The title reflects the key premise that a more integrated approach, spanning entire education and training systems inclusive of higher education to make lifelong learning a reality in the interest of learners and employers. So far European and Flemish advice concerning work-based learning go as far as the professional Bachelors in higher education. The need to develop career competences on a Master level stays unfulfilled.

**WE PROPOSE A QUALITATIVE ANALYSIS METHODOLOGY, BASED ON THE GROUNDED THEORY APPROACH AS A PROCESS OF CYCLIC COLLECTING AND COMPARING**

**Exploration phase**
Qualitative analysis of publications, theories, and empirical material, based on fieldrelated concepts:
- Career competences (general)
- Learning Outcomes (domain specific)
- Work-based learning.

**Construction phase**
Convert the findings of the exploration phase into a competence-maturation-model.
- Validate the design by the Delphi-method.

**Application phase**
Trial run of the competence-maturation-model with Master students in Communication Studies.
- Focusgroup-conversations on the workability of the model.

**Evaluation phase**
Application of the Practical Guidelines and Evaluation Instruments with Master students in Communication Studies.
- Postal survey on the workability of both instruments.

**Development phase**
Deduce Practical Guidelines and Evaluation Instruments for Master students from the model.

The development of a competence-maturation-model could be an answer to the need lifelong learning, adapting and widening the knowledge, skills and competence portfolio of individuals and the jobs they have to fill in tomorrow for master graduates.