

# ELEGANT

Enhancing Teaching, Learning and Graduate Employability  
through University-Enterprise Cooperation

psicoglobal  
Inovating Knowledge Sharing





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# Portuguese Case

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## **A) Education**

1. curriculum co-design & curriculum co-delivery (e.g. guest lectures)
2. mobility of students (i.e. student internships/placements)
3. lifelong learning for people from business (e.g. executive education, industry training and professional courses)

## **B) Management**

1. governance (e.g. participation of academics on business boards and Business people participation in university board)
2. shared resources (e.g. infrastructure, personnel, equipment)
3. industry support (e.g. endowments, sponsorship and scholarships)



## **C) Research**

1. joint R&D (incl. joint funded research)
2. consulting to business (incl. contract research)
3. mobility of professionals (i.e. temporary mobility of academics to business and vice versa)

## **D) Valorisation**

1. commercialisation of R&D results (e.g. licencing/patenting)
2. academic entrepreneurship (e.g. spin offs)
3. student entrepreneurship (e.g. start-ups)



Can you identify the initiatives your university already had?



[https://www.menti.com/  
z17v5nv5h2](https://www.menti.com/z17v5nv5h2)

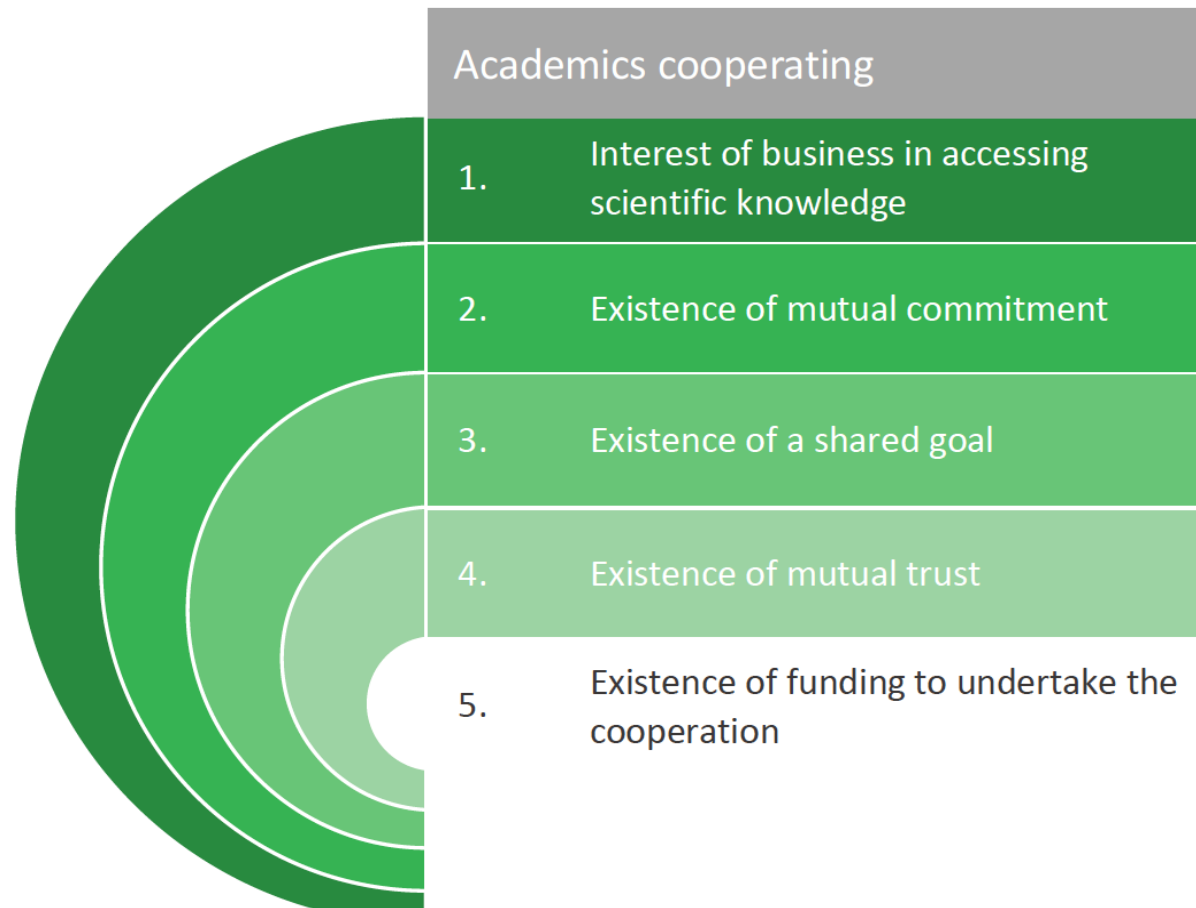


# What is facilitating the cooperation with business?



## Facilitators

*'What is facilitating your cooperation with business?' – as answered by academics and HEI representatives*

