

# University-Business Cooperation in LLL

Strategies, formats and constraints  
in cross-regional perspectives

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## Overview

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- ➔ 1. Lifelong Learning Meanings
- ➔ 2. Academic Education vs. Corporate Learning
- ➔ 3. University-Business Cooperation: Perspectives
- ➔ 4. Lessons Learned

*The world has problems, but  
universities have departments.*

Robert L. Brewer

## Lifelong Learning (LLL) Meanings

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### Corporate LLL:

- ❖ Product development, innovation
- ❖ 40+ generation
- ❖ Digital change
- ❖ Internationalisation, diversity
- ❖ ...

### LLL in Higher Education I :

- ❖ Student Life Cycle Programs
- ❖ Community Outreach
- ❖ University for the Elderly
- ❖ ...

### LLL in Higher Education II:

- ❖ Professional Studies
  - ❖ B2C perspective
  - ❖ B2B perspective
- ❖ UB-Cooperation

## Academic Education vs. Corporate Learning

	Academic Education	Corporate Learning
<b>Focus</b>	enlightenment, discovery	optimisation of workforce
<b>Methods</b>	scientific approaches and methods	pragmatic mix of approaches and methods
<b>Goal</b>	development of competencies, reflective practice, academic degree	increase in turnover, personel retention



*competing principles during program development –  
complementary principles in the field of practice...*

# University-Business Cooperation: Perspectives

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## Functional Perspective:

*What do we need/want?*

- ❖ Corporate strategy
- ❖ Degree/Non-Degree (CP)
- ❖ Type of degree
- ❖ Content

## Legal Perspective:

*What are we allowed to do?*

- ❖ State recognition, accreditation
- ❖ Recognition of prior learning
- ❖ International recognition

## Financial Perspective:

*Who pays for what?*

- ❖ Corp./employer budget
- ❖ Tuition fees
- ❖ Sponsors/Donors

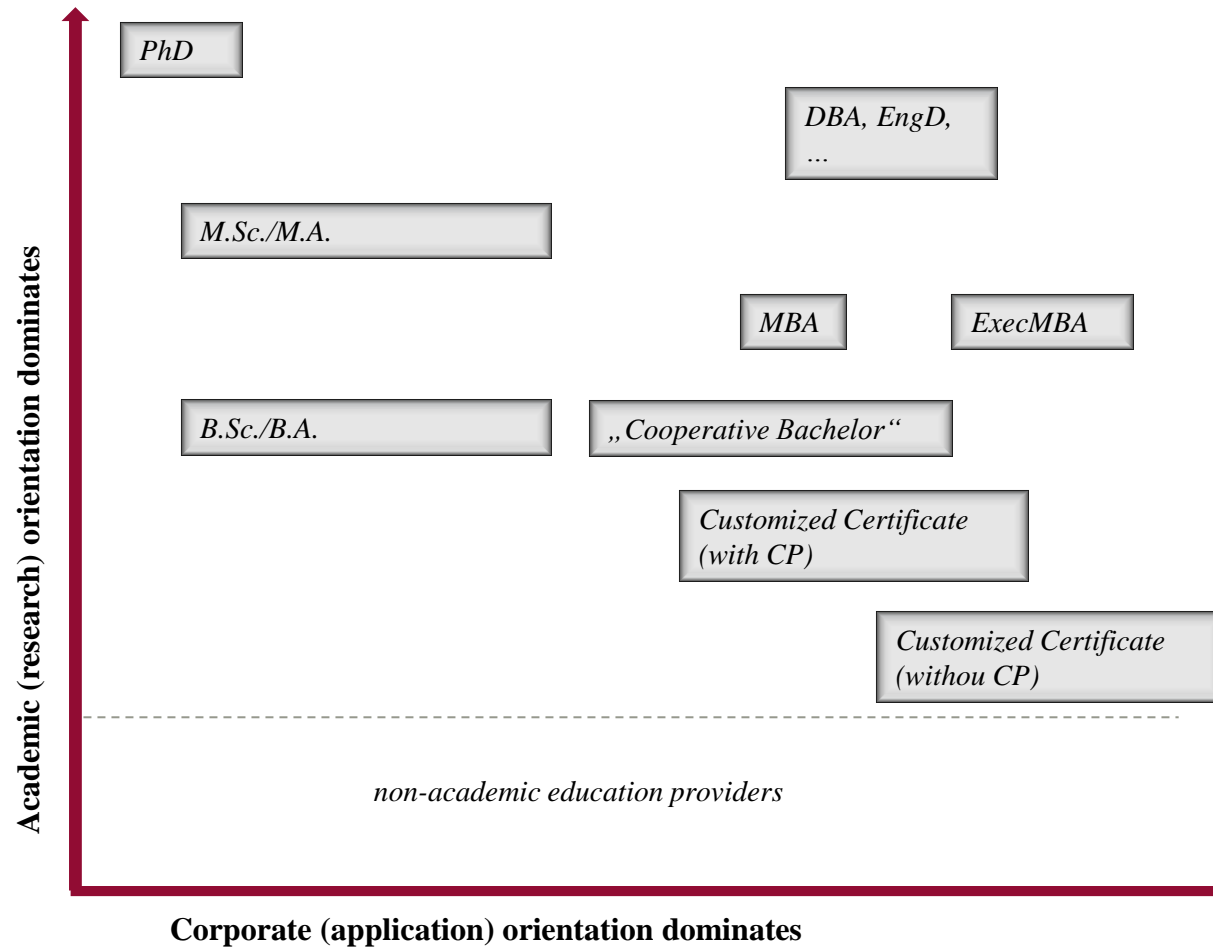
## UB Cooperation: Functional Perspective

