

“University – enterprise cooperation as key issue in the Bologna process and on the Lisbon agenda?”
**at the DAAD-congress “University-enterprise cooperation:
Building on new challenges from past experience”**
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University – enterprise cooperation is one of the key issues in realizing the Lisbon agenda. We in Germany, and in Europe as whole, need to strengthen our commitment in R&D activities. The latest „*Key figures 2007 on Science, Technology and Innovation*” prove that the R&D-intensity in Europe has stagnated since the 1990s, while countries as the USA, Japan and China have heavily invested in science, technology and innovation. Indeed, the pronounced deficit in R&D activities of enterprises in the EU contribute to the fact that the downright aim of the Lisbon agenda seems to be currently at stake. University – enterprise cooperations are one way of involving enterprises in research and innovation activities. The exchange of knowledge and experiences create mutual benefits, thus proving to the enterprise representatives the assets of active commitment to research and innovation.

For universities, nowadays, employability is a demanding challenge that has become increasingly important to be met. The Bologna process has made it a lot easier for universities to implement trans-national study programmes, thus fostering e.g. the exchange of experiences in R&D activities, but also in business administration and entrepreneurship. However, new tasks have to be performed, e.g. the inclusion of general business classes in curricula to promote entrepreneurial activities has become more difficult because of the stringent and often less flexible study structures of the BA / MA model. Special attention has to be given to this difficulty when developing BA / MA curricula in order to target the overall problem of Europe falling behind in R&D activities and to ensure the success of the Lisbon agenda.