University-Business Cooperation in LLL

Strategies, formats and constraints in cross-regional perspectives

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ASEM University-Business Seminar
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1. Lifelong Learning Meanings

2. Academic Education vs. Corporate Learning

3. University-Business Cooperation: Perspectives

4. Lessons Learned

The world has problems, but universities have departments.

Robert L. Brewer
Lifelong Learning (LLL) Meanings

Corporate LLL:
- Product development, innovation
- 40+ generation
- Digital change
- Internationalisation, diversity
- ...

LLL in Higher Education I:
- Student Life Cycle Programs
- Community Outreach
- University for the Elderly
- ...

LLL in Higher Education II:
- Professional Studies
  - B2C perspective
  - B2B perspective
- UB-Cooperation

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## Academic Education vs. Corporate Learning

<table>
<thead>
<tr>
<th></th>
<th>Academic Education</th>
<th>Corporate Learning</th>
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<tbody>
<tr>
<td><strong>Focus</strong></td>
<td>enlightenment, discovery</td>
<td>optimisation of workforce</td>
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<tr>
<td><strong>Methods</strong></td>
<td>scientific approaches and methods</td>
<td>pragmatic mix of approaches and methods</td>
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<tr>
<td><strong>Goal</strong></td>
<td>development of competencies, reflective practice, academic degree</td>
<td>increase in turnover, personnel retention</td>
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*competing principles during program development – complementary principles in the field of practice…*
University-Business Cooperation: Perspectives

Functional Perspective: What do we need/want?
- Corporate strategy
- Degree/Non-Degree (CP)
- Type of degree
- Content

Legal Perspective: What are we allowed to do?
- State recognition, accreditation
- Recognition of prior learning
- International recognition

Financial Perspective: Who pays for what?
- Corp./employer budget
- Tuition fees
- Sponsors/Donors
UB Cooperation: Functional Perspective

Good practice:

❖ Carl Benz Academy (China/US/Germany) Corporate Academy with degree/non-degree education and possibility of CP transfer

❖ Georgetown University (US/China) Private University with trad. Executive Education (red line between degree/non-degree programmes)

❖ Leeds Becket University (UK/Asia/Africa) Applied/Cooperative Research (PhD, DBA)

❖ ADP Academy (US, Germany) Online Corporate Academy

Be aware of legal implications and consequences!
UB Cooperation: Functional Perspective

Academic (research) orientation dominates Corporate (application) orientation dominates

- PhD
- DBA, EngD, ...
- MBA
- ExecMBA
- "Cooperative Bachelor"
- B.Sc./B.A.
- M.Sc./M.A.
- Customized Certificate (with CP)
- Customized Certificate (without CP)

non-academic education providers
UB Cooperation: Financial Perspective

Academic (research) orientation dominates

Corporate (application) orientation dominates

Tuition fees

Corporate training budget

Participation

Corporation/Employer
UB Cooperation: Lessons Learned

- Necessity of Mutual Culture Shaping Activities
- Integration of Online Resources and Social Media
- Intelligent Use of Academic Formats
- Balance between Academic Education and Corporate Training
- Reflective Practitioner as Guiding Principle
- Join Forces: Cooperative Corporate Academies
UB Cooperation: Lessons Learned

Just Do It…
Thank you!
What can we do together?