



TEMPUS PROJECT CD JEP 18046-2003
Management and (e)Business Education in
Computer Studies

Workshop:
Industry analysis

Thessaloniki, November 2004

Industry analysis workshop

At the beginning, a research was made for reports and analyses of the industry needs and requirements on global level. At the workshop held in Thessaloniki, Greece from 4th – 5th of November 2004, the consortium members analysed the documents published by Career Space (<http://www.careerspace.com>). Career Space is a body of nine major ITC companies and the European ICT industry body, formed to develop a framework describing required ICT skills, for use by educators, governments, students and prospective students to address gaps, shortages, and emerging requirements.

Several issues that cover generic ICT skills profiles, list of behavioural skills and definitions were main topic on this meeting. Special attention was paid on documents that cover future demands for ICT skills in Europe and ICT Employment scenarios 2010 were discussed. All documents and material was distributed between members for later analysis.

Career Space gives an analysis of 18 generic ICT profiles in the document “New ICT Curricula for the 21st Century”:

- **Telecommunications:** Radio Frequency (RF) Engineering; Digital Design; Data Communications Engineering; Digital Signal Processing Applications Design; Communications Network Design
- **Software & Services:** Software & Applications Development; Software Architecture and Design; Multimedia Design; IT Business Consultancy; Technical Support
- **Products & Systems:** Product Design; Integration & Test / Implementation & Test Engineering; Systems Specialist
- **Cross Sector:** ICT Marketing Management; ICT Project Management; Research and Technology Development; ICT Management; ICT Sales Management

Additional information can be found for each profile in the document. The following sections are analysed:

- **The vision section.** It includes information about ‘why’ a specific area exists
- **The job lifestyle.** It describes typical working patterns for employees at different ranks within the field.
- **Examples of job titles.** This gives an idea of the range of jobs available in a particular field.

- **Job description.** The ‘vision’ and ‘job lifestyle’ sections are repeated, with a much longer, detailed section entitled ‘the role’.
- **Tasks.** A list of the tasks (typically ten or so) which might be demanded of employees across this field.
- **Technology areas.** A list of the specific areas of technical expertise and application to which a particular job is relevant;
- **Type and level of skills.** Skills are separated into two bulleted lists, ‘behavioural’ and ‘technical’.
- **Career path; future opportunities.** This section describes a professional life in the field, from entry level to the most senior jobs available.
- Companies in which these type of jobs are available: A list of the logos of companies, all of them large multi-nationals.
- **Definitions/jargon buster:** Very extensive section takes phrases which may be found in a job advertisement or specification for posts in the relevant field and explains them in clear terms and at a helpful level of detail.
- The type of person this job would suit: A short passage noting personal qualities, minimum qualifications and useful work experience for entry level, as well as what might be required for a more senior position in the field.

The other two documents which were analysed from Career Space were dealing with the Europe demands for ICT skills and with the Europe ICT Employment scenarios 2010. The first document analyses the current ICT jobs characteristics in Europe showing inadequacy relating to the New Economy skills. The document ends with a conclusion that in order to analyse the trends in ICT skills and industry in the future and its impact to the end-users, application of a range of techniques including the use of scenarios should be used.

The second document is giving future scenarios of the Employment in the ICT sector in Europe to 2010. It gives two scenarios: boom scenario and U.S led scenario. For both of these scenarios, assumptions are given and graphical representations of the predicted results are shown.