

ELEGANT

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

psicoglobal
Inovating Knowledge Sharing



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Portuguese Case





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?



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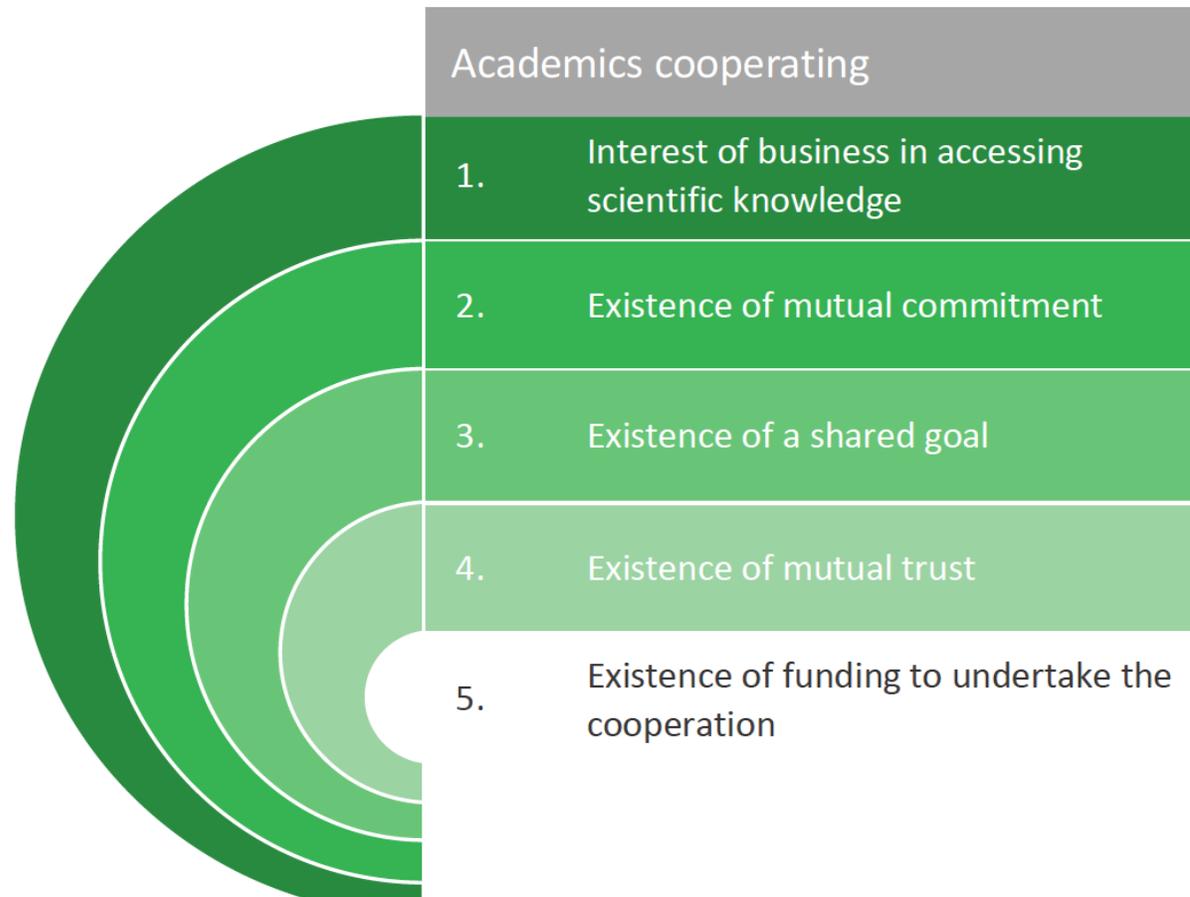


What is facilitating the cooperation with business?



