

Competence needs in international education business

Area of competence of an expert in international education business	Criterion for the level excellent an expert in international education business
Pedagogical competence	<p>is able to plan, implement, evaluate and develop personalized learning processes for foreign paying customers (both public and private) and customer groups participating in education processes both abroad, in Finland and on-line</p> <p>is able to support foreign participating customers during their preparation and participation in a Finnish education process</p>
Building and communicating an international education business mind-set and a chosen strategy	<p>has the ability to communicate, as part of his/her work, in his/her work organization, regionally and internationally, about the chosen strategy and products in a way that will strengthen the positive image of the own organization and networks, Finnish education and Finnish teacher identity.</p> <p>is able to motivate him-/herself and activate new teachers and staff members in own organization to participate in international education business with an entrepreneurial mind-set</p>
Management and leadership of teaching and competence	<p>is able to analyse the situation and possible development needs in the potential customer organization and based on them suggest educational solutions and funding instruments</p> <p>knows how to build learning environments (physical, virtual, social, psychological) for the paid international education process, optimising the expenses and benefits of the process with regard to customer expectations, (quality, impact, success and prestige) and participants' learning and wellbeing</p> <p>is able to work as part of teams on international-level</p>
Facilitating personalised solutions	<p>is able to utilise the international education business processes' non-formal, informal and formal learning possibilities cost-effectively in a manner that best supports the customers' needs and skills</p> <p>has the ability to improve one's own learning in the international education business context in a goal-oriented and documented manner</p>
Network competence	<p>is able to recognise, innovate and implement synergic solutions for international education business activities among different actors, educational organizations and enterprises that will create a competitive edge for companies and educational institutions</p> <p>is able to enhance the prestige and brand of international education with modern digital networking tools</p>
Multicultural competence	<p>is able to take part in international education business activities, identifying differing policies, approaches, values, concepts and the importance of cultural differences with regard to them as well as constructing new products and sales based on the differences</p>

	<p>is able to act functionally and professionally in international education business using the English language, and has an ability to acquire command of the English terminology used in the target country in question</p> <p>has a sufficient command of the basics of the language spoken in the target customer organization and country so as to be able to communicate on matters related to the bought international education business product</p>
Building learning communities	<p>has the ability to build a learning community that will support the participants and their home institutions to guarantee both the short- and long-term learning and impact as well as after-sales activities</p>
Optimisation of learning resources	<p>is able to identify new possible customer groups, niche areas and innovate alternative forms of funding for international education business activities, to give valid reasons for funding to different actors and implement education activities so that they meet with the profit expectations of financiers</p> <p>is able to plan, implement, evaluate and develop international education business so that it is linked as effectively as possible to the customer organization's other processes (e.g. in the case of educational organizations these could be student recruitment, guidance, education, graduation, recruitment) on the quality level agreed</p> <p>has the ability to share his/her own competence with other international education business actors in the own organization and to learn from others all the while renewing and developing activities</p>
Substance-related competence	<p>is able to compile and analyse information in connection with the own subject matter nationally and globally to support his/her own work, substance teaching, product development and professional development.</p>
Business competences	<p>is able to analyse target markets and customer needs, potential customers, and recognize and develop business opportunities taking into consideration risks embedded in planned action</p> <p>has the ability to plan, create and deliver world-class customer offerings (products and services) that are competitive, scalable and sustainable and feasible in the target markets.</p> <p>has the ability to execute efficiently international education business</p>
Marketing, sales and negotiation competences	<p>is able to build and develop long-term, profitable customer relationships as well as other networks, and conceptualize/commercialize education services in an international and multi-cultural business environment</p> <p>is able to plan, organize and manage international marketing and sales operations and apply digital marketing tools in a responsible, efficient, and profitable way, both as an individual and as a team member</p> <p>is able to use various forms of formal and informal communication, fine-tune meeting, presentation and feedback skills necessary for effective communication and negotiation</p>