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ASSISTING UNIVERSITY STUDENTS' SKILLS DEVELOPMENT
THROUGH SELF-DIRECTED AND SELF-ACCESS LEARNING ACTIVITIES

Abstract

This paper explores the potential role of higher education institutions in equipping students with essential skills for their future careers through self-access and self-directed learning activities. The study focuses on a comprehensive student development framework available at Budapest Business University. Through self-access and self-directed learning as well as innovative educational practices and strategies – such as peer collaboration, project-based learning, telecollaboration, skills for life, individual learning accounts, language skills for business and upskilling – students are provided with dynamic and engaging learning environments that prepare them for the complexities of the global job market. Introducing concrete examples from the University's initiatives, the paper illustrates how self-access and self-directed learning activities enhance students' business skills development. The study concludes by advocating educational approaches that empower learners to take control of their learning journey, thereby potentially equipping students with lifelong learning skills essential for navigating in today's ever-changing world of work.

Keywords: self-access; self-directed learning; business skills

Introduction

Higher education plays a crucial role in equipping tertiary-level students with the skills necessary for the future: these institutions empower students with high-level skills thereby fostering their professional, social, and personal development. Throughout university years, students at Budapest Business University acquire a range of essential soft skills tailored for business environments. As one of the leading business universities in Central Europe with international recognition for its excellence, Budapest Business University aims to equip its diverse student body of approximately 20,000 individuals, coming from over 90 countries, with practical business knowledge essential for both domestic and international job markets. Over the course of university education, Budapest Business University's students experience peer collaboration, project-based learning, telecollaboration and business skills development in the framework of self-access and self-directed learning. In addition, the University also supports self-access and self-directed learning through the development of various soft skills, personal learning plans and foreign language skills, as well as through upskilling geared towards business education and business environments.

Literature review

Today's work environments require more than merely hard skills, therefore the incorporation of soft skills development in educational programmes is indispensable (Lepeley, 2021). Soft skills are not easily attained: typically, individuals acquire them gradually over time as they accumulate experience in their respective roles (Rasli et al., 2020).

Soft skills have gained increased importance at the workplace. As attested by the Global Talent Trends 2019 report by LinkedIn (Global Talent Trends, 2019), 92% of professionals consider soft skills to be as crucial as, or even more crucial than, hard skills. Furthermore, 85% of workplace success is credited to possessing robust soft skills, whereas only 15% is attributed to hard skills (National Soft Skills Association, 2015). Seetha (2013) also highlights that employers tend to prefer and endorse individuals who demonstrate resourcefulness and the ability to work both effectively and independently and possess strong soft skills. According to a survey of 3,100 recruiters from eight countries (US, Canada, UK, Germany, France, Italy, Sweden, and the Netherlands), the top soft skills sought by employers include dependability, teamwork and collaboration, problem-solving and flexibility (Monster, 2022). Another recent survey conducted by Wiley University Services (Wiley, 2021), which involved over 600 human resources as well as learning and development professionals, highlighted critical thinking, communication, creativity and analytical skills as the most requested soft skills at companies. In the scope of current changes in the landscape of university education, some tertiary institutions specialising in business education offer self-directed learning and self-access opportunities as part of students' skills development.

Self-directed learning

Generally speaking, self-directed learning involves the ability to take initiative, set goals, organize resources, and manage one's own learning process effectively. Self-directed learners are proactive in seeking information, solving problems, and adapting to new situations, which are valuable attributes in both academic and professional settings.

According to Keengwe and Kungu (2019) self-directed learning is "*a learning strategy which allows learners to take charge of their own learning process (diagnose learning needs, identify learning goals, select learning strategies, and evaluate learning performances and outcomes)*" (p. 1240). In their research, Parker and Williamson-Leadley (2023) confirmed that in today's society, the emphasis of adult learning predominantly revolves around catering to the requirements of adults within their societal and professional environments. In other words, self-directed learning is the process of identifying one's own potential in formulating learning goals and eventually making efforts to reach these goals (Pooja et al., 2023).

O'Connor (2020) delved deeper into the concept of self-directed learning and focused on the examination of one of its facets: the behaviours and characteristics exhibited by self-directed learners. According to him, behaviours and characteristics associated with self-directed learning are related to intrinsic motivation, integrity, diligence and perseverance, which are thus to be fostered for developing self-directed learners.

In his study, Chukwunemerem (2023) summarizes the results of a study examining and analysing the benefits of self-directed learning and reveals how these activities improve learners' critical thinking skills. The research findings indicate that the development of critical thinking skills, communication skills, time management, information search skills and openness or non-openness to others can also take place through self-directed learning activities. Based on the above definitions, self-directed is defined in the scope of this paper as *“the process of being in command of one’s own learning path, through taking the initiative to set own goals, identifying learning needs, formulating learning goals, identifying resources, implementing appropriate learning strategies, and evaluating the outcomes of the learning process”* (Jared et al., 2023, p. 50).