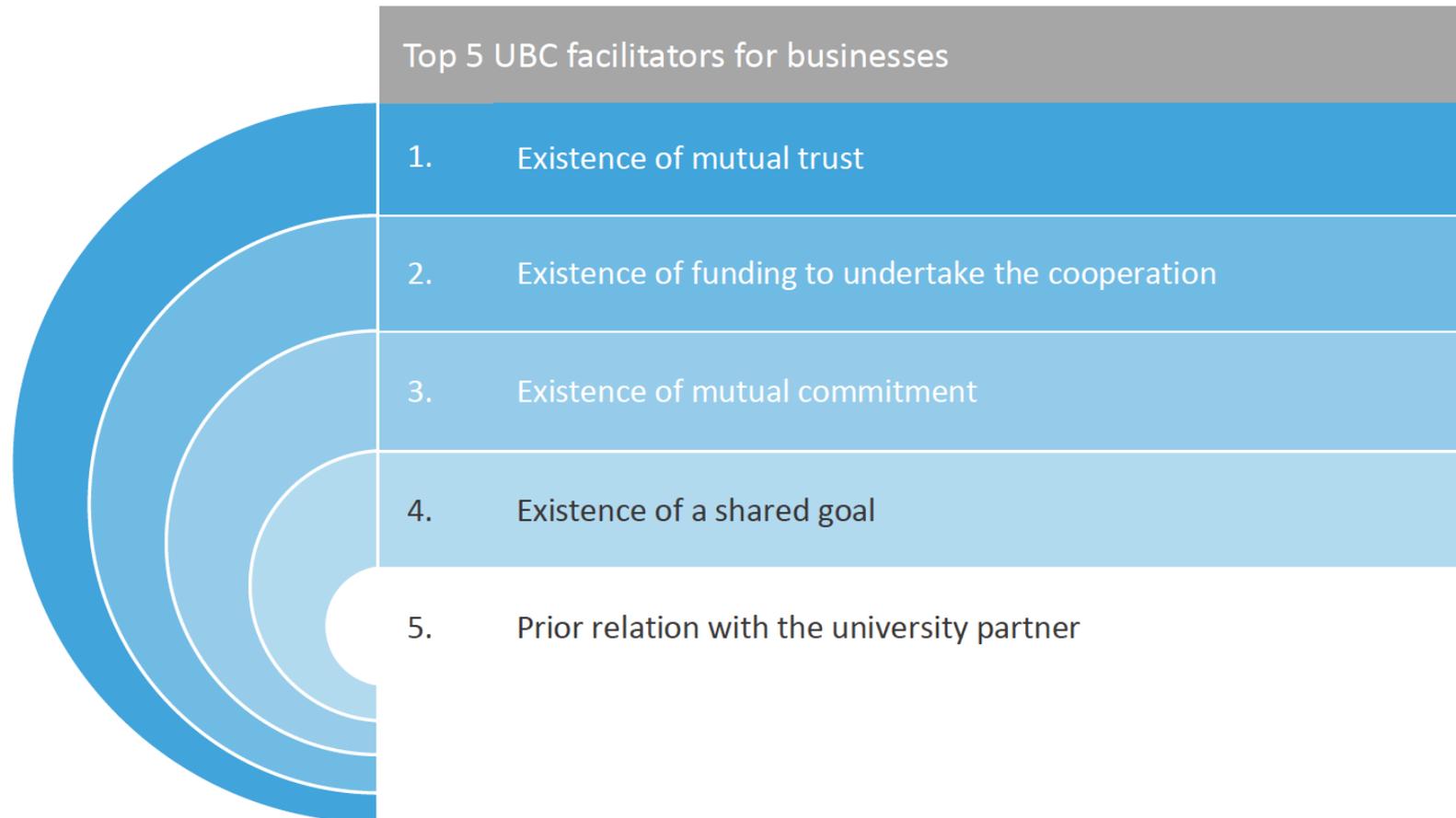
Facilitators

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



Facilitators enabling UBC

'What is facilitating your cooperation with universities?'