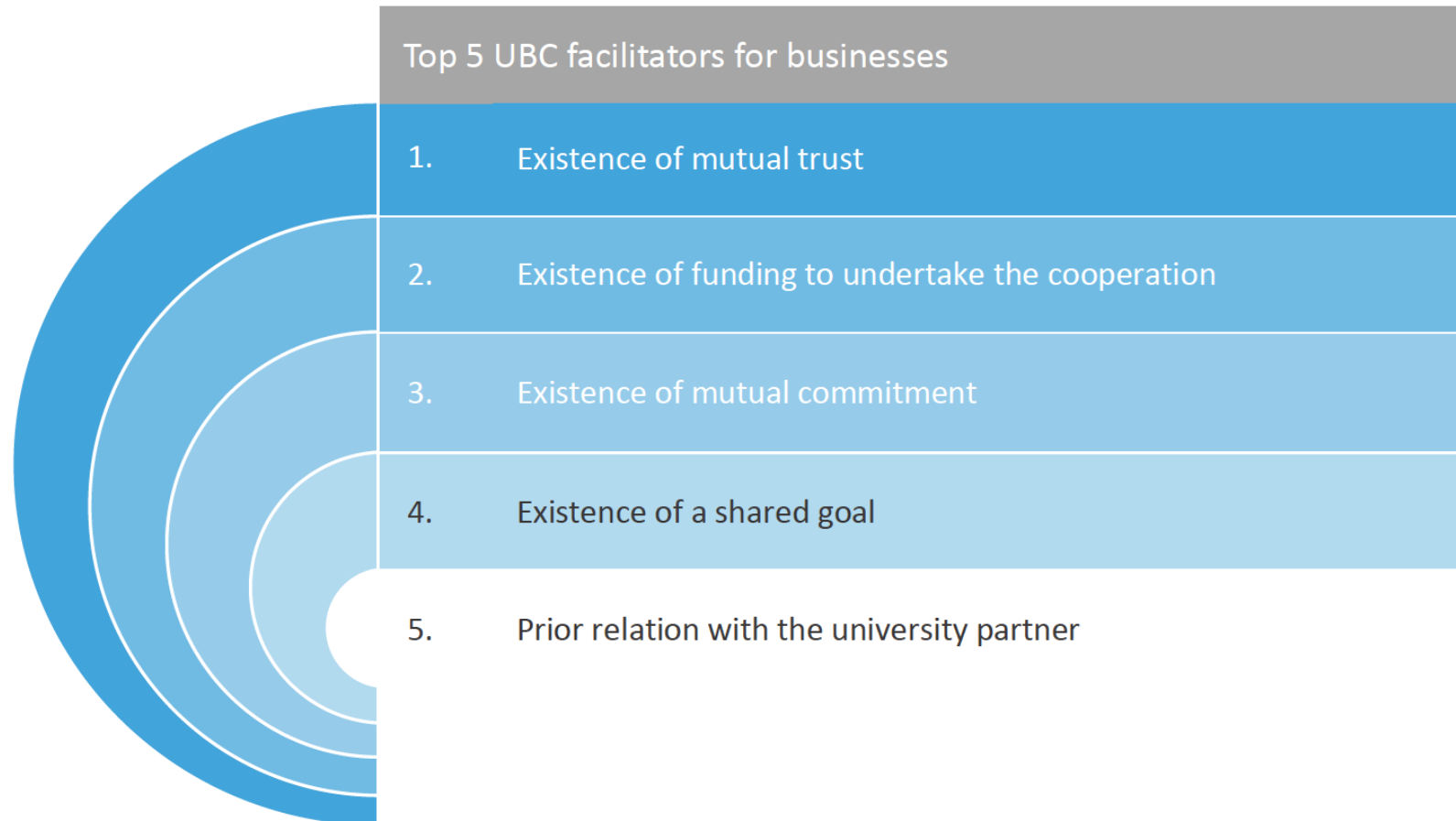


# What is facilitating the cooperation with universities?



## Facilitators enabling UBC

*'What is facilitating your cooperation with universities?'*

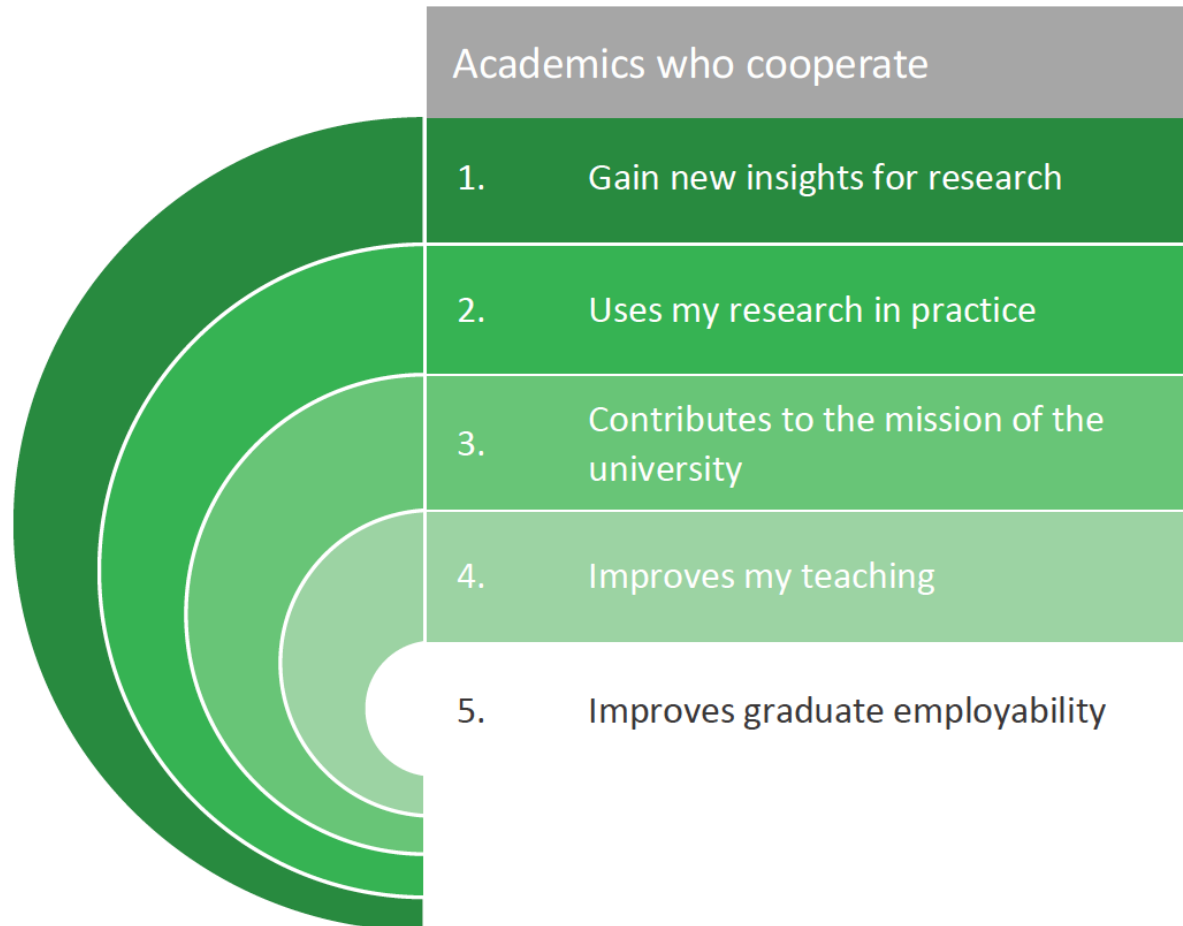


