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
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
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
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