ASEM University-Business Seminar

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University-Enterprise Partnerships for improving skills

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What are the main economic contributions of universities?



Provide skilled people

- Knowledge transfer
- Economic impact on the community



Provide right skills to people is the most important mission of universities from any point of view



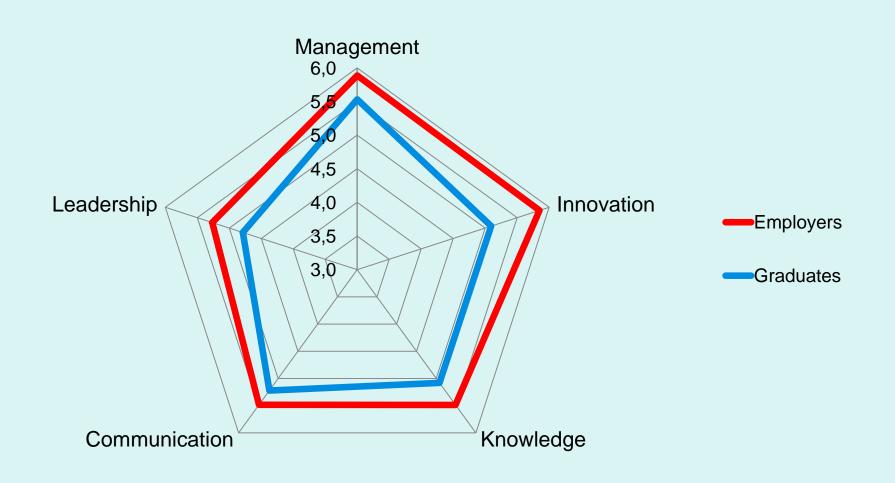
How can universities train people with the right skills?

- With a model of Teaching and Learning adjusted to the social and economic demands
- With a dynamic and flexible system of Continuing Education for retraining people



What employers and recent graduates think about what competencies are required by the labour market?





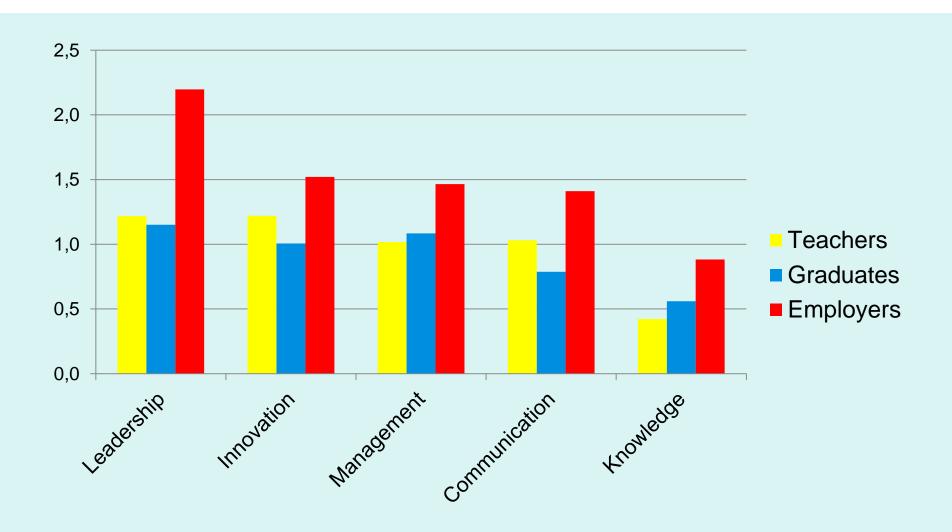


Are universities providing the required skills?

Competencies deficits

(Required competencies - Contribution of HE)







How can universities close the skills gap?

Some teaching and learning modes are effective in developing competencies and others are not useful at all



	Problem- based learning	Facts and practical knowledge	Particip. in research projects	Internships	Multiple choice exams	Writen assign.	Teacher as the main source of informati
Mastery of your own field							
Knowledge of other fields							
Analytical thinking							
Rapidly acquire new knowledge							
Negotiate effectively							
Perform well under pressure							
Use time efficiently							
Work productively with others							
Assert your authority							
Coordinate activities							
Alertness to new opportunities							
Mobilize the capacities of others							
Question your own and others' ideas							
Come up with new ideas and solutions							
Make your meaning clear to others							
Present products, ideas or reports							
Write reports, memos or documents							
Write, speak in a foreign language							
Use 90 computers and the internet							



- Acquisition of competencies required by labour market depends on the prevalence of some pro-active teaching and learning modes, mainly:
 - Problem-based learning
 - Facts and practical knowledge
 - Participation in research projects
 - Internships, work placement
- Traditional modes in teaching and learning contribute little, if any, to develop competencies



What can do business for supporting universities to close the skill gap?



- Cooperating actively in curricular development
- Developing joint study programmes
- Cooperating in Continuing Education
- Facilitating work placements
 - Problem based learning
 - On the job training
- Cooperating with career offices
- Supporting mobility

Some examples of good practices in Europe



- Role of enterprises in curricula development
 - NL: "field committees" from the world of work, providing information on relevant trends in the profession in order to improve and update the content of the programmes.
- Cooperation university-enterprises in study programmes
 - UAS Cologne and Deutche Bahn
- Endowed chairs
 - Enterprises interested in having a professor who focuses on a certain field of study: Torino, Kassel, Darmstadt, Warwick
- Mobility grants
 - Santander grants

More information in Measuring the impact of university-business¹⁴ cooperation, EAC, 2014



Thanks for your attention

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