

University-Business Cooperation through Erasmus+ International Funding Projects

An Overview of Successful Collaboration

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University – Business Cooperation @ FH JOANNEUM

- University of Applied Sciences – clear need for cooperation with business to guarantee educational mandate & funding alternative
- Clear process installed on a department basis - university-business cooperation responsible
- Company database on a department basis
- New company contacts always made by the heads of the study programme with the university-business cooperation responsible

Erasmus+ Capacity Building in Higher Education @ FH JOANNEUM

- Most successful university in the application of Erasmus+ Capacity Building in Higher Education projects in Austria in the last 2 years
- Focusing on higher education development, curriculum development as well as university-business cooperation
- R&D centers at each department dealing with Erasmus+ projects in the different areas:
 - Management
 - Engineering
 - Health Studies
 - Applied Computer Sciences
 - Building, Energy and Society
 - Media & Design

Erasmus+ Project as a Chance to Increase University-Business Cooperation in South East Asia

- TOURIST - Competence centres for the development of sustainable tourism and innovative financial management strategies to increase the positive impact of local tourism in Thailand and Vietnam
- INSPIRE – Introducing Social Entrepreneurship in Indonesia's Higher Education
- UNITED - Engineering Knowledge Transfer Units to Increase Student's Employability and Regional Development within the Automotive Industry in Indonesia, Malaysia and Thailand



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TOURIST

**Competence centres for the development of sustainable
tourism and innovative financial management strategies
to increase the positive impact of local tourism in
Thailand and Vietnam**

Erasmus+ Capacity Building in Higher Education

Project Reference: 585785-EPP-1-2017-1-AT-EPPKA2-CBHE-JP

Duration: 36 Months (15/10/2017-14/10/2020)

Project Management: FH JOANNEUM

General Introduction

- TOURIST – Erasmus+ Capacity Building in Higher Education
- Starting date 15/10/2017
- End date 14/10/2020
- Duration 36 months
- Project reference: 585785-EPP-1-2017-1-AT-EPPKA2-CBHE-JP
- Grant provider: Education, Audiovisual and Culture Executive Agency (EACEA)



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The TOURIST Consortium

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- FH JOANNEUM (Austria) – P1
- University of Alicante (Spain) – P2
- Haaga-Helia University (Finland) – P3
- Hue University – P4 (national coordinator Vietnam)
- Vietnam National University Hanoi, University of Social Sciences and Humanities – P5
- Vietnam National University HCMC, University of Social Sciences and Humanities – P6
- Hue Tourism Information and Promotion Center (subcontractor)
- Kasetsart University – P7
- Burapha University – P8
- Payap University – P9
- Prince of Songkla University – P10 (National coordinator Thailand)
- The Thailand Community Based Tourism Institute – P11





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The Main Aims and Target Groups of the TOURIST Project

The Main Aims of the TOURIST Project

- **Capacity building of experts on sustainable tourism and innovative financial management strategies** at higher education institutions in Thailand and Vietnam
- Implementation of **seven competence centres** at the higher education institutions to increase awareness and expertise of sustainable tourism and innovative financial management strategies measures
- Foster **university-business cooperation** through the TOURIST competence centres and network
- **Increase of employability of students** due to upgraded knowledge on sustainable tourism (ST)
- Creation of a **nationwide and international network** with target groups from the tourism industry and from FM to increase impacts on the area of sustainability in tourism



The Main Target Groups of the TOURIST Project

- Higher education institute leaders and managers of the areas sustainable tourism and innovative financial management
- Academic staff focusing on sustainable tourism and innovative financial management
- Students and student associations studying tourism programmes and aiming to change tourism perceptions in the participating countries
- Companies operating in tourism
- Tourism associations and political partners





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Main Outputs of the TOURIST Project

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- **TOURIST capacity building trainings:** Building up know-how within the seven higher education institutions in Thailand and Vietnam on sustainable tourism and innovative financial management strategies during 4 trainings in Thailand and Vietnam to improve capacities for more initiatives on the topics.
- **7 TOURIST competence centres** for sustainable tourism and innovative financial management strategies
- **TOURIST network and knowledge transfer platform:** Establishing a network which deals with sustainable tourism and innovative financial strategies. The main aim of the network is to enable international exchange on the topics of sustainable tourism and innovative financial management strategies among all different target groups of the project. Attached to the network also a knowledge transfer platform.