Self-access

The commonality among the definitions of self-directed and self-access learning is their emphasis on individuals taking responsibility for their learning process and the utilization of self-access and self-directed learning methods. In the framework of these two learning methods, learners take control of their learning journey and its pace as well as develop related and necessary cognitive, metacognitive and social functions (Thornton, 2020). Mynard (2022) defines self-access learning as *“a supportive learning environment in which learners can not only study and practice language but also to thrive as human beings”* (p. 2). Focusing on language learning Mynard and Shelton-Strong (2022) define self-access learning as *“language learning that takes place outside a formal language classroom with some kind of support”* (p. 2). In the scope of the present study, this last definition has been adopted as university students are typically required to do supported out-of-class work.

In this context, the current study presents the ways in which Budapest Business University provides self-directed and self-access learning opportunities in the scope of business skills development.

Developing soft skills at Budapest Business University

In this section, we aim to describe the practice and prove the effectiveness of offering self-access and self-directed learning opportunities at two Faculties of Budapest Business University. The two Faculties involved provide these learning opportunities in the framework of developing business skills, particularly certain soft and foreign language (L2) skills. Through the concrete examples, these instances demonstrate how self-access and self-directed learning empower students to take control of their learning experiences and how they tailor learning opportunities to their specific needs and interests.

Developing and Strengthening Business Skills

Peer collaboration in collaborative projects

Through peer cooperation, students are provided with occasions to engage with peers through group discussions and joint projects. Peer collaboration, and more precisely peer telecollaboration, has been a good practice at Budapest Business University's Faculty of International Management and Business for years (for an overview see Abruquah, et al.,

2016). The Virtual Exchange initiative, a recent endeavour, was jointly undertaken by three universities: Budapest Business University's Faculty of International Management and Business, Hungary, the University of Sfax, Tunisia; and Izmir Democracy University, Turkey, in 2023. The primary goal of the Virtual Exchange project was to offer students opportunities for intercultural and interactive growth by engaging in collaborative intercultural tasks. Additionally, the project aimed to furnish students with international intercultural exposure and wished to promote mutual understanding, global education, and digital literacy. Significant emphasis was placed on crafting shared activities that encouraged international students to communicate in ways that facilitated the acquisition of knowledge beyond what traditional sources like websites or books could provide. Students had control over their learning process, including setting goals, choosing resources, and deciding on the pace and methods of learning. The process allowed students to select topics for research, choose from different assignments or projects, or decide on the order in which they complete tasks. Self-directed learning was fostered through guided tasks that offered participating university students' choices within the tasks to promote their autonomy. Students were capable of monitoring and managing their own learning progress, identifying areas for improvement, and adjusting their strategies accordingly. In addition, students were encouraged to reflect on their progress and receive feedback throughout guided activities. Furthermore, all the students took responsibility for their own learning outcomes recognizing that they are ultimately accountable for their own success or failure. In the scope of the project, students were provided opportunities for self-assessment and peer feedback and were offered constructive guidance to help them improve.

Peer cooperation through creating an ESP portfolio

Portfolios may be a useful method of encouraging students to do self-access (Jabr, 2011). For facilitating the development of students' in-class cooperation skills through 2nd language learning activities, the Budapest Business University's Faculty of Finance and Accountancy has been using an English for Specific Purposes portfolio at some of its ESP language classes since the autumn semester of 2019/2020. Among others, the portfolio assignment contains graph analysis and case study tasks to be completed through cooperation in student pairs and teams. The graph analysis task requires student pairs to produce a 300-word-long written analysis of a graph related to one of the topic areas covered during the course. The analysis extends to the background of the graph's topic, as well as to trends, general details and future tendencies concerning the graph. The case study is completed in groups of four: students introduce and analyse a business-related problem awaiting solution and offer their recommendations in a 500-600-word-long written text. Students' self-direction in selecting graphs and cases for analysis and in researching and working with background and supporting materials matching their professional and linguistic abilities were vital for successful task definition, delineation and completion.

Also, organising students' own work greatly contributed to effective and efficient task completion. In the scope of quantitative research carried out in the autumn semester of

the 2019/2020 academic year to assess the usability of this portfolio method, participating university students' attitudes towards cooperation and the main predictors of their willingness to cooperate were assessed (Bánhegyi & Fajt 2020): the research measured students' willingness to cooperate, their mutual interdependence, communication skills, leadership skills, IT skills, time management, and professional knowledge. Overall, the findings indicate the importance of fostering a supportive learning environment for cooperative purposes, and have revealed that communication, leadership, IT skills, time management, and professional knowledge were important for successful student cooperation. Correlational and regression analyses also indicate significant relationships among various skills, with communication skills being a significant predictor of willingness to cooperate. It appears that, among others, self-direction contributed to task completion.

