



Turar Ryskulov

NEW ECONOMIC UNIVERSITY

Business and higher education: falling in love again

Prof. Krzysztof Rybinski

Rector

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**



Talent