University-Industry Cooperation

Enhancing employability of Students and Doctoral Candidates

March 26, 2010
• Economy Globalization Drives Education
  Globalization.
    – Interconnected and interdependent in economy and education

• Schools will move out of the classroom and out of the library, onto the web, and into the field.
## Roles and Responsibility

<table>
<thead>
<tr>
<th>Industry</th>
<th>Higher Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>• To develop production</td>
<td>• To cultivate knowledge for society</td>
</tr>
<tr>
<td>• To provide material and spiritual products</td>
<td>• To provide knowledge and skill</td>
</tr>
<tr>
<td>• To create productivity and wealth</td>
<td>• To create human capital</td>
</tr>
</tbody>
</table>

To Develop material and spiritual civilization and economy.
To Maintain the sufficient and sustainable development of society.

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Problems

• Companies think about competences, higher education thinks about qualifications. Higher education focuses on knowledge and not on skills.

• Different planning horizons: “Short-term VS Long-term”. Higher education is not respond quickly enough to the changes.

Critical Shortages of Skilled Staff.

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Roles and Responsibility

- Higher Education and Industry must be closely connected to and cooperate with each other to cultivate standard of graduates determined by employment demand: *Aimed at Industries’ Demand*
- Framework of the Second 15-Year Long Range Plan on Higher Education of Thailand
- *Networking* as a tools for the cooperation between higher education and industry.
- Transfer of knowledge and life long learning

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Linkages between Business and Higher Education

Hotel Business  →  Corporate University  →  Higher Education Institution

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Curricula

Survey the industry need

Curricula Design and Update

Criticize Curricula by Industry Professional and Academic Professional

Implementation

Feedback

Dusit Thani College

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Dynamic Curricula

• Competency Standard
• Tacit knowledge and ability
• Mobility and Diversity
• Work based Education
Supervised Field Training

• Work integrated learning
• Prepared for the reality of the working place
• Task Log Book
• 1,000 -1,500 hrs., 5-8 Months
• Right time and right place
HEI and Industry

• What HEI should do:
  – Fostering student learning in theories and in-class practical training
  – Career Development
  – Networking with the industry

• What the industry should do:
  – Fostering student learning development and capability
  – Providing activities that benefit to students

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For Excellence in Hospitality Education

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HEI-Industry Cooperation

Updated / Designed Curricula

Practical Training

Report on Students’ practical training and Feedback from employers
“A well-educated and well-trained workforce will allow companies, countries, and regions to stay competitive and keep its prosperity.”

Prof. Dr. Jan Oosterveld