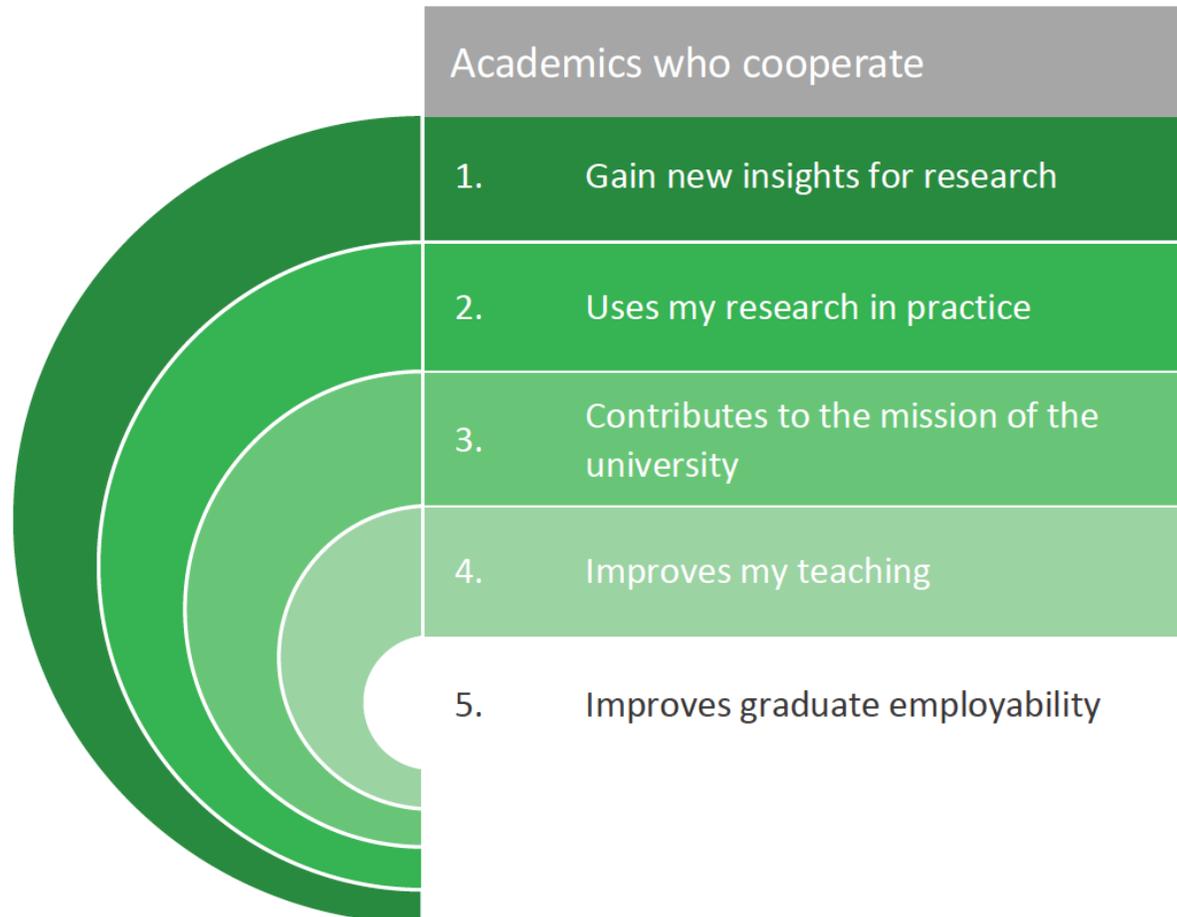


What motivates the cooperation with business?



