

Interreg



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“PraStud” - Students vs. Companies: Perceptions of Study vs. Reality
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Interreg Czech Republic – Saxony 2021–2027



About the Project „PraStud“

- Full title: PraStud – Practice-oriented Studies in the Cross-border Region
- Co-financed by the EU Programme Saxony–Czech Republic 2021–2027
- Total budget: 446,223.53 €
- Duration: 01/2025 - 12/2026
- Partners:
 - J. E. Purkyně University in Ústí nad Labem (Lead Partner)
 - Technical University of Liberec
 - University of Cooperative Education Saxony (DHSN)

Objectives and Target Groups

- Facilitate **transfer of knowledge and experience** from the German/Saxon to the Czech context
- Focus on **improving the quality of existing study programmes** – not creating new ones
- Strengthen cooperation between stakeholders: universities, SMEs, public administrations, schools, professional associations and chambers
- Enhance study content through joint development across borders
- Target groups:
 - Students
 - Academic staff of the partner universities
 - Representatives from business and public administration

Key Activities so far

Kick-off & Networking

Official project launch in Radebeul (11 April 2025)

Regular working meetings to prepare surveys among students, companies and practice supervisors in CZ

Workshops & Exchanges

Student workshop with participants from all three universities in Liberec (21–22 May 2025)

Staff workshop in Dresden (16 June 2025) with Czech colleagues, dual students and company representatives; included lab visits and discussions with practice partners

Next Steps (2025)

Workshops & Events

Student workshop (Social Work / Education) in the Ore Mountains – November 2025

Staff workshop for Czech colleagues in Bautzen – December 2025

Research & Development

Assessment of needs and expectations on the Czech side (students, companies, practice supervisors)

Definition of content for the digital learning platform for practice partners

Survey: Students and Companies (2025)

Professional Internships

What

- Gain insight into professional internships
- Different perspectives

How

- Students expectation and experience
- Companies experience

Why

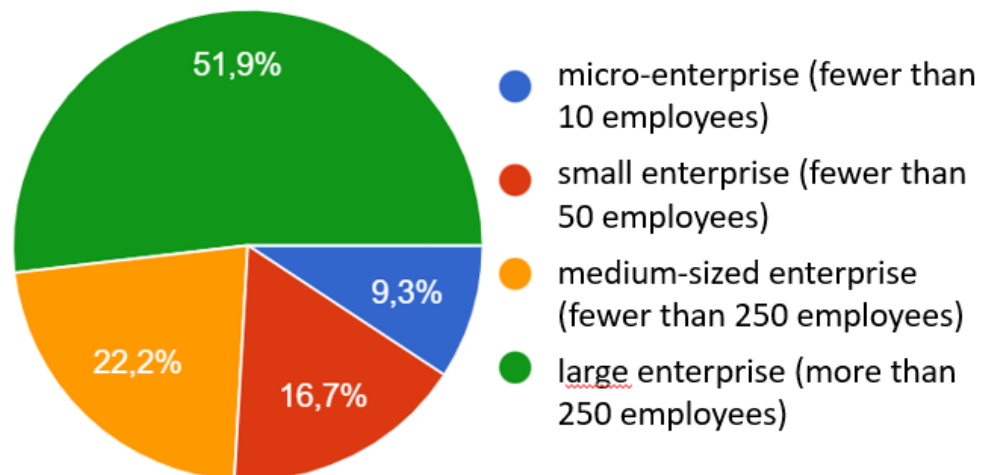
- Improve setting up of cooperation with companies and organization of internships

How do students and companies differ in their perceptions of key competencies?

Survey from 2023 at Faculty of Social and Economic Studies

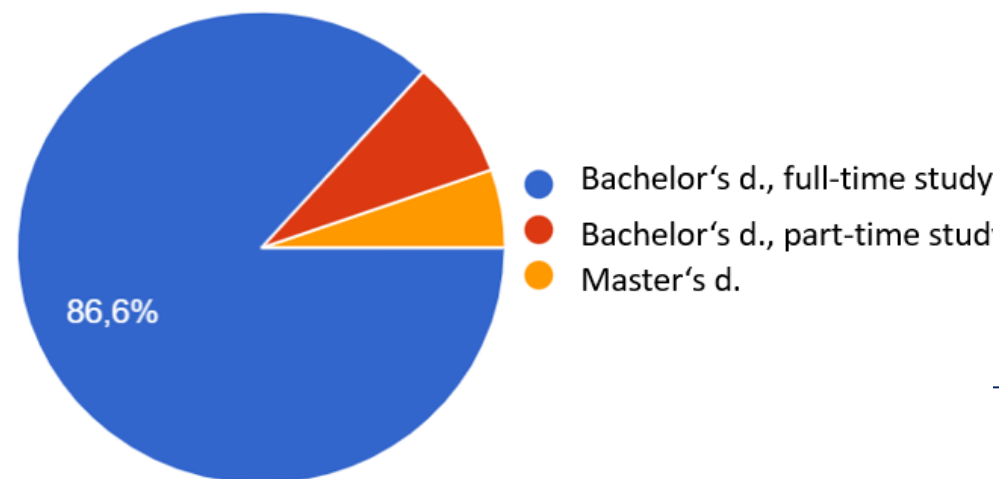
54 companies

HR managers, HR specialists, company directors,
other managers, particularly from industrial
sectors



149 students

Students of Economics and Management (Bachelor's
degree) and Economics and Management of the Public
Sector (Master's degree)



How do students and companies differ in their perceptions of key competencies?

Survey from 2023 at Faculty of Social and Economic Studies

- **Soft skills vs. Hard skills:**
 - Companies prefer both equally
 - Students assume soft skills to be more important
- **Professional knowledge (what we teach):**
 - Companies: IT, Logistics, Economics, Management, Finance and Accounting, Mathematics and Statistics, Marketing
 - Students: same subjects, different order, most interesting is Marketing and Management

How do students and companies differ in their perceptions of key competencies?

Survey from 2023 at Faculty of Social and Economic Studies

- **Professional skills:**
 - Companies: MS Office, English, Industry expertise, analyses (methods, data, problem solving), Driver's license, Project management
 - Students want to operate SW for Business management, Accounting, MS Office, Marketing and CRM
- **Skills (not related to specific job):**
 - Companies: Responsibility, Ability to learn, Independence, Problem-solving skills, Flexibility, Handling pressure, Analytical thinking...+ Motivation
 - Students want to acquire: Communication, Logical thinking, Leading, Independence, Presentation, TM, Analytical thinking, Teamwork, Creativity

... to conclude

- Practical application of theory makes sense
- Internships are in demand on both sides: students and companies
- Identification of important competencies

As a result:

- Students better prepared for real work challenges
- Deeper cooperation with companies
- More valuable internships for both side
- Teaching and practise better coordinated