Autonomy, self-regulation, and independent learning through project-based learning

Engaging in project-based learning experiences are initiatives where individuals can take the lead to identify problems, explore solutions, and learn new skills in the process. This could involve creating a website, developing a marketing campaign, or conducting a scientific experiment outside of formal classroom settings. During the previously mentioned virtual exchange project run by Budapest Business University's Faculty of International Management and Business, the primary concept revolved around enabling students to develop a range of business-related proficiencies in connection with the language of media and communication.

On the one hand, students could enhance and practice certain hard skills within the framework of the course subject, thereby gaining a deeper understanding of the language of media and communication. Tasks included writing, and reading film reviews, crafting offers, designing print and screen advertisements, analysing market trends, and devising marketing communication strategies. On the other hand, students had the opportunity to develop their soft skills within teams, including teamwork, time management, active listening, flexibility, leadership, planning and organizing, strategic thinking, critical analysis, negotiating abilities, and various other skills. In this process, students took the initiative and responsibility for their own learning. And, instead of relying solely on traditional classroom instruction or guidance from a lecturer or mentor, self-directed learners proactively sought out resources, set goals, and managed their own learning experiences. This approach emphasized autonomy, self-regulation, and the ability to learn independently. Examining the effects of this self-directed approach, Török et al. (2019), on a sample of 58 students at the University's said Faculty, identified that project-based language education seems to effectively develop problem-solving skills.

Telecollaboration skills in an intercultural context

Students at Budapest Business University's Faculty of Finance and Accountancy have had the opportunity to participate in various forms of intercultural telecollaboration for quite a few semesters (Dósa, 2016; Dósa & Duda, 2016). A 2016 initiative involved 5 universities in 5 European countries with students working in mixed-nationality teams. Focusing

on a given popular concept of Hall's (1976) and Hofstede et al.'s (2010) cultural dimensions in each group, students produced intercultural-oriented introductory materials comparing and contrasting their countries along a selected aspect of popular culture.

This intercultural collaborative approach revealed some technical issues regarding coordinating schedules and using social media tools, as well as motivational challenges related to leadership and time management with reference to group activities. Still, based on a student satisfaction survey, the initiative proved favourable and a positive learning and skills development purpose experience for students (see Abruquah et al., 2016). Building on these findings, the Department of Languages for Finance and Management of Budapest Business University's Faculty of Finance and Accountancy has been offering some form of intercultural telecollaboration in each semester. In the scope of such projects students' self-directed efforts typically include 1) setting learning objectives through being immersed in an intercultural aspect of research by way of selecting their group projects' intercultural orientation, 2) identifying assessment criteria for the purpose of evaluating the use of relevant theories for presenting and characterising selected intercultural issues as well as 3) identifying resources for reaching project goals including identifying and finding appropriate theoretical resources, raw materials for their projects and designing their group work.

Skills for Life: Mentorship programme

Budapest Business University provides mentorship and support to university students through students' self-directed learning journeys, where mentors offer encouragement, guidance, and expertise, as well as assist mentees in overcoming challenges and attaining their learning objectives. BEE Mentorship Programme at Budapest Business University's Faculty of International Management and Business was launched in autumn 2022, following a thorough phase of planning and organisation (for an overview, see Horváth-Csikós et al., 2023). The Faculty offers foreign students the opportunity to join a student team, where they are assigned a mentor who provides help, motivation, and support during their university studies.

Within the framework of the BEE Mentorship Programme, the "Intercultural Roadshow" project provides interactive foreign university students taught English classes to Hungarian secondary schools. This project offers secondary school students the chance to practice English as a foreign language (EFL) and promotes cultural sensitization (with a positive social impact) among students by offering the opportunity to communicate with foreign students. Within the self-directed process, learners had the freedom and flexibility to decide what they wanted to learn, how they wanted to learn it, and when they wanted to learn. Students were proactive in seeking out learning opportunities and they actively identified their interests, needs, and gaps in knowledge or skills.

Individual learning accounts

Online learning platforms

Budapest Business University utilises online learning platforms and Open Educational Resources (OERs) such as Coursera to provide a broad spectrum of courses, tutorials, webinars, and interactive learning modules. These platforms enable learners to delve into topics of interest at their own pace and convenience. Online platforms facilitate self-assessed learning as they offer interactive quizzes and forms of assessments that learners can complete at their own pace.

