



**University - Enterprise
Cooperation:**

**Building on new
challenges from past
experience**

Bonn, 19. June 2007





Topics

Experience from the Past:

- National Structures
- Structure of KOOR/BEST
- Advantages of Regional Networks

Challenges of the Future:

- Cooperation HE/Enterprises
- Demand and Quality of International placements
- International Networking



Experience from the Past



National Structure

- **Elected Working Group**
- **Meetings of Placement Coordinators**
- **Participation of Enterprises**



KOORdinierungsstelle für die Praktischen Studiensemester der Fachhochschulen in Baden-Württemberg



**Baden-Württemberg University-
Enterprise partnership for the exchange of
Students and graduates and
Technology transfer ☆**





Structure of KOOR/BEST

- All Universities in BW
- Enterprises in BW for incoming
- Enterprises abroad for outgoing
- Regional office since COMETT I



Advantages

- Regular meetings
- Common procedures for all students
- Same chance for all students
- Balancing the extremely changing demand ...
... in a still competitive system
- Incoming support



Cooperation HE/Enterprises

- **Successful leadership**
 - ... focuses on the success of the company ...
 - ... by developing the talent of management and employee

- **In the Bologna Process and Lisbon Strategy ...**
 - ... improvement of employability of graduates ...

- **Prevention of “Brain Train”**

- **Improvement of the attractiveness of Europe**

- **Technology transfer between universities and enterprises**



Demand of International Placements

Criteria for young professionals

Summary of the survey

The demand for engineers will increase

Enterprises recruit globally

Importance of international experience during the study, social competences and languages are increasing

Most important selection criteria: Practical experience, languages, stays abroad

Kienbaum[®]



Challenges of the Future



Question?

Who is controlling the quality ??

Study courses at universities:

- European definition of criteria for universities
- Control by Ministries in the respective country
- Accreditation Agency in the host country
- Erasmus Charta to register eligible universities
- Prior consultations and agreements
- In addition: Long known partnerships



Question?

Who is controlling the quality ??

Placements at enterprises:

- The sending university/department ?
- The student ?
- The enterprise itself ?
- **The programme contractors ?!**



Actual Paper Based Method

Application Documents

1. Application form with
2. Confirmation of University
3. Letter of Appointment (offer) plus
4. Learning Agreement !
5. (European) CV
6. Language test
7. Intercultural Questionnaire



Question?

