EVIDENCED-BASED DEVELOPMENT OF STUDY COURSES
— TARGET GROUP AS CRUCIAL FACTOR —

The research design of an evidence-based approach bases on the idea to include target groups as crucial factors within the development of study programmes. Following that, the research project aims:

- To include needs and demands of target groups in the process of study programme development,
- To systematically analyse regional societal conditions and economic needs,
- To support programme developers in their planning process, and consequently,
- To improve programme development activities of Higher Education Institutions.

**Requirements on the macro level**
- To react to students’ heterogeneity
- To strengthen the development of lifelong learning opportunities
- To create flexible study programmes
- To qualify and support lecturers

**Requirements on the micro level**
- To foster academic reflection of practice
- To support self directed learning
- To arrange flexible modes of learning
- To support learning transfer
- To promote learners’ professional self understanding

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**Population Survey**
*How*: closed questionnaire
*Target group*: inhabitants within the region

*Research interest*:
- Creation of data to precisely describe new target groups
- Better understanding of learning and study conditions

*Research question*:
- How to identify and describe new target groups?
- What learning conditions meet the learners’ needs, interests and abilities?

**Student Survey**
*How*: closed online questionnaire
*Target group*: fulltime and distant students

*Research interest*:
- Insights in heterogeneity of students
- Insights in education experience in higher education (transition, satisfaction, challenges, compatibility)

*Research questions*:
- How to describe the heterogeneity of students at the Universities within the region?
- What learning conditions meet students’ learning needs?

**Company Survey**
*How*: semi-structured interviews
*Target group*: actors on the labour market

*Research interest*:
- Demand for qualifications on higher education level
- Image of Higher Education Institutions as lifelong learning institutions

*Research Questions*:
- How can the demand of skilled workers be characterised?
- How can Higher Education Institutions react on regional educational needs?