



# DAAD Seminar Erasmus placements

## University-Business Cooperation

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Brussels, 4 February 2009

European Commission, DG EAC



# University – Business Cooperation



Education and Culture

Modernisation agenda for Universities (Commission Communication 2006;  
Council Resolution 2007)

- 1. Break down the barriers around universities in Europe**
2. Ensure real autonomy and accountability for universities
- 3. Provide incentives for structured partnerships with the business community**
- 4. Provide the right mix of skills and competencies for the labour market**
5. Reduce the funding gap and make funding work more effectively in Education and Research
- 6. Enhance Interdisciplinarity and Transdisciplinarity**
- 7. Activate Knowledge through interaction with society**
8. Reward excellence at the highest level
9. Make the European Higher Education Area and the European Research Area more visible and attractive in the world.

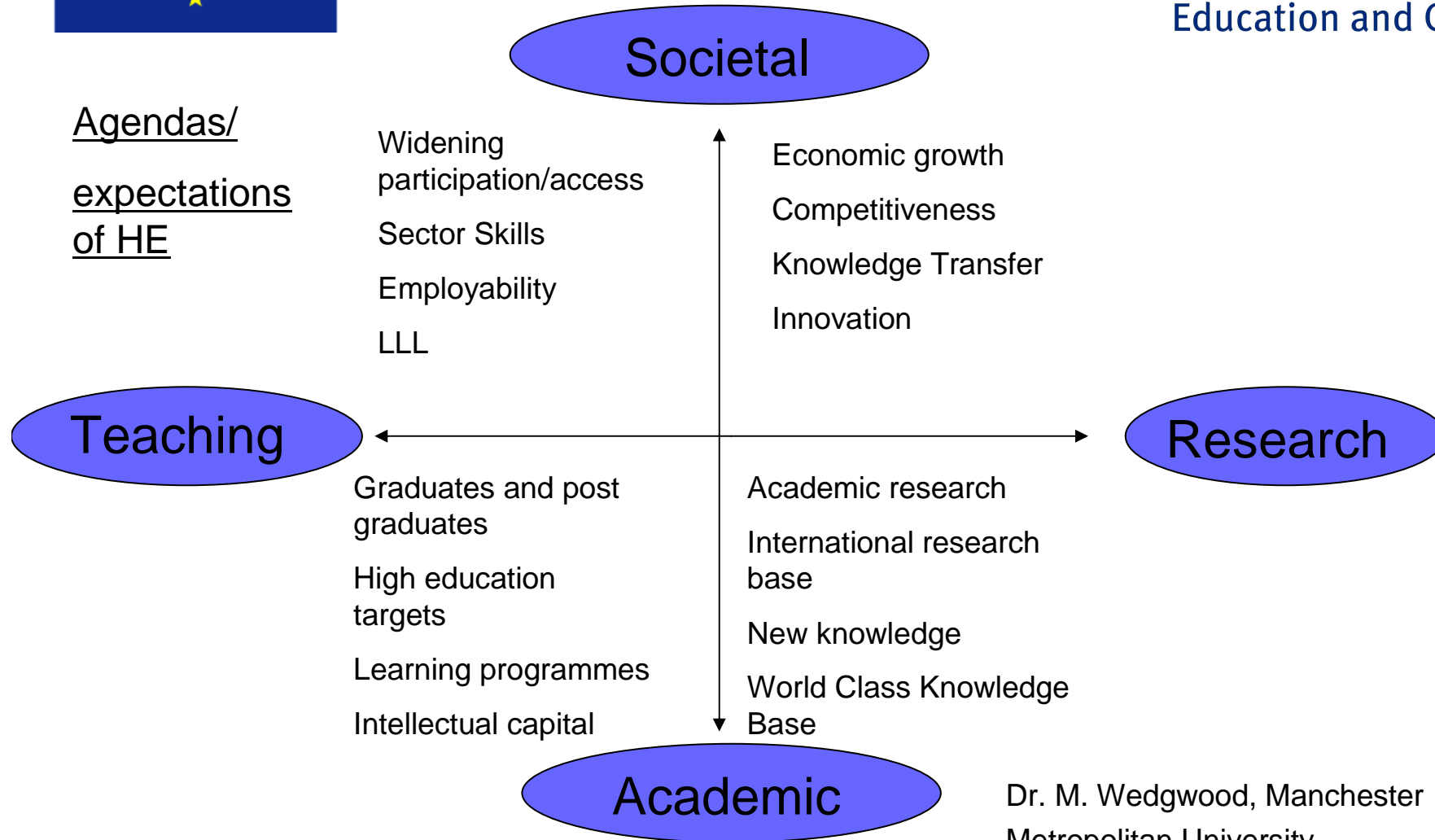
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Dr. M. Wedgwood, Manchester Metropolitan University

