

"Competent student – experienced graduate: international workshops on key competencies for the labour market"

The project is financed by the National Agency for Academic Exchange within the International Academic Partnerships Programme
Agreement No. PPI/APM/2019/1/00014/U/00001

MALTA

Share your vision with me - clearly

Theme 1: Local Businesses

Introduction:

Competition is an important factor when analysing the market. This can take forms in several ways such as competition between members of the labour market when competing for jobs and between companies within their industry. Competition can also vary based on the general environment and culture surrounding the industry.

Goals:

- To educate students on competition within the industry
- To expose foreign students the importance of being competitive in an Island like Malta
- Promoting the local industry
- Exposing the foreign students to the Maltese Health Care System

Agenda:

- Company visit to Farsons
- Company visit to Methode
- Field visit to Mater Dei

Activities and Tasks:

- Company visit to Farsons to understand the level of competition in Malta when it comes to beverages and partnerships with foreign companies.
- Presentation about what Farsons does and their exports.

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- Company visit to Methode along with a presentation of their products.
- Field visit to Mater Dei to understand the high tech systems that they use

Outcome:

Students are aware of the importance of competitiveness for a company operating in Malta due to the fact that we are an Island State. Students had the experience of witnessing first hand what challenges Maltese companies face on a daily basis.



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THEME 2: Culture

Introduction: Understanding the local culture is an interesting concept given the fact that we were a group of international students. Along these trips to different countries we all came across different cultures and got to understand various cultural differences between one another.

Goals:

- To educate the foreign students about the culture in Malta and its rich history and heritage
- To touch upon various aspects that makes the Maltese culture such as our religion, food, seas, architecture
- To educate the students on the effects of being an island state has left on our culture and its importance

Agenda

- Trip to Mdina
- Student Treasure hunt
- Valletta City Tour
- Trip to St John's Co-Cathedral
- Eat at Maltese themed restaurants
- Boat Event

Activities and Tasks

- Icebreaker at Mdina - students had to line up according to what the instructor told us.
- Photo treasure hunt in Mdina as a form of sightseeing and exposure to Maltese culture.
- Tour of the Capital City of Malta - Valletta - which included a trip to St John's Co-Cathedral
- Boat experience in the Maltese seas

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Outcome:

Students have gotten a firsthand experience at the Maltese culture whilst touching upon various aspects such as the Maltese Food, religion, architecture, seas, weather and lifestyle.

Outing to Mdina:

The treasure hunt in Mdina allowed students to explore what the silent city has to offer. Students witnessed that it is the peacefulness of the city which makes it so charming. Every corner is filled with Maltese heritage and there is a lot of history to the fortified town. The Maltese students explained to the rest of their groups that the series of defensive walls were built in order to protect Malta from the enemies. In fact Mdina withstood a number of sieges. In addition, the students could see the panoramic view from the Bastions, stand in the very same spot where Game of Thrones was filmed and try Maltese culinary delights such as Pastizzi.

Valletta City Tour:

During the week, our main building where we worked was the Design Cluster in Valletta, which is the capital city of Malta. Obviously, it makes sense to allow the students to explore such a city, riddled with historical buildings, beautiful views and a vibrant culture. A tour guide gave a very detailed and educational guide of the city and a tour of St.John's Co-Cathedral, with all its frescos and paintings. For the non-maltese students, Valletta is probably a very unique city, due to its structured planning and baroque style of buildings. It can be seen as a breath of fresh air for them, especially when visiting the Co-Cathedral, Upper Barrakka gardens, the Siege bell war memorial or when going down next to the waterfront and Il-Port il-Kbir.

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Theme 3: Competition

Introduction:

The notion of competition is very important in a small island state such as Malta. Given that Malta is poorly endowed with natural resources, the country must find other ways to support itself and be innovative. Students were introduced to 'Blue Ocean Strategy', i.e., competing in uncontested markets thus making competition irrelevant.

Goals:

- To educate students about Blue Ocean Strategy
- To help students think creatively and come up with innovative ideas to stand out in competitive markets
- To allow students to make their own decisions using the Blue Ocean Strategy Simulation

Agenda:

- Go to Valletta Design Cluster
- Workshops spread over two days about Blue Ocean Strategy
- Various rounds of executing decisions and discussing with team members

Activities and Tasks:

Workshops were given by academics

Various rounds of decision making

Students established their target audience

Students decided which features to improve or add to their product and additionally which services to offer such as 2-year warranties.

Outcome

Students learnt that in today's competitive markets, it is not only about the product you offer, but also the complimentary service. In order to gain

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market share and stand out, blue oceans must be created and one must offer a unique service. Some time was needed in order for students to really understand the best way to implement decisions. Considering the little time to apply what was learnt in the workshops to the simulation, students did a considerably good job. More than that however, students learnt the importance of seeking 'blue oceans' to survive the intense competition of today's markets.

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**VALLETTA
 DESIGN
 CLUSTER**



RED OCEAN STRATEGY

VS BLUE OCEAN STRATEGY

Compete in existing market space	Create uncontested market space
Beat the competition	Make the competition irrelevant
Exploit existing demand	Create and capture new demand
Make the value-cost trade-off	Break the value-cost trade-off
Align the whole system of a firm's activities with its strategic choice of differentiation <u>or</u> low cost	Align the whole system of a firm's activities with its strategic choice of differentiation <u>and</u> low cost