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TOURIST

University-Industry Cooperation within the TOURIST Project

University-Industry Cooperation at a Glance

- Cooperation through personal contacts with high level policy makers
– people to people cooperation through motivation and emotions
- Trainings done by EU partners multiplied to tourism industry representatives (tour operators and associations)
- TOURIST competence centres as university-industry hub for knowledge exchange among the target groups of the project
- Changing mindset to achieve higher impact in the area of sustainable tourism
- Network of around 50 companies in the 1st year



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Get more info on the project at:

www.tourist.fh-joanneum.at

OR

www.facebook.com/SustainableTourismSEA/

INSPIRE

Introducing Social Entrepreneurship to Indonesia's Higher Education



Introducing Social Entrepreneurship in Indonesia's Higher Education

Aims:

1. To promote social entrepreneurship
2. To facilitate innovative learning practices
3. To strengthen cooperation among educational institutions
4. To foster innovation in the field of social entrepreneurship

Target:

1. University staff
2. Students having social entrepreneurship aspirations
3. Social entrepreneurs
4. Participating universities

UNITED

Engineering Knowledge Transfer Units to Increase Student's Employability and Regional Development within the Automotive Industry in Indonesia, Malaysia and Thailand

Start January 2019

General Introduction and Consortium

- Erasmus+ Capacity Building in Higher Education
- Start: January 2019 – End: December 2022
- Consortium
 - FH JOANNEUM – Automotive Engineering/Austria
 - Politecnico di Torino/Italy
 - Fachhochschule Aachen/Germany
 - Sumatera Utara University/Indonesia
 - Udayana University/Indonesia
 - Universiti Putra Malaysia/Malaysia
 - Universiti Teknikal Malaysia Melaka/Malaysia
 - Mahasarakham University/Thailand
 - Chulalongkorn University/Thailand
 - PT. Jeong In Tech/Indonesia
 - DreamEDGE/Malaysia
 - ATIPONG MOTOR CO., LTD./Thailand

Cooperation between
universities & companies from
the beginning on

Main Aims of the UNITED Project

The following aims will be followed by the UNITED project to improve the current situation of the automotive industry in Indonesia, Malaysia and Thailand in terms of industry business cooperation and education quality enhancement:

- **Enhance teaching quality and students' employability** - through the capacity building trainings. Teaching quality of the participating academic staff is increased and benefits students as they receive up-to-date education. This will lead them to better qualified students which will increase their employability.
- Realization of more **automotive engineering projects** on national/regional level through the implementation of 6 Engineering Knowledge Transfer Units with update of the technical equipment
- Creation of a **nationwide and international network** with target groups from the automotive industry to increase collaboration among the universities and businesses

Main Target Groups of the UNITED Project

- Higher education institute leaders and managers of the areas of automotive and mechanical engineering
- Academic staff focusing on automotive and mechanical engineering
- Students and student associations studying automotive or mechanical engineering programmes and aiming to increase their employability through the participation at Engineering Knowledge Transfer Units
- Companies operating in the automotive industry
- Automotive associations and political partners

Main Outputs of the UNITED Project

- UNITED capacity building trainings
- 6 UNITED **engineering knowledge transfer units** for automotive engineering - 1) to promote professional development of staff and youth workers in ICT methodologies 2) to improve quality of education in the area of AE (hands-on) 3) to create a high number of ambassadors among students to increase the awareness of AE to develop the automotive industry of the future.
- UNITED network and knowledge transfer platform - This regional network aspires to initiate a better inter-sector cooperation between universities and enterprises focusing on the automotive industry. Both sectors will work together on a sustainable development of the automotive industry with a focus on engineering development.

Planned University – Business Cooperation

- Engineering knowledge transfer units as knowledge exchange hub for university-business cooperation
 - Trainings and counselling sessions offered to automotive and mechanical engineering companies after equipment upgrade (test beds)
- UNITED Network for international knowledge exchange

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