

Continuing Education Programme FRESH AND PROCESSED FRUIT & VEGETABLES: ECONOMY, INNOVATION, MARKETS. How the programme benefit from self- evaluation.

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A tailor-made programme for Fruit & Vegetables operators and entrepreneurs willing to enlarge technical knowledge, develop managerial competences and gain analytical skills to understand market trends and re-launch companies' competitiveness.

The target groups addressed by the Programme are various but restricted to people already working in this sector. The Programme is open both to graduates and to candidates holding a high school diploma. In this second case, the candidate must also have a yearly working experience in the F&V sector.

The training is based on academic lectures, workshops held by experts and managers, technical visits and "working group methodology" to encourage interpersonal relations, boost networking, share knowledge and promote peer education.

The QACEP pilot self-evaluation was carried out in parallel to the closure of the 2010 edition and the design of its 2011 edition. This represented a benefit for the new programme since the final assessment allowed to identify strengths and fixing up weaknesses in order to improve the forthcoming edition. The Programme could take advantage of the QACEP pilot self-evaluation in terms of an effective planning of the forthcoming edition.

The new edition 2011/2012 has been already approved by the University of Bologna Committee.

Strengths:

- Direct and constant contact with **stakeholders**;
- Well-organised **communication** plan;
- Outstanding **tutoring** and coordination;
- Effective **teaching approach and students assessment**;
- **High-level experts**, managers and leaders of the sector as speaker within workshops.

Weaknesses → Adjustments for the 2011 edition:

- Wide range of **target groups** → better defined participants' profile;
- Vague **learning outcomes** → in-depth description of the acquired competences;
- Short **time schedule** → from 4 to 6 months;
- Limited number of **workshops** → more meetings with external experts and representative of the business sector;
- Slow **administrative management** → new external management body;
- No **scholarships** available → new partners involved: vouchers and scholarships available for the new edition;
- No **feedback from teaching staff** → new questionnaire to be submitted to teachers at the end of the lessons.

PARTNERS

