

University-enterprise cooperation: from good practices to the development of strategies at university level

Strategies for university-enterprise cooperation within the Career Service of the Technical University in Berlin

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Founded in 1770, the Technical University of Berlin has a long tradition in the field of higher education.

With almost **7.000 employees** and around **30.000 students**, the Technical University of Berlin is one of the **biggest Universities of Technology in Germany**.

In order to meet new challenges and stay an attractive university, the TU Berlin develops an innovative **future concept**. Among others, that concept foresees the installation of a **Centre for Entrepreneurship**, which will provide a new framework in the field of university-enterprise cooperation.



The Career Service of the Technical University of Berlin was established with the objective to qualify students, graduates for the job market and/or the foundation of their own company.

Among others, the **offer** comprehends:

- Coordination of **international exchange programmes** for internships and work stages (e.g. Leonardo)
- **Preparation for the job market** (soft-skill training and case studies in companies, job exchange etc.)
- **Entrepreneurship education** through sensitisation, motivation, consulting and qualification measures

Examples

The following Case Study will illustrate the issue of **university-enterprise cooperation** by looking at the following examples:

- **Preparation for the job market** by soft-skill training and case studies in companies
- **Entrepreneurship education** through sensitisation and motivation

**Sensitisation
Motivation**

In order to **sensitise and motivate** students, graduates and young researchers for entrepreneurial issues, the following **measures** are taken by the Career Service:

- Portrayal of self-employed **role-models** as „ambassadors“
- Organisation of **panel discussions** with employed and self-employed speakers on topics such as career building, work-life balance etc.
- Cooperation with **TU graduates** who have founded their own company – for example as guest speakers in presentations, lectures and conferences and as mentors for young founders



- Organisation of **networking events**
- Provision of **consulting services, qualification programmes** and **scholarships** for young founders
- **Transfer** of the concepts developed by the Career Service to other Technical Universities, in Germany and on a European level

In order to promote entrepreneurship education within Europe and to integrate foreign graduates and young researchers into the programmes offered, is through European programmes like the **Erasmus (Teaching) Staff Mobility Programme**.

**Preparation for
the job market**

In order to prepare students, graduates and young researchers for the job market, the Career Service has developed the **PREPARE programme**. The programme consists of a Summer/Winter school with the following **components**:

- 3 weeks **intensive training** in the field of IT, social skills and management training (e.g. project management, database management, marketing, controlling etc.)
- 1 week **case study** in a local company where the content of the 3 weeks training is put into practice (e.g. marketing project the in Carmeq GmbH)



After successful participation, the participants obtain a **Certification** and are awarded **6 Credit Points**.

The Credit Points are recognised by the **European Credit Transfer System (ECTS)**, which makes the programme also **interesting for exchange students**.

One promising possibility for the **further development** of the programme within the European context is through **cooperation with foreign companies** for case studies.



Questions?

Ideas?

Suggestions?

Remarks?

Contact

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