

# IB National Platform – Break out session Outcome



## Professional Advisory Board & Mutual beneficial partnerships with Business

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# Mutual Beneficial Partnerships - introduction

**Changing external environment:** e.g. geopolitical situation, societal challenges, human capital agenda demands another type of collaboration

**UAS:** Knowledge ecosystems, innovation in co-creation, challenge based learning in the region, impact-oriented, life long learning ...

**Strengthening the connections:**

- involvement in curriculum
  - solution-based research
  - community building
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- Design long-term mutually beneficial collaboration structures
  - Going beyond the obvious

# Mutual Beneficial Partnerships - Outcome

## What are the implications for collaboration between universities of applied sciences and the professional field?

- *“War on talent” → opportunity + new insights*
- *NDA’s and Data Security*

## How to strengthen the connection between industry practice and the curriculum, going beyond the obvious of guest lectures, internships, projects in modules, and company visits

- *From education oriented towards business oriented, what do companies need, and then find/adapt/build education to match*
- *From transactional to structural embedding, not ad-hoc but long-term*
- *Think and act interdisciplinary*
- *Flexibilisation of education allows students to translate program learning outcomes to personal learning goals.*
- *Encourage industry to involve students in their benefits,*
- *Systemized internships*
- *Build tailor-made teams around a company project*
- *The company perceives/designs internships as “their traineeship”*
- *Look at the curriculum to see where/how these interactions are valuable*
- *Added value mindset*
- *Senior management support is often needed for realizing certain projects; project sponsorships*
- *Exposure to different non-mainstream sectors; take part in the development from start-ups to scale-ups to SME*

## How do you organize relationship management to involve business in education and research? What approach is efficient and effective, and which is not?

- *Good personal relations between the university and contact persons in the company*
- *Establish connections on strategic, tactical, and operational levels to build mutual commitment, build ecosystems, and knowledge development.*
- *CRM / data structure*
- *Knowledge creation in a coalition between students, lecturers, researchers, companies, and others*
- *Make it easier for industry and the educational institution to connect, to find each other. E.g. with Account Managers, a central “Partners desk”*
- *Workplace for companies in the university / locate the company in the campus*

# PAC @HAN - introduction

**Objective:** External validation on a regular basis to ensure that IB students are being prepared professionally for becoming a valued starting professional at the bachelor's level in an international business context.

**Role:** An authoritative body to give formal advice about the IB curriculum and educational innovation to the ISB MT and Curriculum Committee.

## Structure & working format:

- 2 x p year, 8 PAC members, half of which are alumni, ca 6 students & ca 6 lecturers
- 2 working sessions, 1 theme per event e.g. Flexibilization, Data & Digitalization, Check new curriculum, Research Learning Path
- Networking dinner
- 1 x p year observer GI; 1 x per year observer Graduation Research Assignment
- Optional: graduation supervisor, accreditation, curriculum development, events, guest lecturer, projects in education,

# Professional Advisory Committee - Outcome

## **What is the objective, structure, and working format of your PAC meetings? What are the key themes discussed?**

- *No common structure, all institutions have a different set up, some larger groups other smaller*
- *External validation + co-creation of education, provides input for the curriculum committee*
- *Involve students*
- *Good balance between alumni and business professionals, alumni with a minimum of 5 years of experience*

## **Next to the PAC meetings, how do you collaborate with the PAC partners and involve them in your curriculum?**

- *Having a program identity is important for all 16 programs. What is the difference (industry, theme in region)? Collaborate with PAC members in the ecosystem.*

## **Having a PAC is obligatory, but what is the benefit for PAC members and what for knowledge institutions?**

- *Brings trends in the university*
- *Get companies to get in touch with students early, talent connection*
- *Interaction between business people and students helps the development of a professional mindset for students*

## **Do's and don'ts in practice**

- *Always inform the members about the developments of their input*
- *Plan PAC meetings at the business location*
- *Meetings are always face-to-face*
- *Manage the PAC as a team*