Why is that so complicated

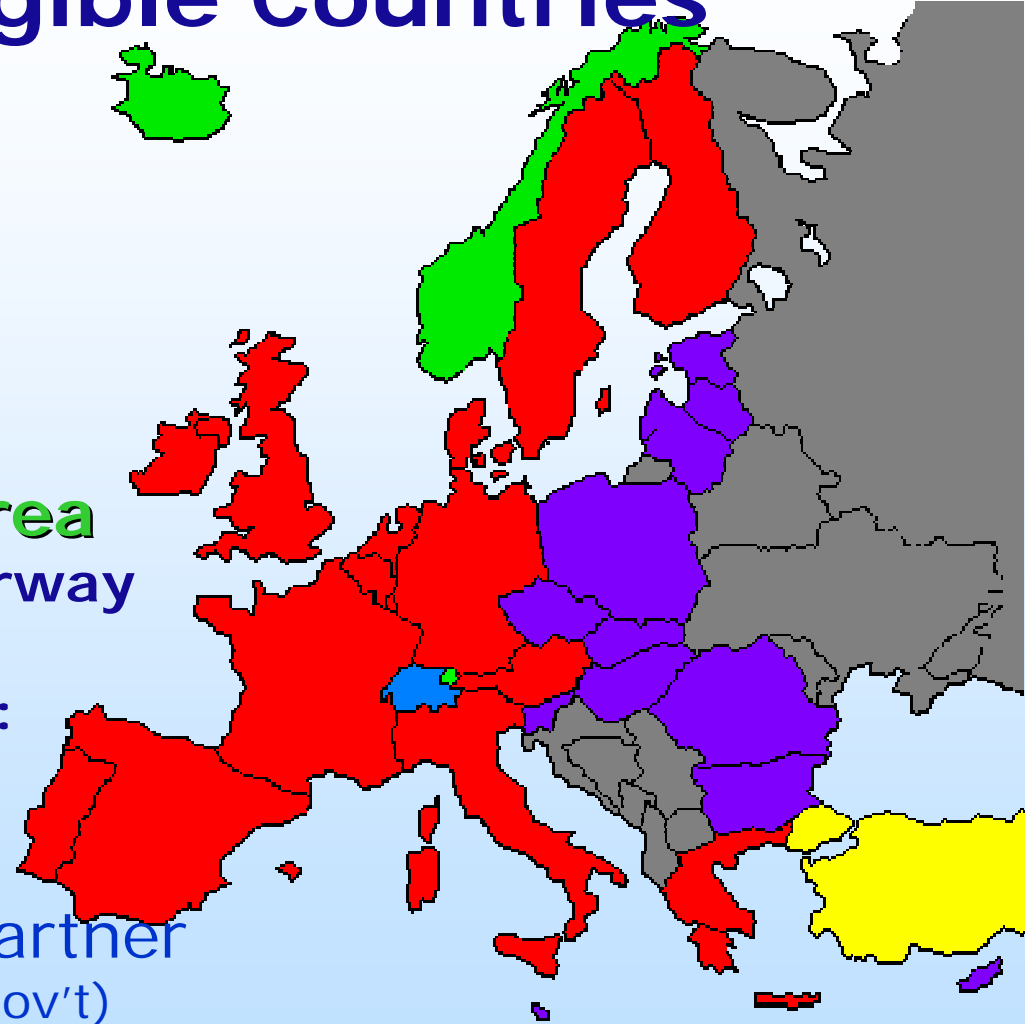
and

What are the difficulties ??



Number of Eligible Countries

- The Member States of the **European Union**
- The countries of the **European Economic Area**
Iceland, Liechtenstein, Norway
- The pre-accession country:
Turkey
- Switzerland as a silent partner
(actions self-financed by Swiss Gov't)



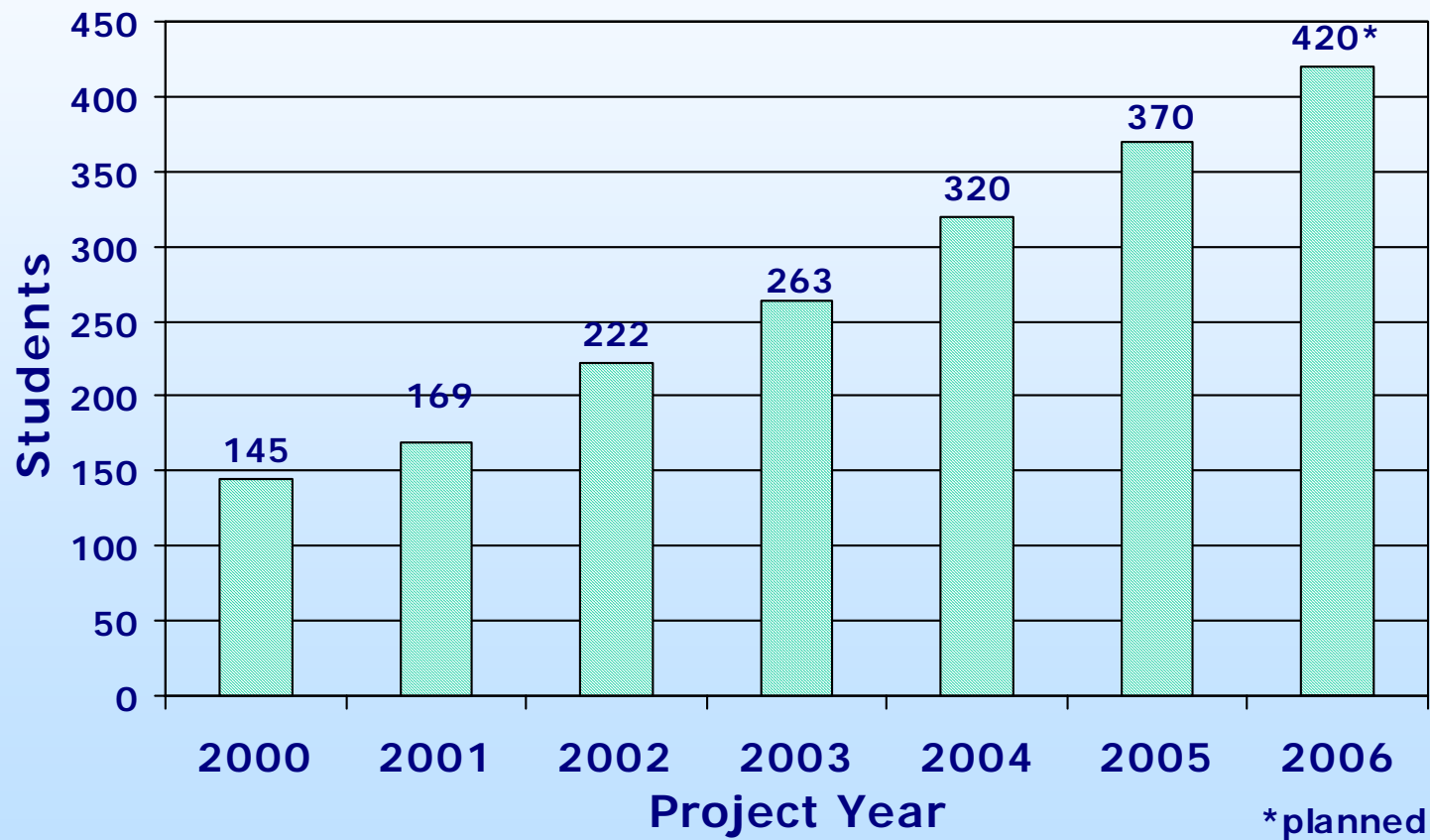


Host Organisations

- **All undertakings in the public or private sector whatever their size, legal status or the economic sector in which they operate, and all types of economic activity, including the social economy**