Motivators

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

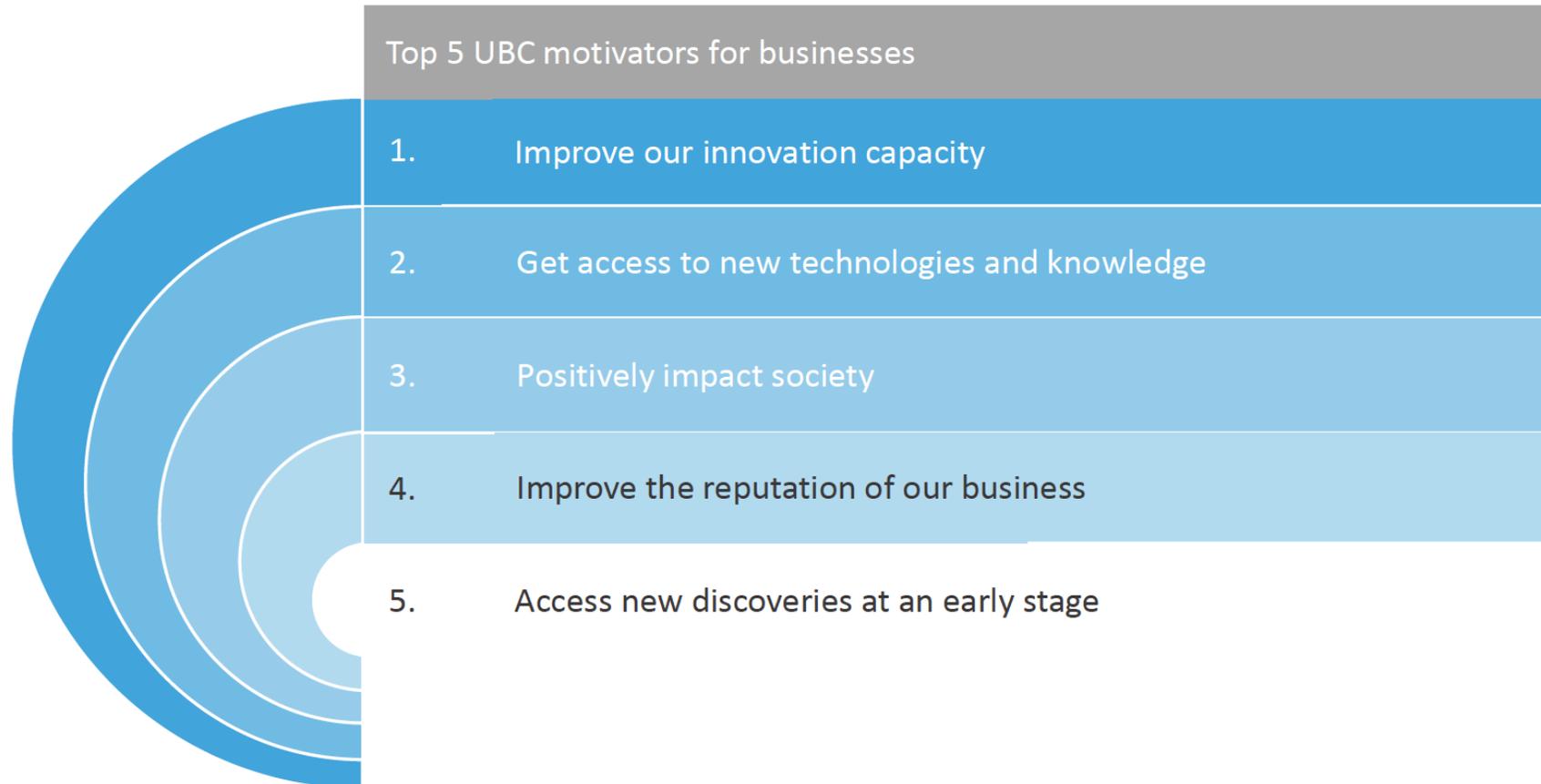


What motivates the cooperation with business?



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?

