Business and higher education: falling in love again

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Typical situation: unhappy marriage
• One is from Mars, another from Venus
• Have different habits
• Have different, sometimes unrealistic expectations
• Speak different languages
• Sex is not good anymore
• Their children suffer
Making him love me again, standard steps

- Invite practitioners to teach
- Organize business traineeships for students
- Understand what competences are demanded by employers and deliver
- Move recruitment costs from business to university
- Conduct business-relevant research
- Set up business incubator
Making him love me again, NEU approach

• Do all standard steps
• Involve business in educational programs’ design
• Bachelor and master diploma work as team project solving real business problems
• Find or develop talent during 10,000 hours of university study