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### University – Business Forum

- provide a platform for a structured dialogue between the stakeholders
- allow for exchange, discussion, sharing of good practice and mutual learning

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### University – Business Forum (28-29 February 2008)

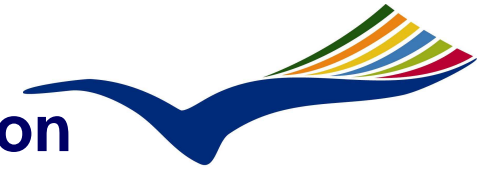
- Modernising governance structures
- Curricular Development
- Continuing Education and Training
- Mobility

(presentations + report available at  
[http://ec.europa.eu/education/policies/educ/business/forum\\_en.html](http://ec.europa.eu/education/policies/educ/business/forum_en.html))

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Thematic Forum « Continuing Education and Lifelong Learning » - 30 June 2008, Brussels

*“Universities should clearly recognise, within their mission, policy and strategy, the potential of LLL to be a major source of continuous, internal and external innovation. Relevant incentives are required to engage universities into LLL (for universities as organisation and for its staff).”*

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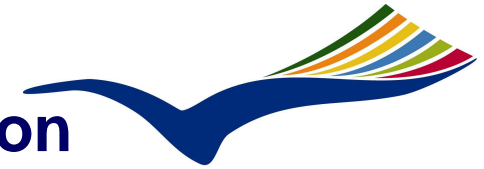
### Lifelong Learning (some messages)

- LLL has to be integral part of University strategy
- National/regional governments to provide direct and indirect incentives for universities to lead on LLL
- Universities to set-up appropriate assessment/incentive structures for professors (Institutional level)
- Relevant quality assurance mechanisms have to be extended to LLL programmes
- Provide frameworks allowing business and university stakeholders to come together to define the demand for new skills at local level

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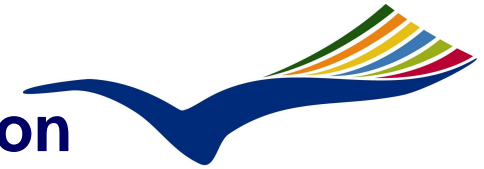
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### Lifelong Learning (some messages)

- Universities and business have to get a better understanding of each other; there is great potential for relevant intermediary organisations to bridge the gap between universities and business, in particular between universities and SMEs. Such organisations should also include guidance and counselling services for companies and individuals.
- SMEs need particular attention; they have specific needs and require special arrangements as well in the definition as the delivery of a demand-driven offer.



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### Lifelong Learning (some messages)

- Clearly defined contact points like departments for continuing education at universities or contact people in businesses should be identified and put into place in order to make a dialogue possible.
- Universities have to adapt their structures to the needs of companies like through the creation of service centres as contact points for companies.
- Companies also need to take their responsibility and have an active role to play in the development of the LLL market.



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Thematic Forum « Curriculum Development and Entrepreneurship » - 30-31 October 2008, Tenerife

It is not about “If” universities and business should cooperate; it is the “How” that matters.

There is no one university and no one type of employer. - There is no one model that fits all.