# What motivates the cooperation with business?



## Motivators

*'What motivates you to cooperate with business?'- as answered by academics*



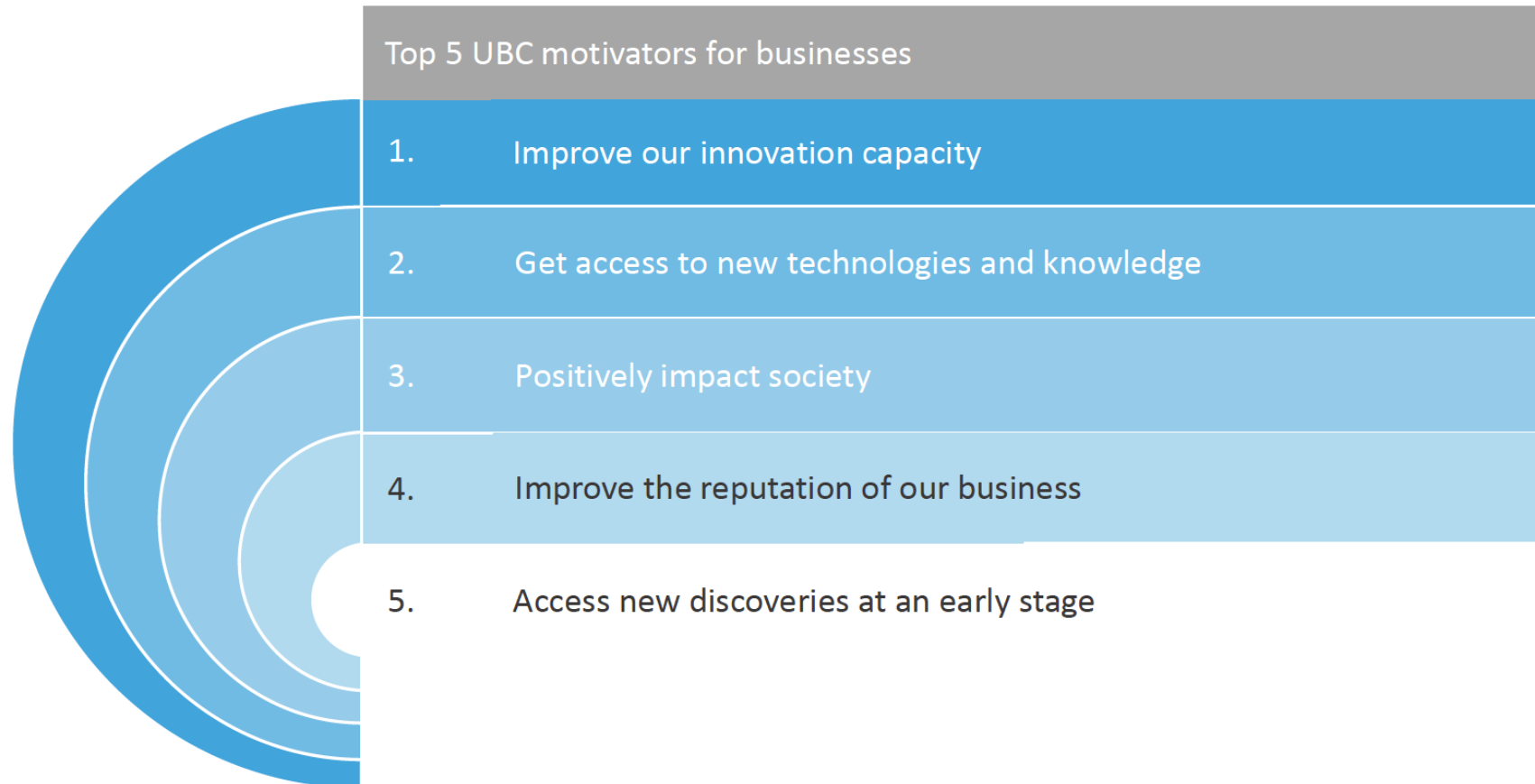


# What motivates the cooperation with business?



## Motivators

*'What motivates you to cooperate with universities?'*





Can you identify other than these reasons to facilitate and motivate the cooperation between universities and business?



