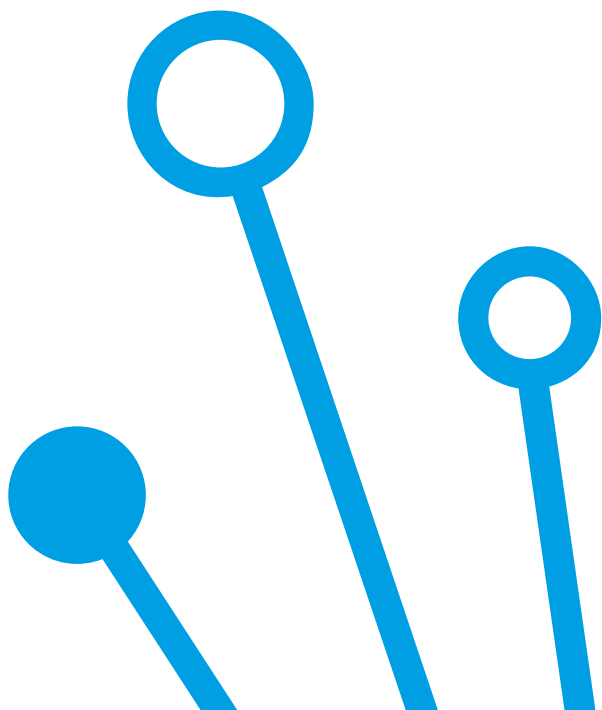
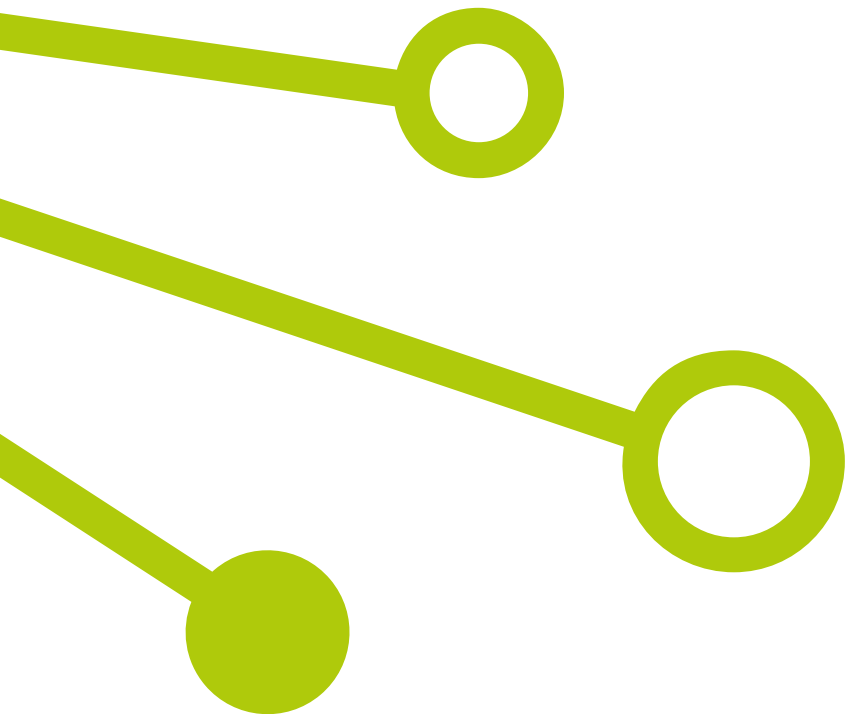




Action Plan for Co-operation between Alumni Centres and the Non-academic Sector

Prepared by the SIMPLE Project (Support of International
Platform Merging Labour and Education)



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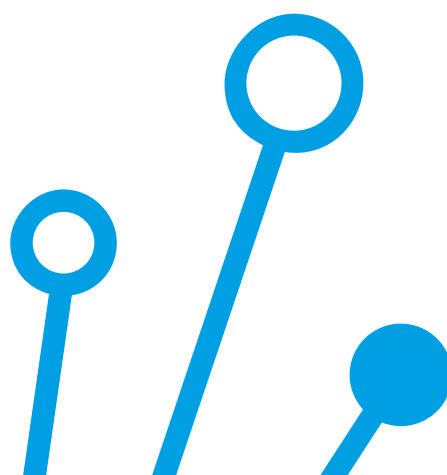
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INTRODUCTION

The overall objective of the SIMPLE project (“Support of International Platform Merging Labour and Education”) is to encourage cooperation of the academic sector (HEIs) with the professional sector in selected Asian countries (Cambodia, Indonesia and Thailand) leading to an enhanced employability of those universities’ alumni (Appendix 1). Intensified contact between the academic sector and the non-academic one (enterprises) will lead to more innovative and relevant curricula. Due to this contact, enterprises can indicate more clearly what knowledge they expect from alumni.

The proposed channels to achieve this are, a priori:

- **Supporting networking** and providing a link between graduates (alumni) and employers by establishing/ reorganising central **Alumni Centres** and **Platforms for Cooperation with the Professional Sector**;
- Improvement in the curriculum of study programmes at Higher Education Institute (HEIs) in selected Asian universities by introducing compulsory **internships** leading to greater practical knowledge and better skills among the alumni;
- **Enhancing the soft skills** of the Asian students.

