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- 36 years as teacher at Aarhus Business College, Denmark
- 16 years as educational consultant at AABC
- 18 years as "Short Term Expert" on VET reforms in Russia, Poland, Czech Republic, Hungary, Slovenia, Serbia, Albania, South Africa, USA, Australia, Cuba and Greenland
- 15 years as external assessor with the EU commission in Brussels under the EU programs Leonardo, Erasmus+ and Socrates.
- Co-owner of two private companies, 1 Consultancy Agency and 1 Advertising Agency.



Educating a global workforce!

Work placements abroad
The Danish PIU programme

Agenda

- PIU – What is it?
- How is it financed?
- Can it be transferred?
- Q/A

The Danish DUAL VET System

- 2 years full time studies at a VET college.
- Contract with a company for a paid apprenticeship
- 2 years paid apprenticeship in a company
- Participation in between 4 – 20 weeks VET training at a VET college, during the 2 years of apprenticeship.
- Final examination – The Journeyman's Test.

PIU - What is it?

- A programme where Danish under-graduates* **work** abroad for typically 12 months in a paid apprenticeship
- An **education** where the undergraduate also attends 3 to 10-week courses in Denmark relevant to the field of work
- A **fantastic opportunity** for the companies abroad to tap in on the Danish / Scandinavian way of thinking.

Their background

- Generally focussed on business and related topics (2 years full time study)
 - Marketing/Sales/Trade
 - Accountancy/finance
 - Business language (primarily english)
 - Social science
 - Innovation and entrepreneurship
 - ICT

Their tasks from day-to-day?

- Same as any other "trainee" or "apprentice" – basically the same tasks as a regular FTE.
- Customerservice, invoicing, salesbackup, accountancy, summaries, reports, etc.
- Need to be active... must be enough work!
- **Important** – they need to be educated in the relevant fields of the job.

Checklists – from "sales"

Communication and Service

Sales and Service

The already ticked functions are compulsory. Please tick 3 more functions in this box.

| | | |
|----|--|---|
| 1 | Sales and service profile in the company | x |
| 2 | Marketing profile and plan | x |
| 3 | Planning and execution of sales | x |
| 4 | Developing and maintaining customer relations | x |
| 5 | Planning, execution and conclusion of personal customer service | x |
| 6 | Segmentation of customers | |
| 7 | Participation in product development | |
| 8 | Calculation of prices | |
| 9 | Execution of active sales | |
| 10 | Sales on electronic media | |
| 11 | Use of electronic media in marketing and communication with customers | |
| 12 | Participation in the planning and implementation of activities and campaigns | |
| 13 | Preparation of sales letters and quotations | |

What's in it for the company?

- An under-graduate with **drive and motivation**
- A competent young person eager to work, learn and face cultural and linguistic challenges in a new work environment.
- A person that will **bring professional skills** from their vocational education in Denmark.
- A person that can provide relevant **information about business practices in Scandinavia** that may be of value for companies abroad.

How is it financed?

- Every Danish public and private company pay a levy to the Employers Reimbursement Fund.
- A company with 10 employees will have to pay Euro 3200 a year (320 Euro for each employee)

What are the money used for?

- Salary and transportation while the apprentice is participating in VET training at a college.
- Diet and lodging during participation in VET training at a college.
- A bonus for recruitment of an additional apprentice in the company (Euro 2.600 a year)
- **PIU** – grant of Euro 2300 a year to be used on accommodation, travel to VET training in DK, etc.



Practicalities

Period of placement:

One year (can be extended for another year).

Start date:

Between 1 August and 1 September.

College:

The trainee must attend a one- to two-week course at AABC during the year at your company (no costs involved for your company).

Working hours:

Full-time

Salary:

The equivalent of a local trainee salary depending on the trainee's skills.

Holiday:

20 – 25 days per employment year.

Insurance:

The trainee must be covered by your company's industrial injury insurance and your employee's liability insurance.

Accommodation:

The trainees are responsible for finding their own accommodation.

Can it be transferred to other countries?

YES, why not?

Questions and answers