### Good practice:

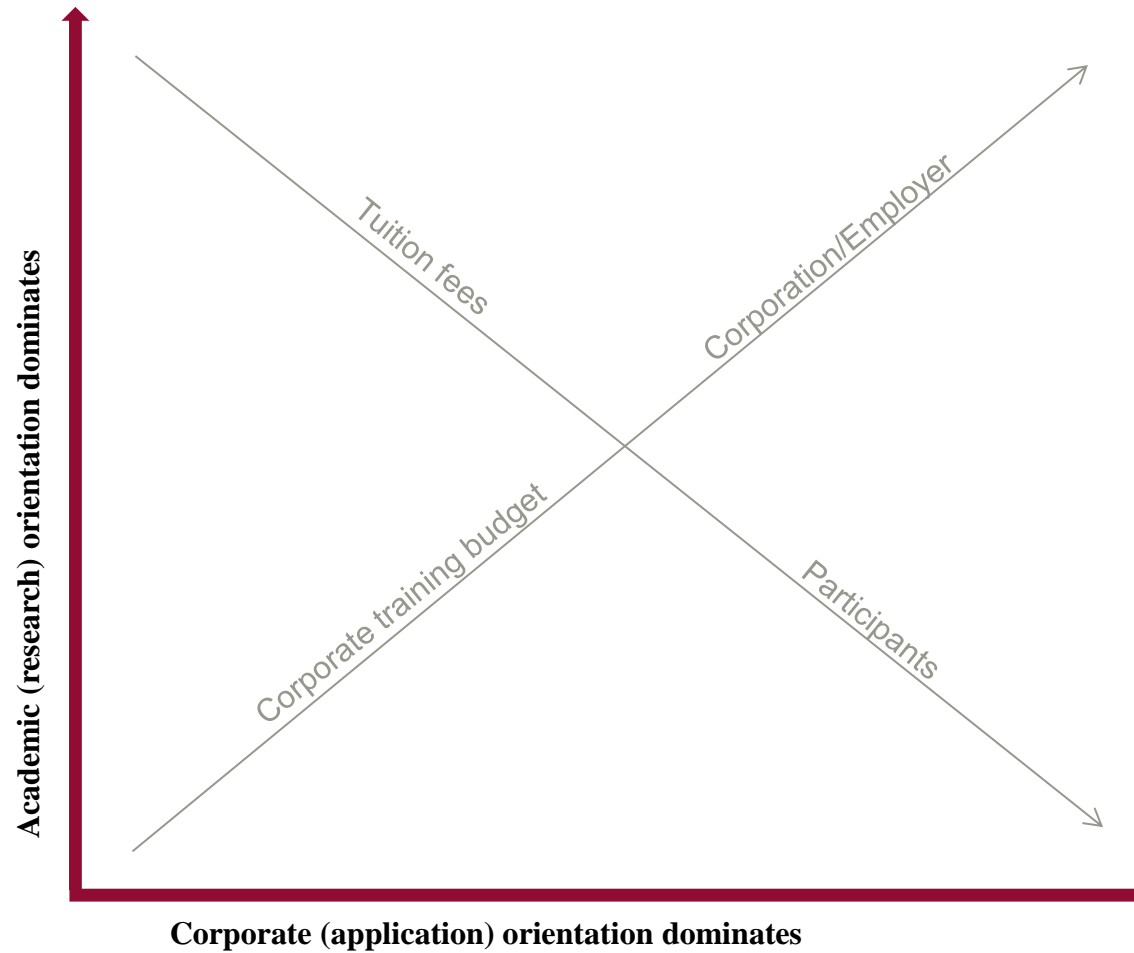
- ❖ Carl Benz Academy (China/US/Germany)      Corporate  
Academy with degree/non-degree      education and  
possibility of CP transfer
- ❖ Georgetown University (US/China)      Private  
University with trad. Executive Education      (red line between  
degree/non-degree programmes)
- ❖ Leeds Beckett University (UK/Asia/Africa)  
Applied/Cooperative Research (PhD, DBA)
- ❖ ADP Academy (US, Germany)  
Online Corporate Academy

