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





## Main objectives of the presentation

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





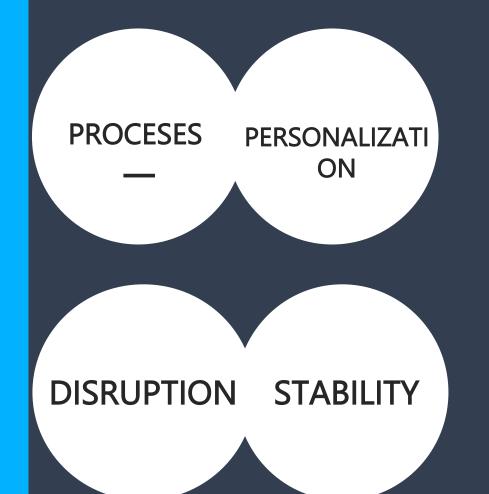
# Universities need to be conscious of the changing environment and the change drivers.

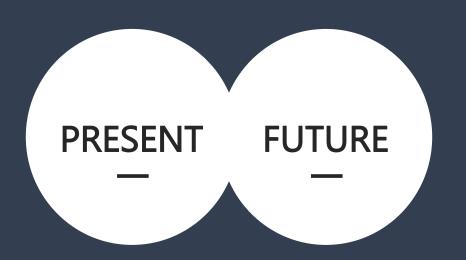
- → Digital tranformation means business transformation.
- → Business transformation needs evolution of organizational culture: Digilal + Soft Skills
- → Customer expectations continue to rise.
- → Speed is more important than ever.











# Salamanca statement



#### 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);





# 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 servicies for established companies







## 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





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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