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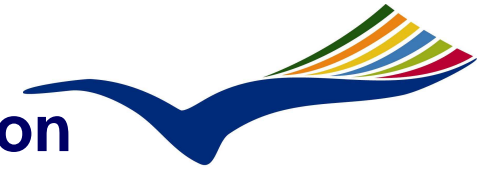
## Curriculum Development (some messages)

- Business to be involved into Curriculum Development (faculty level; university level; level of accreditation)
- Focus on Learning Outcomes – an opportunity to serve as common language of relevance for cooperation, understandable by all stakeholders
- Widening role of career services (could develop into the point of contact at universities for companies; provide services to follow-up and monitor graduates of universities (database); collect feedback from companies (appropriateness of studies as preparation for labour market)

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### Curriculum Development (some messages)

- Strengthen the role of alumni networks – alumni are future employers and/or employees: they can provide important feedback to the quality and relevance of their studies.
- Need for lasting structured dialogue to find the right balance between short term and long term skills needs
- Quality and relevance (labour market) of study programmes to be demonstrated/assessed



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## Entrepreneurship (some messages)

- Development of entrepreneurial attitude with students requires a holistic approach – taking into account the ECO-System; engagement of all stakeholders
- Entrepreneurship education should be inherent and integrated into all subjects and accessible to for all students
- Universities together with companies should develop/implement projects involving students from different disciplines
- HE to create an environment that is conducive for the development of entrepreneurs
- Companies should provide opportunities to students for exposure to entrepreneurial attitude and behaviour

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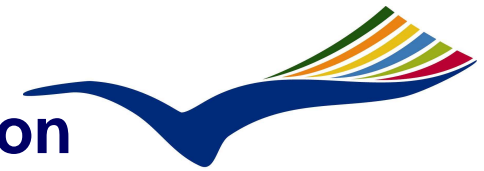
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## Governance (some messages)

- University/Business Cooperation has to be supported by the national/regional framework conditions
- University-Business Cooperation has to be part of University strategy
- Relevant assessment/incentive systems are to be put in place (cooperation with companies has to be recognised)
- Appropriate incentive systems necessary: define relevant criteria for career advancements of teaching staff (performance contracts) – cooperation with business one essential criteria



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### Mobility (some messages)

- Promote/develop mobility for students, professors, researchers, company staff between universities and companies (both ways).
- Placements have to be recognised as part of curriculum
- Placements should get an integral part of curriculum
- Social security systems to be adapted in order to allow for mobility of professors, researchers and company staff.



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Thematic Forum « Knowledge Transfer; Intellectual Property Rights » - 7 November 2008, Brussels

### Knowledge Transfer (some messages)

- Promote the sharing of knowledge
- IPR should be part of a global approach
- Find the right balance between IP protection and innovation
- Create the “right” environment to facilitate and stimulate “responsible” partnering and cooperation



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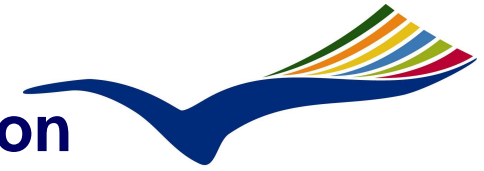
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### NEXT:

- 5-6.02.09: 2nd European University – Business Forum
- April 2009: Commission communication on University – Business Cooperation
- 2-3 Thematic forums in 2009



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### Your help

- Mapping exercise: Current status; examples of good practice; ...
- Relevant organisations (ex. CIHE; Stifterverband der Deutschen Wissenschaft)
- Initiatives/actions/projects in countries
- Reports;
- Speakers and participants
- Ideas ...

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Internet:

[http://ec.europa.eu/education/policies/educ/business/index\\_en.html](http://ec.europa.eu/education/policies/educ/business/index_en.html)

Mail:

[EAC-University-Business-Cooperation@ec.europa.eu](mailto:EAC-University-Business-Cooperation@ec.europa.eu)

Thank you for your attention!

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