

Creating Win-Win-Situations in Joint Projects

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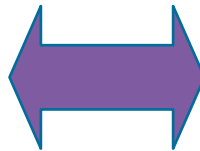
Why is university-enterprise cooperation an issue?

- **Applied sciences** have to provide solutions for real life problems
- **Curricula** are primarily focused on the delivery of conceptual-theoretical knowledge & methods
- Contact with management practice during the studies enriches **education**
- Graduates have to be **qualified** for the job market
- Enterprises are fighting for the **best students** („War for talents“)

Find common interests

University

- Enrichment of courses
- Skills development
- Relationship building
- Positioning in students & graduates market
- Indicator of quality
- Financial contributions



Enterprise

- Employer branding
- Recruiting
- Access to resources
- Concrete solutions for current problems
- Good citizenship
- Loyalty of alumni to alma mater

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Different forms of university-enterprise cooperation

- Diploma/master/doctoral theses
- Internships
- Part-time job
- Adjunct lecturer
- Guest speeches
- Joint research projects
- Joint project seminars
- Summer universities (e.g., Danubia)
- Thematic platforms (e.g., UniCredit CEE Student Circle^{WU})
- etc.

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Elements of joint project seminars



Principles of cooperation

- **Understanding** & appreciation of the different worlds
- **Educational purpose** as the primary objective of a joint seminar
- **Commitment** of all involved parties to the project
- **Fairness** in the treatment of partners

The ideal outcome

- **Highly satisfied** corporate partners
- Students name the course „**best of their studies**“
- Faculty wins „**Best Course of the Year**“ award
- Partner **recruits** students from the project
- **Press** writes a report about the project

Selected joint projects

- Project seminars at the Marketing Institute
 - Development of marketing plans for companies
- East-West Project Seminar
 - Mix of incoming CEE students & WU students
 - Market analysis & entry strategy for CEE
- Doing Business in CEE
 - WU Vienna + Carlson School of Management, University of Minnesota + Corporate partner
 - 2 week joint session in Vienna + CEE country

Key learnings

- Find a **committed** corporate partner
- Joint project seminars mean more work, personal involvement and responsibility for the **faculty**
- Find the right **balance** between the academic and enterprise perspective
- **Pitfalls** in the cooperation between universities
 - Semester schedule, evaluation standards, teaching cultures etc.
- **Soft skills** are an issue: presentation technique, conduct, dress code.
- **Funding** of the seminar contributes to quality of outcome
 - Data collection, travelling, social events, donation to the institute



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