Hans Th. Hjorth, Aarhus Business College, Denmark

- 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.

*Upper secondary education / higher commercial education
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"

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<td>Marketing profile and plan</td>
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<td>Planning and execution of sales</td>
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<td>Developing and maintaining customer relations</td>
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<td>Planning, execution and conclusion of personal customer service</td>
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<td>Segmentation of customers</td>
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<td>Execution of active sales</td>
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<td>Sales on electronic media</td>
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<td>Use of electronic media in marketing and communication with customers</td>
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<td>Participation in the planning and implementation of activities and campaigns</td>
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<td>Preparation of sales letters and quotations</td>
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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 2,300 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