

Business driven problem-based learning for academic excellence in geoinformatics - GEOBIZ



Academia-Business Cooperation for Excellence in Geoinformatics – from Academic Perspectives

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Outline

- **Cooperation: Why and How**
- **Some experiance**
- **How to improve**
- **How cooperation should work**
- **Conclusion**

Why to cooperate?

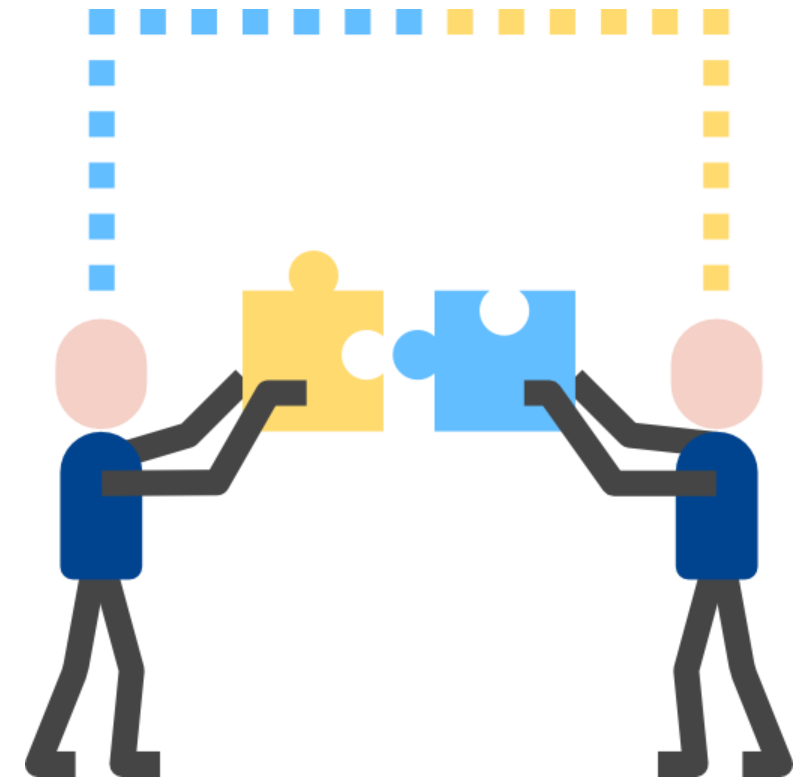
We cooperate because doing so is usually **synergistic**.

To get feedback on:

- Curriculums
- Competences and skills of graduates

To get upgrade on:

- Budget
- Experience
- Research data



Why to cooperate? EU

https://ec.europa.eu/education/policies/innovation-in-education/university-business-cooperation_en



Building closer links between business and academia to:

- encourage the exchange and sharing of knowledge
- create long-term partnerships and opportunities
- drive innovation, entrepreneurship and creativity

How to cooperate?

- Workshops to exchange ideas
- Partners in the inovative projects
- Long-life learning LLL
- Exchange Data, Knowledge and Experiance
- Internships for students
- Consulting



UNSA: Some experiences **before 1990's**

Successful cooperation with:

- **Geodetic administration**
- **Surveying Institute of B&H**
- **Other government institutions**
- **Public enterprises**

Projects examples

Fundamental works:

- **Photogrammetric survey**
- **Reference networks**

Deformation monitoring:

- **Town Tuzla**
- **Dams**
- **Construction sites**

UNSA: Some experiences- **after 2000's**

Unsatisfactory cooperation with:

- **Geodetic Administration**
- **Government institutions**
- **Public enterprises**
- **Private companies**

Some Projects

- **Fisibility study**
- **Revision of projects**
- **Deformation Monitoring**
- **Internships for student**
- **Common projects:**
 - Reference networks
 - Mapping
 - ETRS89 at the airports

How to improve situation?

Establish Quality Control on Project Management (in Geoinformatics)

- Building new standards
- Legislative and regulation

Develop culture of cooperation

Modify the curricula to market demands

Establish new channels to cooperate:

Workshops,
Data and instrument exchange
LLL, ...

Establish common projects

How should Academia-Business cooperation work from academic perspective

Possible scenario:

- Survey /feedback on graduates competences and skills (on regular basis)
- Curriculum (at all three levels) to be modify according to market requirements
- Internships in businesses for students
- Life - long learning trainings
- Joint projects for research
- Project on **innovation** (invention + commercialization)
- Consulting services
- Data and equipment exchange
- **Erasmus for Young Entrepreneurs**
- ...

Benefits for academic community

1. To get feedback on quality of the graduate students

Get information what to correct in the curricularas/sylabuisis:

- To introduce new courses
- To modernize way of learning
- To develop requested competences and skills

....

2. To increase budget, experience and knowledge

Benefits for businesses

- **Get better graduate, with necessary competences and skills**
- **Possibility to get consulting services at the right address**
- **Have a partner in demanding projects**
- **Ask for LLL courses on demand**



B-A Workshop in Sarajevo, 11th Jun 2021



Participant:

- Gaverment
- Universities
- Public sector
- Private companies...

Several new good ideas for B-A cooperation appiered.



Conclusion

We try to find answer to question „**Why to cooperate?**“
It is better to ask **why don't *always* cooperate!** (B-A)

If we like to get win-win situation than,

Need to develop culture of the cooperation between:

- **Academic and business communities**
- **Academic and government public institutions**

Develop new channels to cooperate using ICT tools

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Thank you for your attention!



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