

**"Challenges of  
collaborative  
university-business  
work.  
A South American  
perspective."**

## Main objectives of the presentation

- Brief reflection about meaning of digital transformation in business.
- New order for universities.
- Different stages of maturity for DT.
- How universities can work closely with Industry.



**Specially  
from  
South América**

**Córdoba  
Argentina**

## Universities need to be conscious of the changing environment and the change drivers.

- Digital transformation means business transformation.
- Business transformation needs evolution of organizational culture:  
Digital + Soft Skills
- Customer expectations continue to rise.
- Speed is more important than ever.
  
- DUALITY...

INDIVIDUAL — ORGANIZATI  
ON

PROACTIVE — ALIGNMENT

PROCESES

—

PERSONALIZATI  
ON

DISRUPTION

STABILITY



**PRESENT**

—

**FUTURE**

—

# Salamanca statement

university, society and future



uni>ersia



# Salamanca statement


**flexibilize and apply innovative educational methods** and rethink organizational, administrative and sustainability processes;

**alliances**, courses and certifications **with companies** from different industries;

new and alternative models of certification and **integration with global platforms**;

hybrid training offers and training and updating **programs in the workplace**;

training adapted to the needs of people and that **extends throughout life (LLL)**;



cascade of the  
digital  
transformation

Co. born with new tech

Big companies / Devolped  
Countries

Big companies / Devolving  
Countries

Universities?

Small & Medium E. / Family businesses

Public Administration

# How universities can work closely with Industry?

## 3 initiatives of UBP:

- doingLABS
- Custom projects
- RECLA

Startups incubator

Early stage  
Design thinking  
Lean startups  
Agile

Investor deck

Technological base

Mentoring  
Coaching  
Consulting



**Same services for  
established  
companies**



# Diploma: leadership for transformation

Diplomatura

# Liderazgo para la Transformación



UBP

UNIVERSIDAD BLAS  
PASCAL

## The program combines ...

- **soft skills: interpersonal communication, creativity, problem solving, negotiation, decision making**
- **digital skills: data analytics, innovation, agile, user experience, digital marketing, e-commerce.**
- **experiential pedagogical methodologies: virtual reality, augmented reality, mobile learning, educational video games, digital badges, hackathon**





**RECLA**

Red de Educación Continua  
de Latinoamérica y Europa

**Empower young researchers (ICTs) for better  
interaction with the industry through  
continuing education.**

EU founding (Horizon 2020)

## Summary

- DT is not just “digital”.
- Duality in business: present vs futures.
- University has to accelerate its own changes.
- Different stages of maturity for DT.
- Interaction examples B-U.



# Thanks!

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