

Apprenticeship-type training coming to universities

Universities will soon be able to provide apprenticeship-type further education. A Ministry of Education working group is proposing that such a system be created for post-graduate further education, suggesting that it could be started already this year.

Under the system, most of the training would take place in the workplace in the form of on-the-job learning. Under the proposal, the level and quality of the training would be at the responsibility of the university, which would also double as the administrative authority. Those participating in the training would be under a normal work relationship throughout the training.

“There has practically always been apprenticeship training – for as long people have been learning professions – and it always stems from labour market needs,” says **Kari Viinisalo**, Director of Apprenticeship Training at the City of Helsinki.

In future, universities can make their own apprenticeship agreements with businesses.

→ *Kari Viinisalo believes in apprenticeship training into the future.*



Photo Mari Hahuri, Rhineros Ltd

Students value work-life balance

Finding a balance between work and your personal life was the career wish number one for Finnish youngsters, according to a 2008 student survey. Leisure time, corporate responsibility and soft values have also become more and more important in recent years. 66 per cent of the respondents put balance between work and personal life as their top career wishes, followed by competitive and mental challenges, expertise, job security and an international career.

Universum, an international consultancy focusing on employer image and ways of improving it, carries out an annual student survey in which university-level business, engineering, law and IT students answer questions about their future working lives and careers.

Finnish students responded that the most important thing was that their future employer has a good reputation.

Nokia was still the most sought after employer except in the legal sector, in which the courts took top spot. State and municipal employers have also in recent years become more and more popular workplaces.

Electric car of the future created in engineer-designer symbiosis

The latest project of Metropolia's Laboratory of Automotive Engineering is the electric sports car ERA, short for Electric Race About. The car's carbon fibre unibody was presented to special guests in late autumn 2008 in Helsinki, and the prototype will be completed in summer 2009. Metropolia will be in charge of the car's design, technology and construction in cooperation with Finnish and foreign companies. Lappeenranta University of Technology has designed the electric motors. Metropolia's engineering students have received help from the student design team of Lahti University of Applied Sciences, who designed the body and interior.

The entire architecture of ERA has been built on a foundation of electrical engineering and the car makers believe that both the technology and design will make it a car of the future. The prototype will be Finland's entry to the Automotive X-Prize competition to be held in the US in 2010. The purpose of the competition is to encourage car development towards energy-efficient and environmentally friendly alternatives that also have realistic chances of being commercially viable.

➔ *Sami Ruotsalainen leads ERA-car project.*



Photo Mikko Haino

Self-perpetuating benefits

A good employer reputation and employer brand that supports the business strategy are factors in the increasingly competitive labour market that affect the choices made by existing and potential employees. The management of a company that knows how to hold on to its competitive edge can appreciate the strategic significance of a good employer reputation in terms of attracting talent and committing employees to it.

A good employer image built on a solid foundation can be boosted through efficient communication about the company's value promises as an employer. This way the em-



Photo Mikko Haino

ployee brand is built to support the product or service brand. A brand is built on reputation but also includes other factors that make a product or service more desirable than those of competitors. A successful employee brand will make the employees feel that they want to be a part of delivering the value promise to their customers. They are proud and enthusiastic about working for that particular employer and committed to improving their own work performance and the company's result."

Sinimaaria Ranki,

Director at Metropolia, in her Focus leader.

Metropolia and University of Hertfordshire sign dual degree agreement

Metropolia Business School has signed a dual degree agreement with the University of Hertfordshire. The campus — located in Hatfield, some 20 minutes north of London — has been ranked as the best new university in the south of England.

Metropolia has two business degree programmes under a dual degree system, which means that upon comple-

tion of the programme, the student will receive a Bachelor's from both Metropolia and the partner university. The network for dual degrees is expanding, currently also including University of Lincoln and University of Wolverhampton in Britain, Hogeschool INHOLLAND in the Netherlands, Fachhochschule Krems in Austria and Fachhochschule Deggendorf in Germany.