Increasing Number of Students





The difficulties

- Permanently new and unknown companies
- Distance to the companies in 35 countries
- Different traditions in placements
- More students find placements themselves
- Misuse of students as cheap labour force



Question?

**What has
to be changed ??**



What is the Problem

- No direct quality review of placements
- BEFOREHAND

What do we need

- Quality Control and Assessment in the
- HOST COUNTRY



Pre-condition 1

■ A common Standard for placements a ...

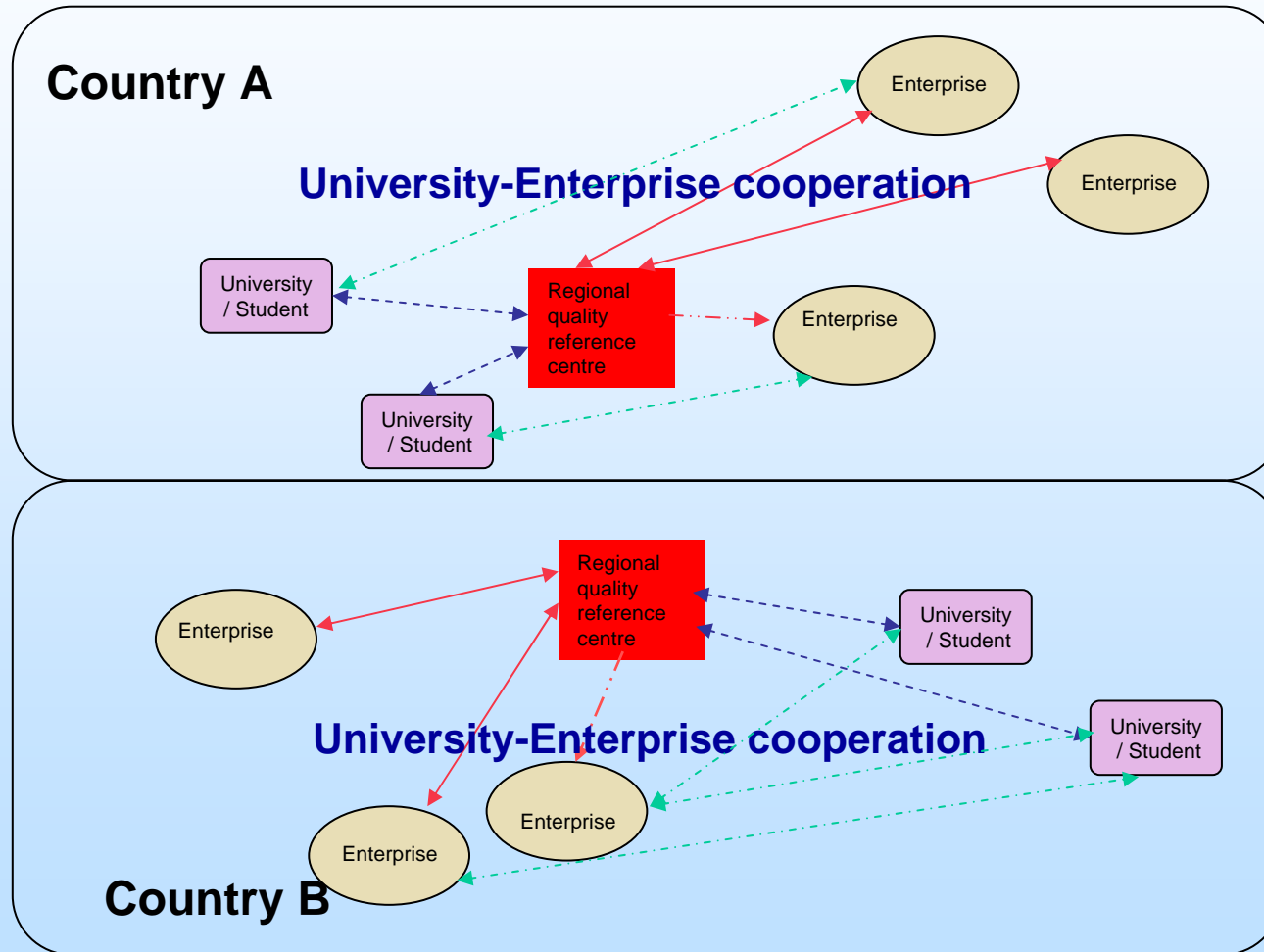
