

From the Classroom to the Boardroom

The Career Advantage program

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Széchenyi István University

1ST INTERNATIONAL WEEK ON PRACTICE ORIENTED
HIGHER EDUCATION AT SZÉCHENYI ISTVÁN
UNIVERSITY

GYŐR, 3RD FEBRUARY 2015

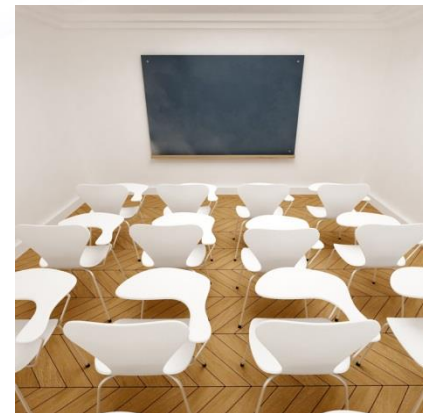
- Businesses require well trained graduates
- Students are put in the focus of industry-university relationships
- Real life project work to integrate all knowledge learnt in different subjects
- Learning of applicants prior to job interviews vs. traditional selection procedure based on CV

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”



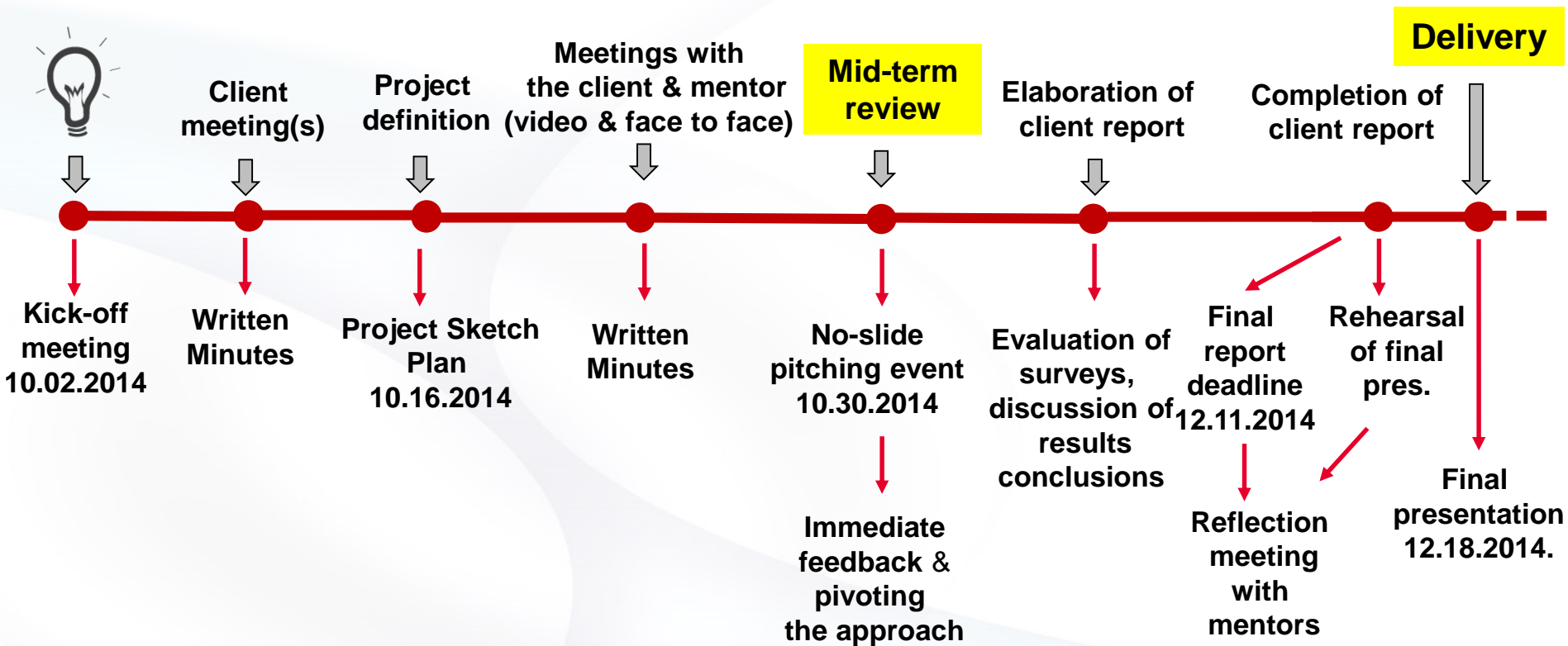
How does the program help students?

- 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



- 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



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?