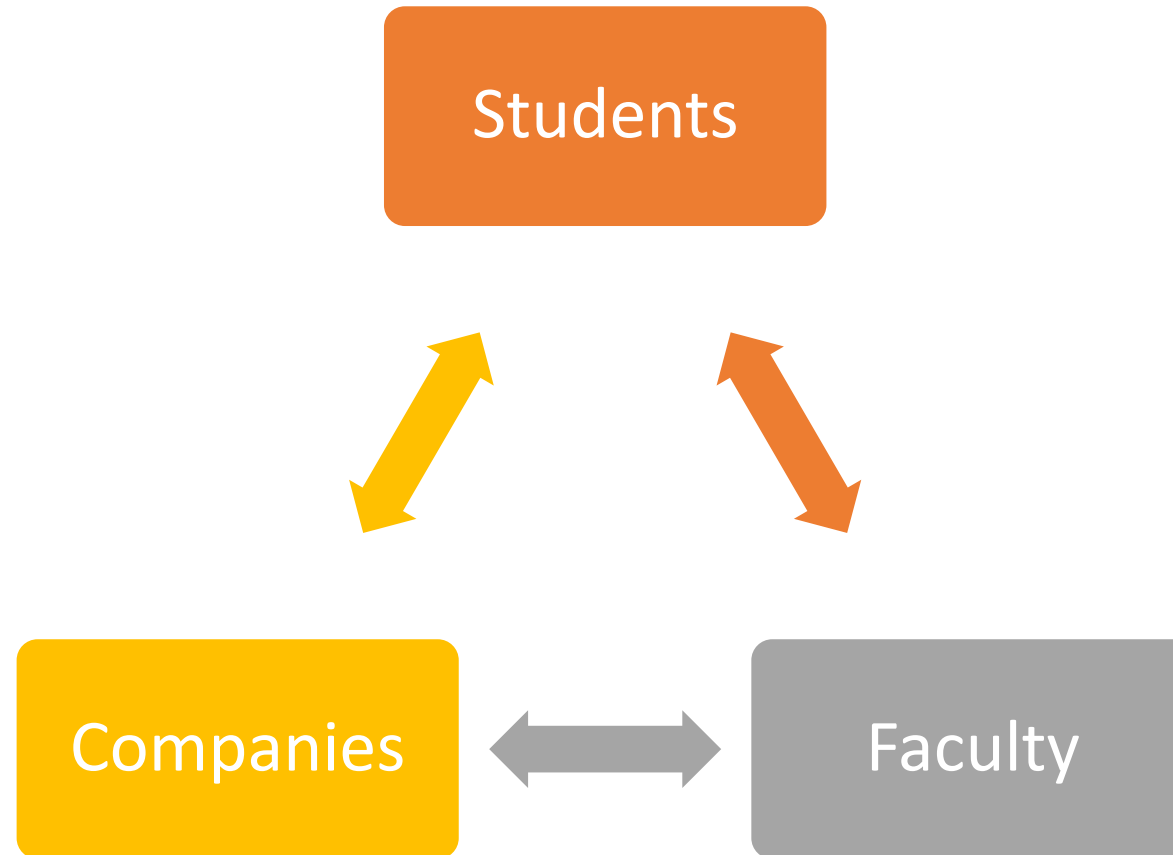


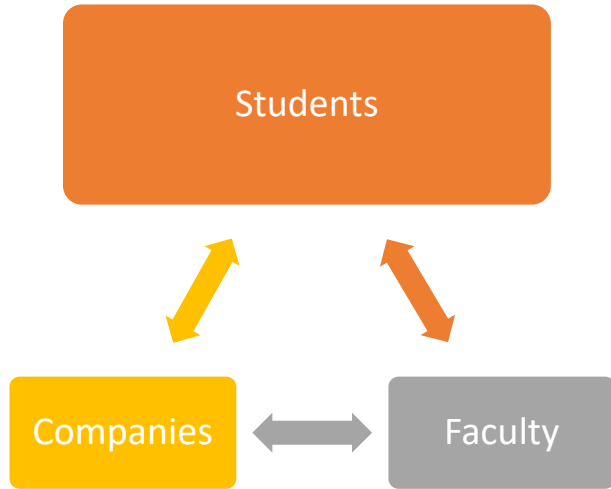
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# Insights from experience