***Be aware of legal implications  
and consequences!***

# UB Cooperation: Functional Perspective



## UB Cooperation: Financial Perspective





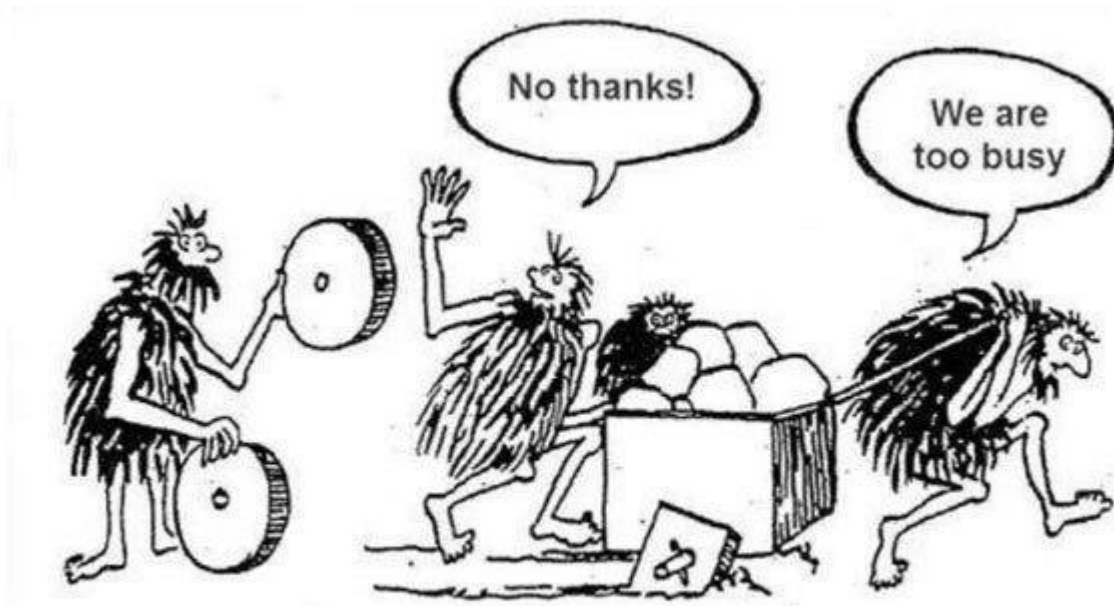
## UB Cooperation: Lessons Learned

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- Necessity of Mutual Culture Shaping Activities
- Integration of Online Resources and Social Media
- Intelligent Use of Academic Formats
- Balance between Academic Education and Corporate Training
- Reflective Practitioner as Guiding Principle
- Join Forces: Cooperative Corporate Academies

## UB Cooperation: Lessons Learned

Just Do It...



**Thank you!**  
**What can we do together?**

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