This Action Plan has been prepared as the follow-up to the report “Good Practices of Alumni Centres” which was published by the SIMPLE project team. The Action plan provides practical information for Alumni Centres established or managed at the Higher Educational Institutions. These recommendations have been summarized based on experience with managing the Alumni Centre at the University of Natural Resources and Life Sciences Vienna in Austria and the SIMPLE project team.



TERMINOLOGY USED

During the kick-off meeting of the SIMPLE Project, held in the Czech Republic (October 2016) at the Czech University of Life Sciences Prague (CULS), and in preparation for the assessment study on examples of Best Practices in Alumni Centres, the participating universities decided to agree on specific definitions to be used within the project as it emerged that different countries and institutes had different understandings of some key concepts. The following terminology was agreed to be maintained within the SIMPLE project:

- **Alumni:** all graduates of a university (including Bachelor, Master, Master-after-Master's and PhD level) and former students, who spent more than 1 month at university for an academic activity (e.g. exchange students).
- **Alumni Centre (AC):** a university centre registering alumni, providing information, inspiration, and services for alumni and involving alumni.
- **Alumni member:** a university alumnus/a registered at the institute's Alumni Centre/Association.
- **Career Centre (CC):** a university centre providing consultations, guidance and support for students and alumni for their professional life (e.g. CV revision, providing job opportunities, contacts in the professional sector).
- **Intern:** position of a student in an organisation, with or without payment, to gain work experience or satisfy requirements of an academic qualification.
- **Internship:** activity or programme for an intern
- **Platform for Co-operation with the Professional Sector:** a network between universities and the professional sector aimed at co-operation (e.g. members of advisory boards of study programmes, providing guest lectures, offers for internships and jobs, joint research activities, recruitment of students/graduates).
- **Trainee:** a trainee is commonly known as an individual taking part in a trainee programme or a graduate programme within a company, after having graduated from university or college.
- **Career event:** can be a fair or lecture related to the topic "careers".
- **Job fair:** many companies presenting themselves with stands to students.
- **Career Day:** a smaller event, including benefits like free CV-Checks, soft skills training, workshops, etc.

The combination of both a job fair and a career day is possible!



CONTACT WITH COMPANIES

1. How to get in contact with companies

First do online research

- Research through other job portals, career websites, etc.
- Online newspapers
- The next career fair/event in your branch and next marketing fairs and HR fair/event
- Employment labour market news

Then get in contact via e-mail or telephone, the content of this e-mail could be:

- Who you are
- What you want (product sponsoring, cooperation for the next event, etc.)
- What you offer (enclose an overview of all your services and advertisement opportunities)

Advantages of getting in contact online

- + Time and money saved
- + Everyone is able to write an e-mail, you don't need a professional employee
- + You can reach a lot of companies all over the world

Disadvantages of getting in contact online

- Impersonal
- Hard to reach the right contact person
- You do not know if your e-mail has arrived and/or been read
- You may only get a brief response

Advantages of getting in contact personally (face-to-face)

- + You can talk directly to the person responsible
- + You can ask for the right contact person, e-mail address or telephone number
- + You can prepare a little "thank you" and brochures, leaflets, etc. and distribute them
- + You get an immediate response or a first impression of the company's real opinions

Disadvantages of getting in contact personally (face-to-face)

- It takes a lot of time and therefore a lot of money
- You need a skilled person to get into contact with companies
- You can only reach a few companies

Use the opportunity to talk directly to human resources or the marketing staff and visit fairs, events and speeches. Prepare a little "thank-you" and a summary with your request for the companies. Do not forget to bring business cards. Do not forget to collaborate with your AC. Ask your Alumni in which companies they work.

Subscribe to different kinds of newspapers (print and online) and, keep an eye on the job market, social media channels (such as LinkedIn) and the latest news about relevant branches. If you find something interesting, call or write to the companies and introduce your services.



2. How to stay in contact with companies

- Organise career days or fairs where all companies are invited
- Communicate all your events to the companies, so they are up to date
- Say “thank you” to the companies after a period of time
- Think about a special giveaway which is only for the companies and send it to them
- Do not always ask the same company to the same event or for sponsoring. Vary in the sense of what you ask from which company.
- Always change your services for companies.
- Extend your offers. Be sure that your services can be easily found online.
- Create a facility on your alumni and career centres websites (interlink them) where job offers can be posted.

SERVICES FOR COMPANIES

The main reason why an AC/CC offers services to companies is to connect students and graduates simply with the companies.