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Motivate them to be aware of their own employability



Prepare them to be autonomous and find an internship



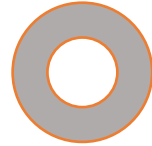
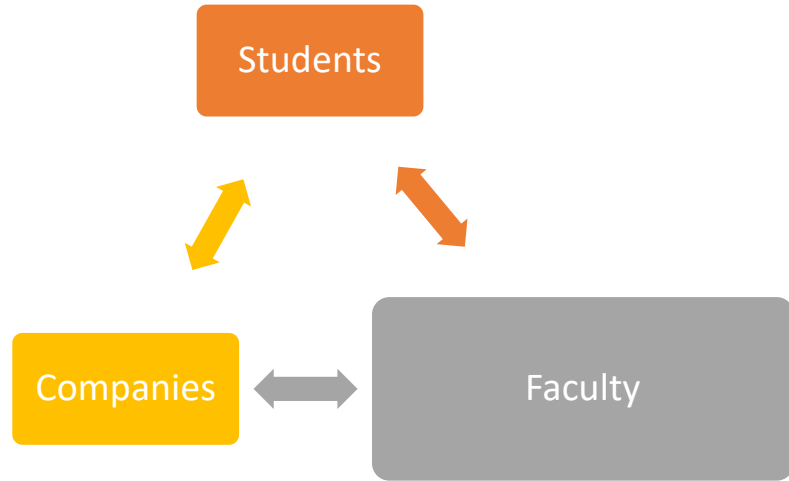
Involve students to be your own ambassadors in companies



Create a value proposition for students attend your initiatives



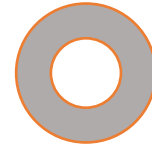
Follow up your students because they will become employers



Turn your career office useful for Faculty



Offer research-based insights about the importance of cooperation with business



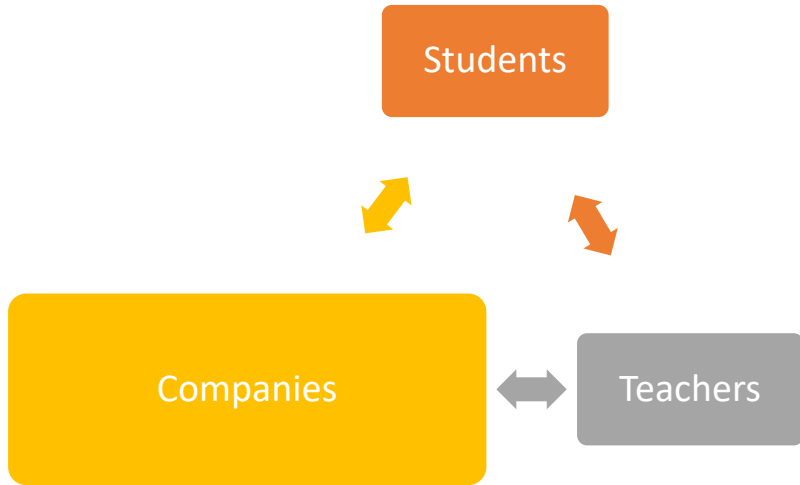
Choose the beginners to create a movement



Discover what could motivate them to participate in your initiatives



Recognize their effort to involve in cooperation activities



Meet with companies to address their needs



Create your own value proposition for companies



Be patient because university is never their priority



Organize meetings between companies, faculty and students



Recognize them by offering benefits at your university



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# Some initiatives

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Students

Career Counseling  
Ambassadors  
Career Fairs  
Skills Development  
Employability  
Internships  
Professional Development  
Job-shadow  
Mentoring

WordItOut



Faculty

Employability Skills

Skills Development

Career Fairs

Manage Master Thesis with Companies

Meet With Companies

Workshops

Develop New Teaching Methods

WordItOut



Companies

Jobshadow  
Workshops for Students  
Mentoring with Students  
Career Fairs  
Meet-ups  
Internships

WordItOut

# Thank You

