From the Classroom to the Boardroom
The Career Advantage program

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• Businesses require well trained graduates
• Students are put in the focus of industry-university relationships
• Real life project work to integrate all knowledge learnt in different subjects
• Learning of applicants prior to job interviews vs. traditional selection procedure based on CV
Origin of the program

- Dates back to 1980s at Texas Christian University, TCU (USA) on the request of large multinational companies e.g. PepsiCo.
- Developed by and delivered by in tandem with Prof. Kirk Downey, ex-dean and provost
- Several programs at Budapest Business School (BGF) financed by educational tax contribution of partner companies
- 5th course at Széchenyi István University this Spring semester
• Develop real life projects and come up with some solutions, recommendations for client companies, i.e. large companies (mainly multinationals) based on their project definition

• Similar to a consulting process:
  – Professors as directors / senior managers of a consulting firm
  – Students as junior consultants
  – Company coordinators as clients
„Provide highly motivated, elite university students with the ability to transition successfully from a university culture to a business culture”
How does the program help students?

• Embrace the culture of real world organizations where deadlines matter, communication skills are critical, self-discipline is vital.

• Integrate knowledge acquired in classes taught in isolation, and embrace a real world that is not divided into marketing, management, finance, etc.

• Seek the opportunity to demonstrate their ability to work in a language other than Hungarian.

• Embrace team work where team members succeed together or fail together.

• Embrace providing and receiving constructive criticism from other team members.
• Client handbook
  – How does the program work?
  – Roles, relationships
  – Expectations
  – Logistics and communication
• Project request form, i.e. definition of the problem
• Web-site, Facebook
• Moodle e-learning platform visible for all parties involved
  – Project management knowledge
  – Information on research methodology
  – Place to upload minutes, presentations
Milestones of the CA program

Course, Fall 2014

- **Kick-off meeting** 10.02.2014
- **Written Minutes**
- **Project Sketch** Plan 10.16.2014
- **Written Minutes**
- **Meetings with the client & mentor** (video & face to face)
- **Mid-term review**
- **No-slide pitching event** 10.30.2014
- **Immediate feedback & pivoting the approach**
- **Elaboration of client report**
- **Evaluation of surveys, discussion of results conclusions**
- **Final report deadline** 12.11.2014
- **Reflection meeting with mentors**
- **Completion of client report**
- **Rehearsal of final pres.**
- **Final presentation** 12.18.2014

**Client meeting(s)**

**Project definition**

**Course, Fall 2014**

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Date: 03/02/2015

Presenter: Dr. Tibor Dóry
Some company projects

- **IBM**
  - Enterprise Networking Market Assessment for Mature and Growth Markets
  - Knowledge Management Process for Supply Chain Management Knowledge Workers
- **AUDI**
  - Industrie 4.0: The contribution of academic cooperation between Széchenyi István University (SZE) and Audi Hungaria to future smart factory
- **Nestlé**
  - Nestlé employer brand – brand building consulting
- **Rába**
  - Innovation trends on heavy-duty vehicle market
- **PwC**
  - How PwC Hungary can make an advantage from the ‘sharing economy’?
Nestlé Factory visit in Szerencs
In the Boardroom

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Results and some challenges

- Number of participants: 15-20 students / semester
- Trainee positions / jobs offers: 10+ (25-50%)
- Mentoring capacity: 3-5 projects / mentor

- Find enough motivated students with good command of English (both written and oral)
- Increase mentoring capacity by spreading the program across faculty to be able to deliver more projects –
- Sustainable financing of mentors, coordinators
- Incentivize students with premium / stipend, iPAd?
Thank you for your attention!

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Questions?