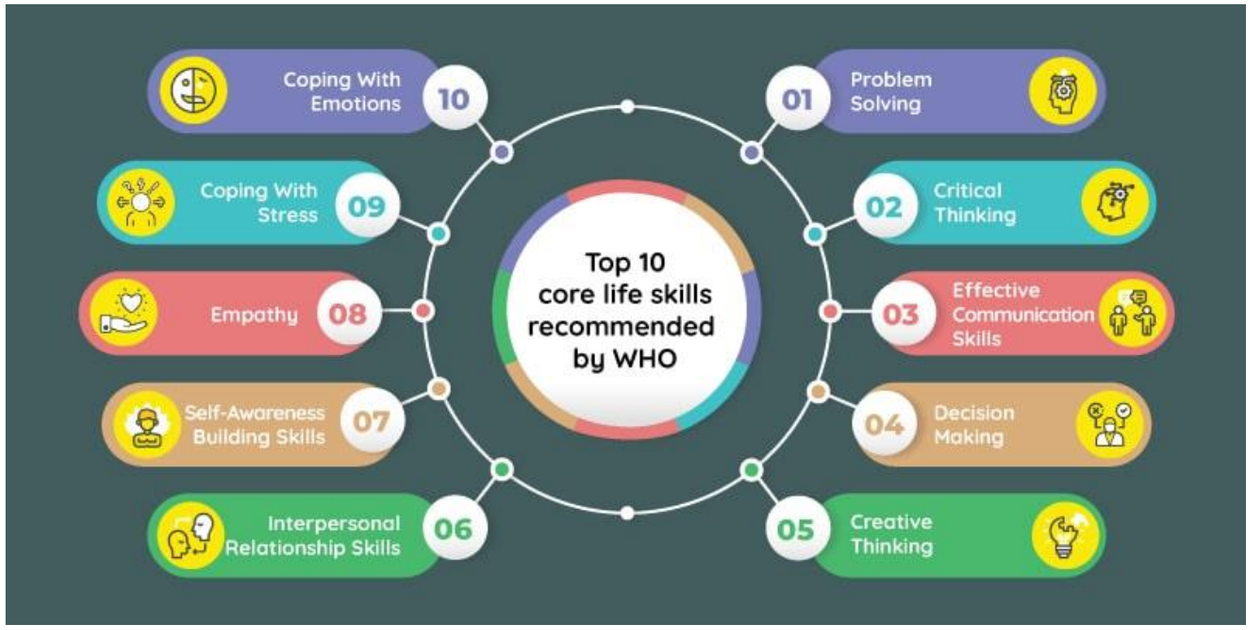
- Export specialist
- Communication specialist
- Category specialist
- Court clerk
- Sustainability specialist
- Virtual assistant

# Learning path/skills (mandatory subjects in each curricula)

- Individul learning path of career building.

  Personal development

- Contracts and relationship at work
- Organization and environment
- Market economy and Marketing
- Entrepreneurship

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## Quality assurance system

- Annual feedback surveys for students (teaching, organization and support services)
- Annual feedback survey for staff and evaluation/feedback discussions
- Quality handbook and annual renewal of processes
- Internal Evaluation Survey and report (once in a 3-years period)
- Annual reports for the Ministry of Education concerning implementation of development strategy
- External evaluation of curricula groups (once in 3/6 years)

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# Future trends and developments

- Flexibility in designing study paths, including e-courses
- More effective usage of ICT by teachers and e-learning courses
- Promoting entrepreneurial mindset in students and developing new innovative learning methodologies
- Integrating coaching into learning and teaching
- Activation of alumni
- Community based model of functioning and marketing
- Internationalisation
- Collaboration with secondary education

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