

INTERNATIONAL SCHOOL OF BUSINESS

INTEGRATING COMPANY ASSIGNMENTS INTO EDUCATION

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BUSINESS EDUCATION FOR BUSINESS, WITH BUSINESS – INTEGRATING COMPANY ASSIGNMENTS INTO MY COURSES

Agenda

- Quick round of introductions
- Where this all started...
- Why & how I do this – the good, the bad & the ugly
- Future plans
- Q&A / discussion



ROUND OF INTRODUCTIONS

Who's in the room?

Please share:

- Your name
- Which UAS you represent
- Your role within that UAS
- Experience with company assignments
- Expectation or question for this session

WHY INTEGRATE COMPANY ASSIGNMENTS?

- Classroom cases often don't capture real business complexity
- Students show higher levels of motivation
- Students get a chance to show their talent to companies
- Companies get free consultancy
- Educators stay connected to the industry
- Educators can validate curriculum content
- We are universities of **applied** sciences...
- And more...

WHERE THIS ALL STARTED...

- An Erasmus+ Blended Intensive Programme
- A former intern of mine

WHAT IS THE APPROACH? (ORGANIZATION & EDUCATION)

First, let's create a shared understanding of what I mean with a company assignment:

- An answer to questions like these:
 - Should we implement technology x in process y?
 - How can we optimize this process?
 - Can you solve this problem for us?
- These are real questions from the company involved

COMPLETED / RUNNING COMPANY ASSIGNMENTS

2022 – Takeda proof of concept: adopting a supply chain control tower

2023 – JCL business case: implementing AGV's within the warehouse

2024 – GoCiklo business expansion: market penetration in Europe

2025 – DHL project: improving the order picking policy

2025 – Versandmanufaktur business case: implementing an automated packaging line

2025 – DHL project: designing new warehouse operations

2026 – Nissan project: unraveling the mystery of damaged bumpers

2026 – DHL project: optimizing warehouse operations

WHAT IS THE APPROACH? (ORGANIZATION & EDUCATION)

Organization

- General timeline for preparation
- Project milestones & deliverables
- Roles & responsibilities

WHAT IS THE APPROACH? (ORGANIZATION & EDUCATION)

Education

- Standard vs. tailormade content
- Integration in assessment
- Short work cycles

CHALLENGES

- Student professionalism (or a lack thereof...)
- Planning (alignment with HAN routine)
- Retakers
- Scalability
- Unexpected events...

SUCSESSES & SUCCESS FACTORS

- Strong relationships with partner companies
- Acquiring assignments through alumni / personal connections
- Company projects can live on as case study
- Students acquire internships through these assignments

FUTURE PLANS

Currently

- Assignments are still sourced ad hoc
 - Time-consuming and fragile

Future concept

- Pool of recurring partner companies
- Standard assignment format
- Shared responsibility (multiple lecturers)

Q&A



DISCUSSION

- What would you like to experiment with next year?
- Which part of this approach would be hardest in your context?
- What is necessary to move from ad hoc to structural collaboration?
- Where do you see opportunities for collaboration?
- ...

Digital twin concept.

June 2025 | Single Picking with ABC slotting. Focused stop: Fast-pick aisle in Forward Pick (A).

Use buttons or drag to inspect the warehouse.

KPI DRAWER

Route Performance

Open KPIs +

CONTROLS

Demo Actions

Month

June 2

Export Performance Print

Lookup SKU

Search a SKU

Locate SKU

Show Picking Route

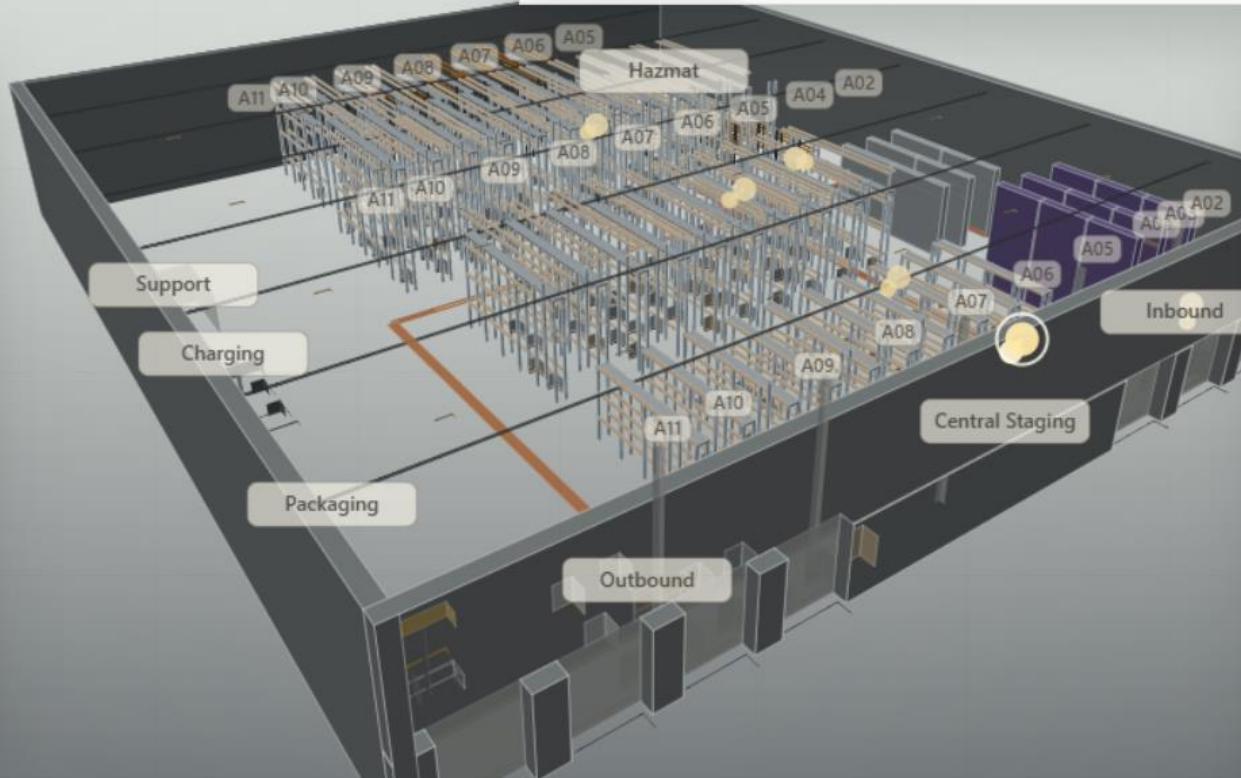
Show Congestion

Switch Picking Method

Switch Slotting Method

Warehouse POV

Reset View



ROUTE STOPS

Current Pick Route

STOP 1

Fast-pick aisle

Forward Pick (A) | SKU A000145876 | Activity 135

STOP 2

Rear bulk aisle

Bulk / Reserve (C) | SKU A000423032 | Activity 130

STOP 3

Dense small-parts tower

Kardex | SKU P001112017-200-010 | Activity 130

STOP 4

Reserve pallet bay

Reserve (B) | SKU A000460977 | Activity 114