



***Private education and business
cooperation as prerequisite for
successful development***

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Business and Education

Models of cooperation

■ Commercial model

- to promote and/or sale products/services
 - sponsoring - funds or equipment/goods for universities or students organisations
 - special offers - price deals, discounts etc.
 - exchange - products for service exchange

■ Employer branding

- to promote the company as an employer
 - helps to build company credentials among potential employees
 - attracts top candidates to be developed for key positions
 - influence the educational programme according to specific business needs
 - builds company reputation for highest class personnel and know how
 - could be used as commercial model substitute when product promotion/advertising is restricted



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Business and Education

Models of cooperation

■ Know-how sharing

- to exchange knowledge/competence
- real case studies/students as a part of the business projects/usage of the theory and analysis
- data centre building: technological and system co-operation (TASK Gdansk)
- market research analysis = business analysis from “client” point of view/client= student
- expertise projects
- creativeness/innovation



Business and Education

Motivation for participants

■ University

- helps to optimise business side of education
- implements e-learning infrastructure
- introduce distance learning - more students
- high tech laboratories
- common access to technology and business cases
- attracts the best students

■ Company

- credentials
- advertising
- building brand image
- attracts the best employee
- alternative direct sales channel
- access to knowledge and analysis



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Case study

Commercial model and Know

How sharing model

- **Successful long term cooperation between Wyższa Szkoła Biznesu and Optimus**
- **Mutual benefit**
 - University - access to global IT solution
 - Optimus - access to global knowledge
- **Program mechanism/benefits:**
 - Optimus delivers technology and helps to design and set up computer laboratory
 - advertising, new dimension for the brand - science and education
 - University offers training/courses/studies for Optimus employees
 - significant cost reduction, up to date IT solutions, direct co-operation with IT specialists



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Universities

OPTIMUS partners

- Wyższa Szkoła Biznesu - National Louis University - Nowy Sącz
- SGH/Minnesota University
- Politechnika Gdańska
- Ministerstwo Edukacji Narodowej i Sportu - Warszawa
- Akademia Ekonomiczna - Poznań
- Instytut Fizyki Jądrowej - Kraków
- Główny Instytut Górnictwa - Katowice
- Państwowa Wyższa Szkoła Zawodowa - Kalisz
- Wyższa Szkoła Gospodarki i Zarządzania - Mielec
- Politechnika Śląska - Gliwice
- Uniwersytet Warszawski



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