Moreover, these assessments provide immediate feedback, allowing learners to gauge their understanding of the material and identify areas for improvement. Such online platforms enable students to concentrate their efforts and monitor their progress effectively, and also give them the opportunity to establish their own personal learning plans. In addition, when using these platforms, learners are encouraged to establish specific, measurable, achievable, relevant, and time-bound goals in their studies. This way, personalized learning plans are tailored to students' unique interests, strengths, weaknesses, and career aspirations and function as roadmaps for self-directed learning pursuits.

Problem-based learning

In addition, problem-based learning is used to introduce students to authentic, real-world business-related problems or scenarios demanding critical thinking, problem-solving, and decision-making skills. At Budapest Business University, problem-based learning is typically approached through case studies involving business partners, who provide or present real-life problems and situations from their own fields. In addition, case studies are also used to improve soft skills (Fajt, 2019).

Language skills for business

All students at Budapest Business University are to complete languages for specific purposes (LSP) courses and/or professional courses in a foreign language. Because of this, LSP is both a means of communicating about professional issues and an integral part of students' studies. Based on in-class instructor feedback on LSP preparedness and their own initiatives, students may decide to improve their knowledge of foreign language grammar. The University's Faculty of Finance and Accountancy provides an online Grammar Resource Pack in EFL. Students can set up specific learning objectives for themselves concerning grammatical structures, such as learning or practising certain grammatical structures they deem necessary at their level of EFL. The Resource Pack offers descriptions and explanations of grammatical structures and contains specific structure-related assessment tests. The Resource Pack thereby functions as a self-directed and self-access resource that helps students in identifying knowledge gaps and assessments for themselves as well as offers resources for reaching their learning goals.

Upskilling scientists of the future

Independent research

Many Budapest Business University's courses expect students to conduct independent research on topics of their interest. For this, students utilize scholarly articles, books, online

databases, and other resources to gather information and deepen their understanding of the topic in focus. In the scope of this activity, self-directed learning is realised through pair or group work tasks involving the following activities: setting academic learning objectives in line with the course, working with fellow students to assess the realisation of goals and to share feedback, as well as researching, critically evaluating and identifying resources for research.

In the scope of this longer-term project, students monitor and manage their own learning progress in the context of their contributing partner, identify areas of improvement for producing the best possible thesis, and adjust their strategies in the course of producing the research work. The latest development at the University is to introduce students the opportunity to write a bachelor-level thesis in pairs, which also promotes self-directed and self-access learning through creating a platform for academic dialogue between contributing students.

Academic Writing

Writing centres at other higher education institutions also play a pivotal role in nurturing students' academic writing skills. These centres provide specialized support and resources and help students from various disciplines to enhance their writing capabilities and to meet high standards of academic communication (see Delgado Alvarado, 2021; Hanford et al., 2021). Even though it is not a writing centre (yet), the University's recently introduced Academic and Argumentative Writing bachelor-level course also aids self-directed learning. Available at the University's Faculty of Finance and Accountancy, this general scholarly course helps students produce argumentatively and linguistically well-written academic pieces through self-directed goal-setting. At this course, students set genre-specific academic learning objectives, and while working with fellow students on research projects they constantly assess themselves and their fellow students against the academic norms of their fields and provide constructive feedback. At the same time, the course allows students to research, select, critically evaluate and identify scholarly resources for their purposes.

Concluding remarks

The evolving landscape of higher education necessitates a novel approach to preparing students for the complexities of the global job market. As part of this endeavour, the current paper has underscored the critical role of higher education in the development of self-access and self-directed learning through the development of critical business soft skills by introducing some innovative practices at Budapest Business University.

The integration of self-directed and self-access learning initiatives, coupled with an emphasis on soft skills development, reflects a holistic educational approach catering for demands of the 21st century workplace. By utilizing methodologies such as peer collaboration through collaborative projects and through creating an ESP portfolio, project-based learning, telecollaboration in intercultural contexts, a mentorship programme, online learning platforms, problem-based learning, language skills for business, and self-directed goal-setting in academic research, Budapest Business University exemplifies

how educational institutions can effectively prepare students for their future careers through self-directed and self-access learning.

The adoption of self-directed learning and self-access approaches within educational institutions often encounters various challenges and hurdles that can hinder their implementation and effectiveness. Future research could, therefore, aim to identify and understand these obstacles in the case of all stakeholders. Concerning this, research could provide a detailed analysis of the nature of these barriers across different educational contexts and offer strategies for overcoming them. This knowledge would be vital for enabling tertiary institutions to navigate the complexities of integrating self-access and self-directed learning into their curricula and could foster an educational environment that empowers students to take increased control of their own learning journey.

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