■ European Quality Placement Standard

■ EQPS



Pre-condition 2

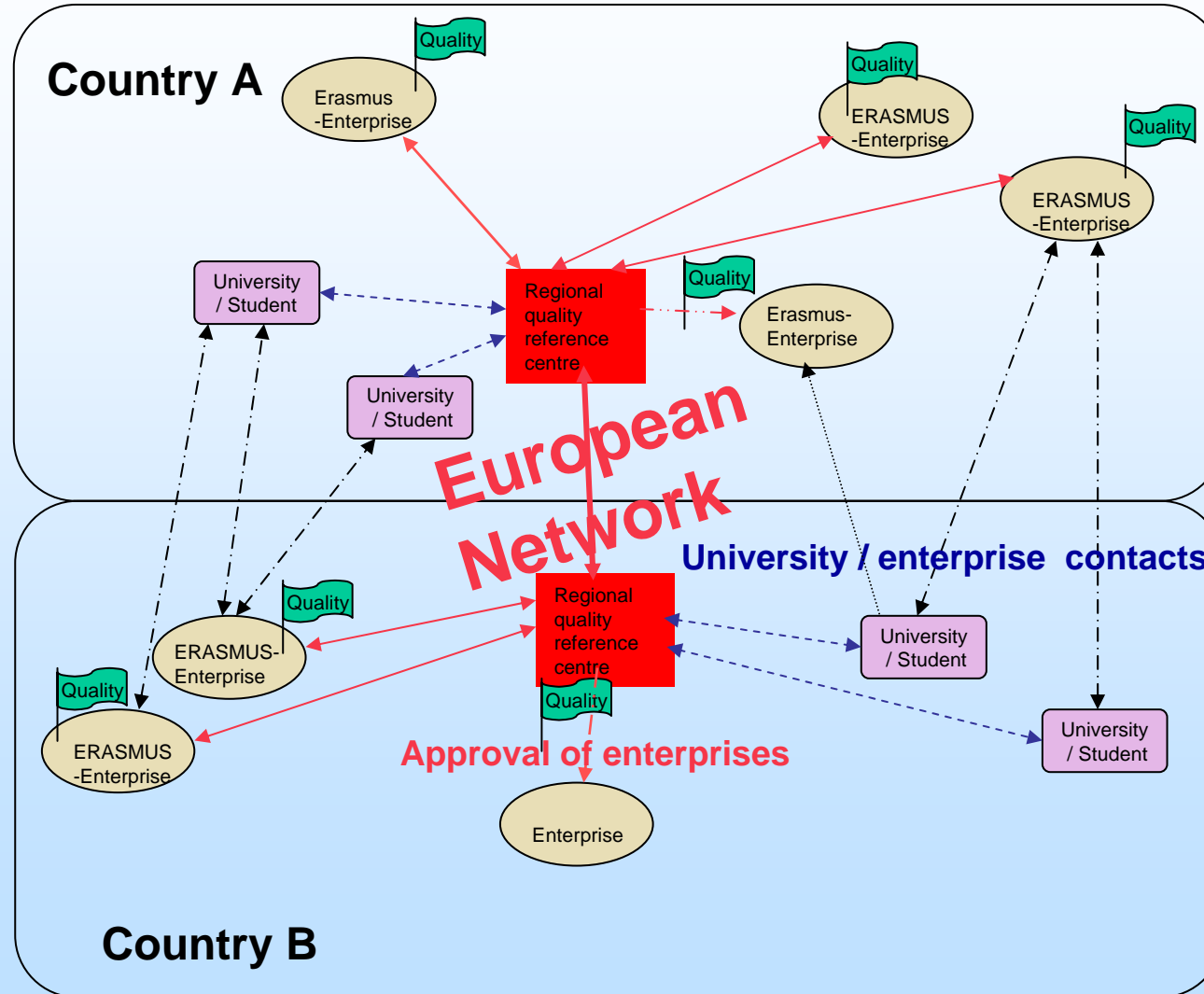
Quality Reference Centers for Placements





Quality Placement Network **Q-PlaNet**

Pre-condition 3





Long Term Goals Vision

- Placements are generally implemented
- Most students fulfil these abroad
- Approved Quality Reference Centres ...
- Work together in the Network **Q-PlaNet** .
- Using **EQPS** for practical placements
- Companies sign up to register for **EQPS**
- And countries outside the EU join **EQPS**



Further Questions ?