

# University-Business Cooperation

## From Theory to Practice

Dr. Ingo Dahm, Deutsche Telekom AG

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Erleben, was verbindet.



# Distinctive Stations of my Professional Life.



2000-2004: Co-Founder and CTO of a German Start-Up (mobile Commerce), Hamburg



Since 2010: Creation of International University-Cooperation Strategy at Deutsche Telekom Group



1995-2005: Study and Ph.D. Electrical Engineering and Information Science, TU Dortmund, NTU Taiwan



2005-2009: Job Change into Large-Scale Enterprise. Head of Academic Relations, Microsoft Germany



# Relationship of Science and Business. A Typology.

Rivalry



Ignorance



Sponsorship

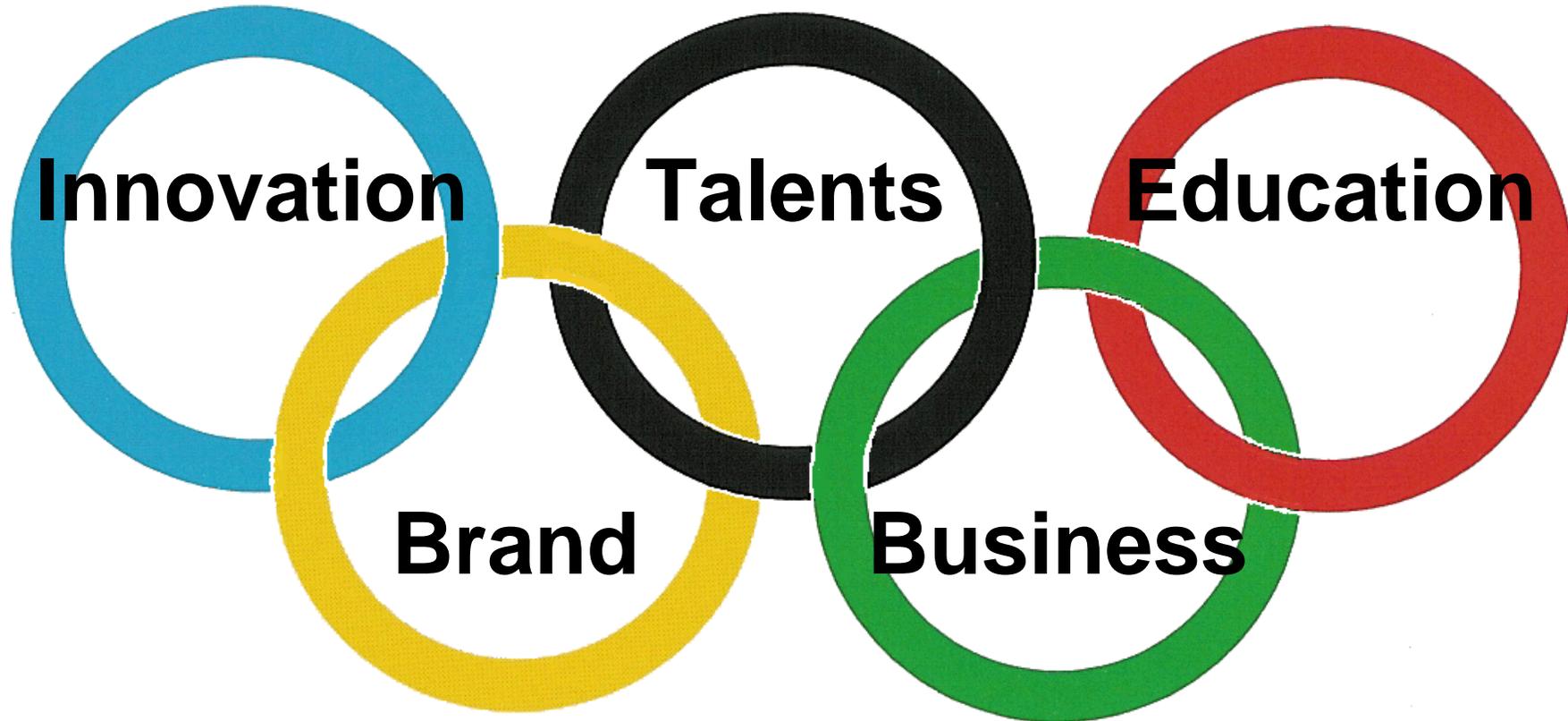


Partnership

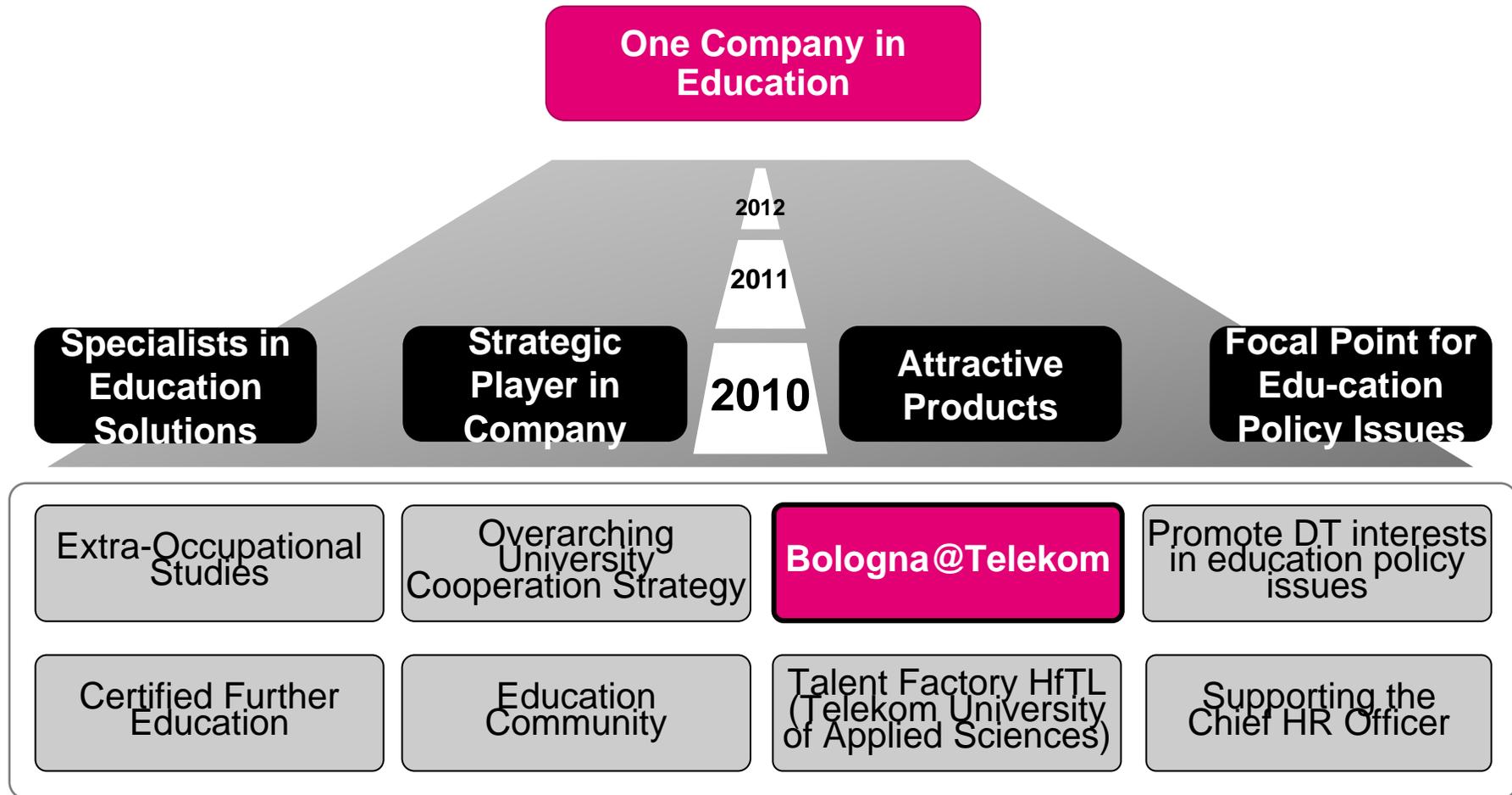


# Success: Five „Olympic“ Disciplines

Fitness in a Global Competition by Excellence in Cooperation

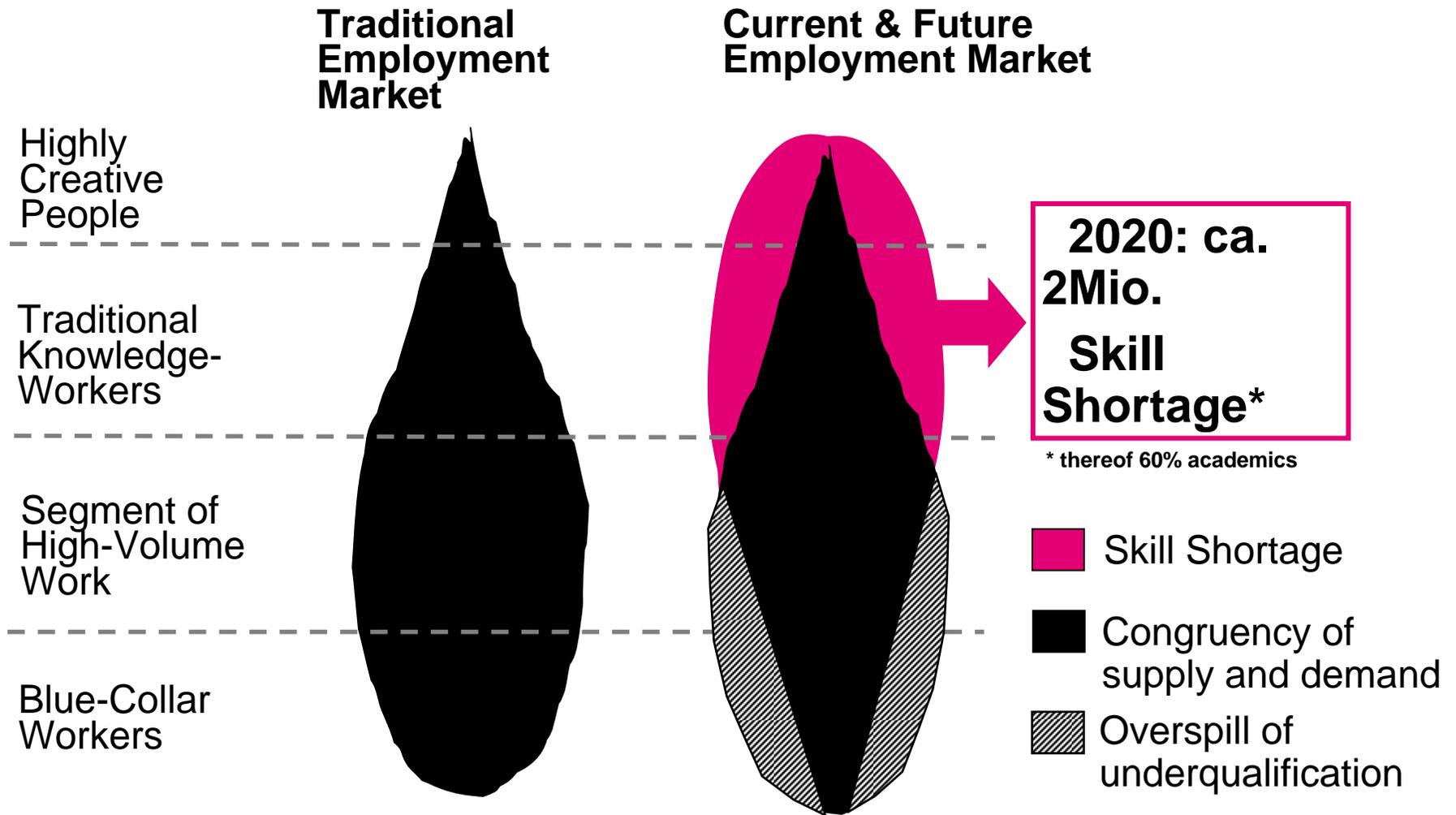


# Academic Relations Management at Deutsche Telekom

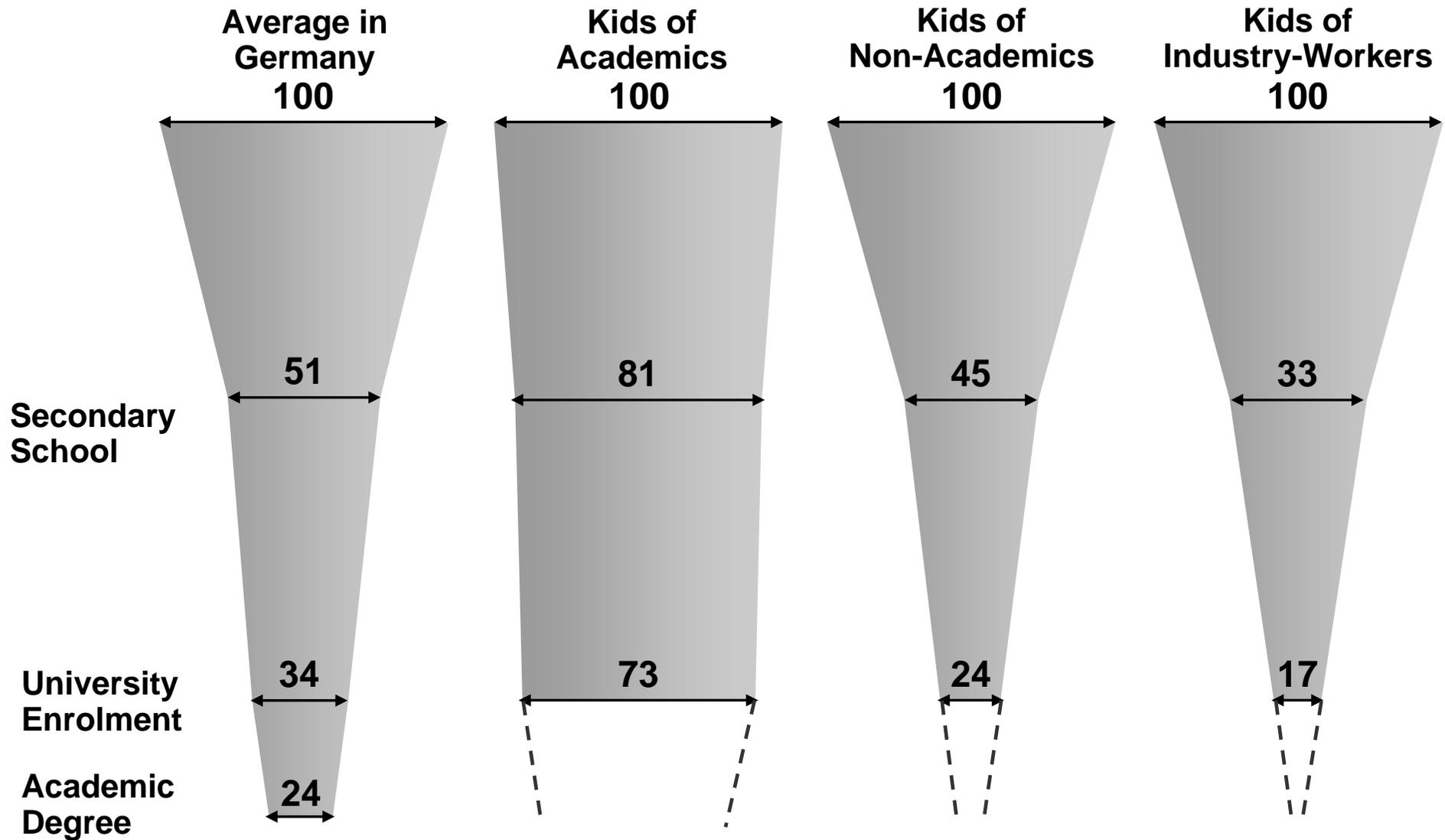


# Knowledge Economy vs. Skills Shortage

## The Risk of a German Brain Drain



# Elite-Reproduction Made in Germany



Quelle: 19. Sozialerhebung des Deutschen Studentenwerks, 2010

# Chances to prevent a Brain Drain



## Outside-In Perspective

- Make the „race for talents“ a global game, focus on international recruitments
- Near-Shore and outsource vital parts of the business
- Create new global business models together with international masterminds

## Inside-Out Perspective

- Academic Further Education of talented employees
- Leverage potential of older employees
- Open unutilized talent spaces (immigrants, parents (esp. women), career changer...)

International University Cooperation is Key to Success.

Academic Further Education is a „Must-Have“ for sophisticated enterprises.



# Bologna@Telekom / Bologna@Company

## Terms of extra-occupational studies.

Support for **high performers** who work for DT for at least two years

Special focus on employees **without university entrance diploma**

Combination of **financial and non-financial** support.

- 50 % of the tuition fees + 10 days extra leave per academic year

Costs of accommodation, travel and learning material is **excluded**

Line managers are urged to allow a **flexible work schedule**

Support is restricted to a **selected number of degrees and universities**



# Outcomes of Bologna@Company after 3 years.

## Binding High-Performers, Improving Academization

Fulfillment of internal  
**demand for skilled  
labor**

Enhancement of  
general **employability**

Retention and  
development of **high-  
performers**

Improvement the  
**employer brand**

Implementation of  
**Bologna Process**

Promotion of a  
modern **development  
philosophy**



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