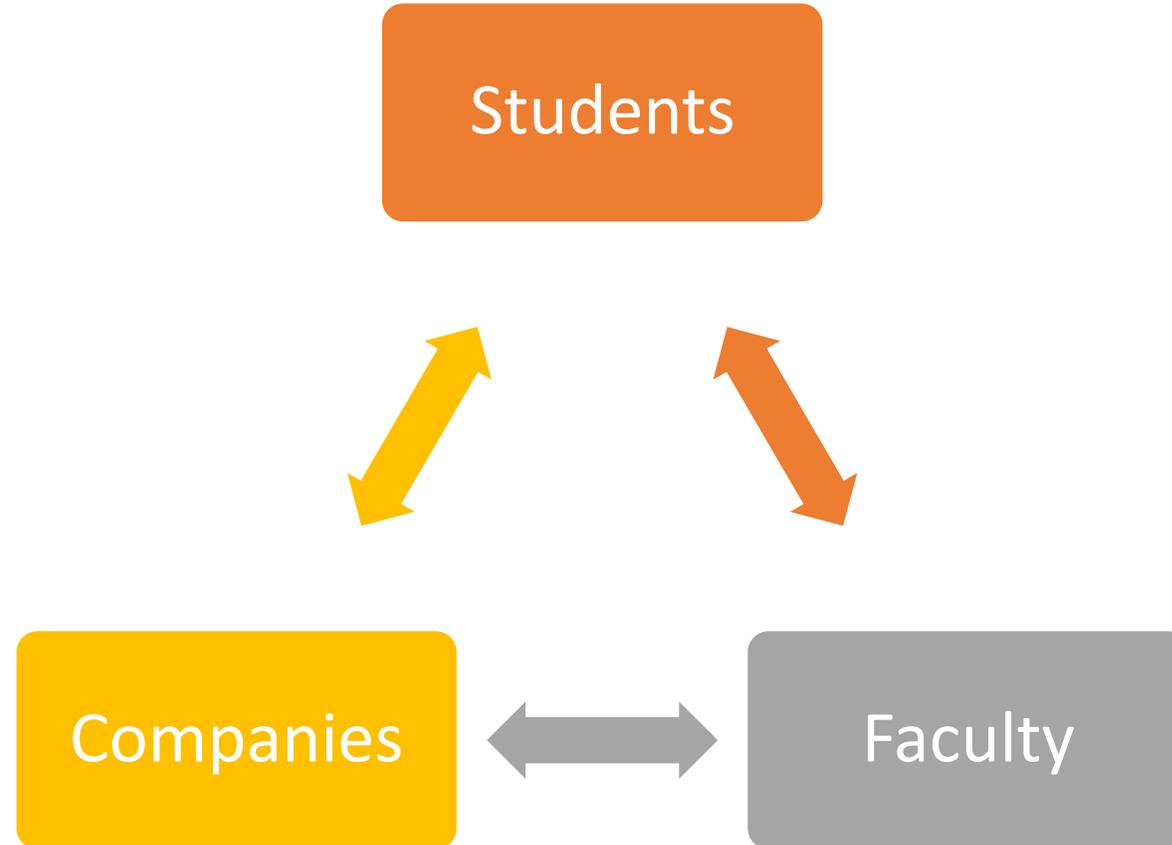


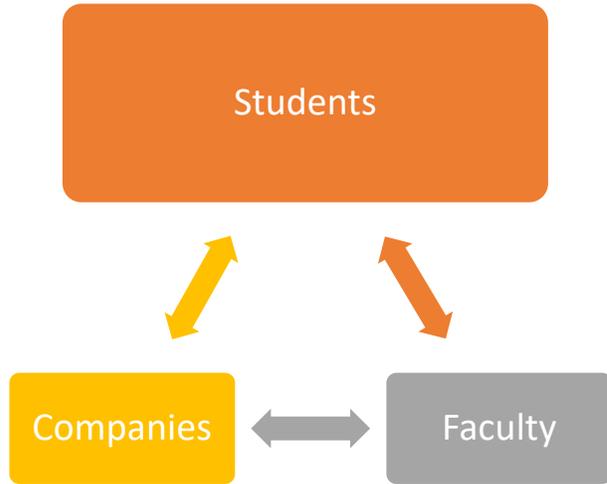
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Insights from experience







Motivate them to be aware of their own employability



Prepare them to be autonomous and find an internship



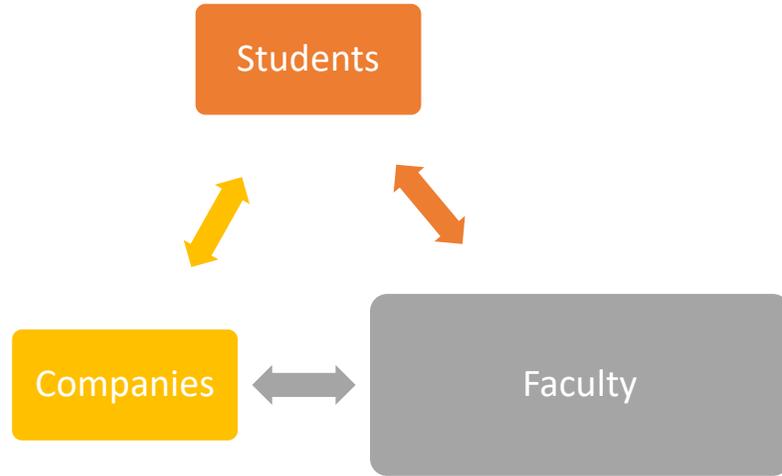
Involve students to be your own ambassadors in companies



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



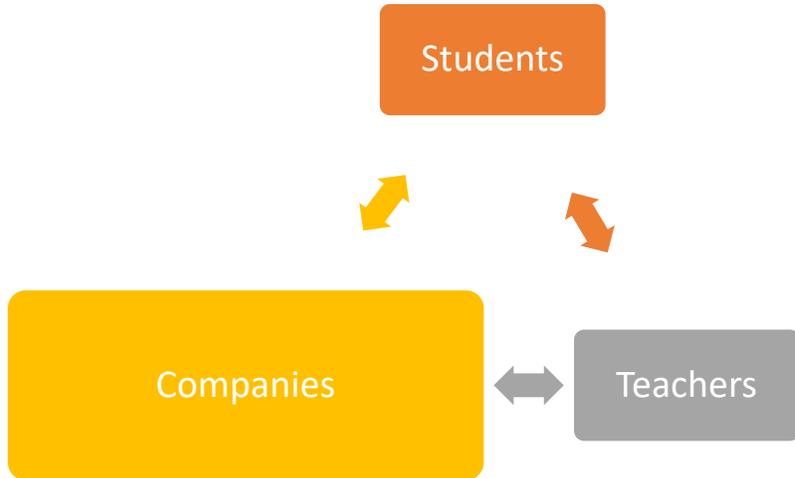
Choose the beginners to create a movement



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





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



Companies

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

Thank
You

