

DeTao Masters Academy  
Education Masters Stamenka Uvalić-Trumbić & Sir John Daniel  
2015 Workshop Series: Redesigning Higher Education

**Workshop #1:**  
**Education Reform: What role for University-Business-Industry Collaboration?**  
March 12 & 13, 2015

*Introduction to the workshop: context and purpose*  
Stamenka Uvalić-Trumbić & Sir John Daniel

**Stamenka Uvalić-Trumbić**

Good morning. We are very pleased to greet you and add our welcome. Thank you for coming to this workshop, jointly designed by Tongji University and the DeTao Masters Academy. Let us take a few minutes to set this event in context before we hand over to Professor Jianxin Zhang for the first session.

This workshop is the first of three that we shall offer this year. The overall theme of these workshops is *Redesigning Higher Education*. Why is it necessary to redesign higher education?

It seems to be a very successful industry, which has expanded rapidly all over the world – and especially in China – since the beginning of this century. More and more people of all ages want to have higher education and most countries believe that having a good proportion of university graduates in the workforce is a source of economic strength. So what is wrong?

In this workshop series we shall focus on three aspects of higher education that are of concern around the world.

First, which is the focus of this first workshop, many countries believe that university studies are not well matched to the needs of the labour market. In much of the world there is a problem of unemployment, especially for young people.

In 2013 *The Economist Newspaper* called today's young people 'generation jobless'. It calculated that 300 million of them – one quarter of the world's youth – are not employed and are not in education or training either.

Here in China there is talk of underemployment, meaning that graduates are taking jobs that do not make full use of the skills and knowledge they acquired in their studies.

Moreover at the same time employers often complain that they cannot find young people with the skills and knowledge that they do need.

Second, as higher education has expanded and diversified, some worry about its quality. Is there a mismatch between higher education and the job market because programmes are of low quality or because they focus on the wrong subjects?

Our second workshop, to be held in the summer, will look at Quality Assurance.

Third, technology promises big changes to the methods of teaching and learning, so our final workshop, in the autumn, will ask *How will Online Learning change Higher Education?*

So, to return to today's topic.

If there is a mismatch between what is taught in higher education and what business and industry needs, then an obvious solution is for these three sectors to work together to design better programmes. There is a long history of collaboration between universities and industry in research and development. Indeed, many of our DeTao Masters are working with Chinese industries for this purpose.

But today we are going to look not at collaboration in research and development, but at collaboration in teaching. The title of this workshop is *Education Reform: What role for University-Business-Industry Collaboration?*

We shall look at several roles for this collaboration. Sir John will tell you about them.

### **Sir John Daniel**

First, there is good evidence that if higher education programmes include work experience it will be easier for students to find suitable jobs and perform them well. This is called *Work-Integrated Learning*.

We shall begin with an address from Professor Jianxin Zhang from Yunnan University, who will summarise the situation of work-integrated learning in China and make some comparisons with the rest of the world. We shall then break into groups to pool our own experience of work-integrated learning and report back to a plenary session before lunch.

After lunch we shall look at three practical examples of work-integrated learning: how it works in the Hewlett Packard Company; the Tongji Entrepreneurship Boot Camp and the Tongji University Youth Committee. We shall then review these examples in groups and draw out lessons for good practice.

Finally, after tea Stamenka will ask *could new qualifications and credentials facilitate work-integrated learning?* Maybe it is not simply a question of changing programmes of study, we may also have to change the way that students' skills and knowledge are assessed and certified.

Tomorrow we shall continue the workshop at Tongji University and, after briefly reviewing our conclusions from today,

I will address you on the topic *Importing and Exporting Courses: Global Overview of a Developing Trend*. The idea here is that higher education institutions can insert into their programmes courses that have been developed by industry and business to teach state-of-the-art practices. These courses may be taught online or in the classroom. We believe that this is a developing trend and we want to discuss it with you.

After the overview we shall give two concrete examples from the work of DeTao. Professor Robin King is a leading figure in the Film Animation industry.

Professor Soon-In Lee is a top expert in Industrial Design and Management.

They will each talk about the Advanced Programmes that they are teaching here to selected classes from the Shanghai Institute of Visual Arts.

After that we shall break out into groups and draw conclusions about future developments of collaboration between industry and higher education in teaching.

We shall then have a general discussion and wrap-up and conclude the workshop at lunchtime.

We realise that this workshop programme leaves out many important topics, but we hope that it will serve as an interesting introduction to an important area and advance your own thinking on the subject.