Examples:

- **Employer branding**
 - ▶ Staff can present their company during your events. They get the opportunity to introduce themselves, their company and the audience can ask them questions about job opportunities, work-life-balance, what they do in a typical working day etc.
- **Job week:**
 - ▶ At this event about 5-7 company representatives talk about job opportunities in a specific field of study. For each main field of study, organise a special discussion.
 - ▶ In addition to the discussion, you can offer free CV checks and the opportunity to take cheap application photos. After the discussions, prepare a buffet so the students have time to network and talk to the company representatives.
 - ▶ When companies confirm their participation at the job week, ask them if they have internships available for the next summer. If they do, they can advertise these internships on your website. The students can write their applications and bring them to the job week. As an incentive for the students to come, they can apply for internships at some companies exclusively at your career event.
- **Soft skills week:**
 - ▶ The aim of this week is to improve the soft skills of your students. In one or two weeks you can offer different workshops at a low price. For alumni members, some workshops can be free of charge or have a 50% reduction. With these earnings you have to cover the costs of the lecturer, the printing of the seminar documents and personnel costs.
 - ▶ You can ask companies to sponsor a workshop. The company logo will be on your website and a company representative can talk for 10 minutes at the beginning of the workshop. Furthermore, you can give company merchandise to the participants, such as pencils, pens, note pads, etc.



Sponsoring

- ▶ Ask local companies if they will provide food or beverages for your event. The companies get advertisement in return, such as their logo on the website, on posters or on flyers.
- Recruiting at the university
 - ▶ You can support and assist companies in the pre-selection of candidates. In the search for suitable candidates, the companies can profit from the alumni network and their co-operation with professional associations. The standard package can include, for example: the publication of the job advertisement, direct mailing, pre-selection, job interviews and the presentation of the 3-5 best candidates.
- Online job portal
 - ▶ Set up a specific job portal only for job offers for your graduates. (see attachment)
- Magazine
 - ▶ Companies can present themselves in this magazine, or they can publish a job or product advertisement.

CO-OPERATION WITH COMPANIES

1. For Internships, Guest lectures etc.

Example of co-operation activities outside the AC/CC of BOKU Vienna

For curriculum development:

Representatives from companies (mostly Alumni) are invited e.g. if a new study programme is going to be introduced, as each new study programme has to be based on a careful needs analysis, taking into account the employability of the future graduates. Therefore, representatives from enterprises are to be contacted in the market analysis phase, to get their feedback on the new curriculum being planned.

But Alumni / representatives from industry are also involved in the quality assurance of BOKU curricula, as they are invited to give feedback on whether the learning outcomes, defined for the study programme, are really met by the graduates, or if something has to be adapted in the programme to increase the employability of the students.

For Internships or Masters' Dissertations and PhD theses offered to students:

If companies have internships or Master's / Doctoral thesis topics to offer to BOKU students, they should send their announcements either directly to the Alumni office or to Departments or service units of BOKU. In the latter case, the Departments / service units put up the announcement on their poster walls / websites etc. and also send it to the BOKU Alumni office for their online job platform.

As internships are compulsory in several BOKU study programmes, the institutes also have contact with companies who are willing to accept trainees. However, usually, the students look for potential internships on their own, and then only check back with the study boards to see if the internship they have found is eligible and acceptable.

For guest lectures by representatives from different companies:

BOKU also invites external lecturers (from industry, non-profit organisations, government, but also from research institutions abroad), to give guest lectures in order to link theory and practice. There is a central BOKU budget

(administered by the BOKU Senate) to invite guest professors, but BOKU also uses external funds (like ERASMUS+ and others) to finance incoming teaching staff mobility.

For Sponsoring / Funding:

Of course, companies are also important for fundraising activities: e.g. in some cases, they fund scholarships for BOKU students to study abroad, or grants for incoming students to spend an exchange semester at BOKU.

2. For the support of scientists planning to establish a spin-off or registering a patent for an invention

Continuous innovation is one of the most important tasks of a university. BOKU encourages and motivates its scientists to exploit their inventions, create their own companies and to establish a long-lasting co-operation between BOKU and any new spin-off. It is BOKU's aim to provide an environment that is attractive for start-up¹ companies, with an affordable framework and a support network.

At BOKU, the Office of Technology Transfer (OTT) is responsible for the protection of Intellectual Property (IP) and offers competent supervision in the exploitation and transfer of BOKU research and technology for the use of society. The OTT offers expertise in the field of invention disclosure, licensing & patents, spin-offs² and entrepreneurship, and helps scientists in the commercialisation of innovative ideas.

The mission to protect intellectual property (IP) is very young and builds on the fact that the rights to inventions resulting from government-sponsored research at universities are assigned to the universities. At the same time the university takes the responsibility and obligation to promote the transfer of the university's research for commercialisation. Economically exploitable IPs must only be sold, in accordance with the EU State Aid Framework Directive, in accordance with their market value.

Reporting a service invention not only ensures its proper means of exploitation, but is also the basis for working with the Office of Technology Transfer (OTT) and with co-operation partners. Researchers have to fill out a disclosure form and answer all relevant questions about their invention, which speeds up the process of exploitation. The OTT provides information about the definition of a service invention, the process of making a service invention disclosure and explains the BOKU Rectorate's guidelines on the exploitation of inventions at the University of Natural Resources and Life Sciences, Vienna.

The protection of intellectual property via the submission of a patent is one means of exploitation. The signing of confidentiality agreements BEFORE the patent process starts are especially of major importance. Therefore, the OTT provides general information about patents, about free patent search opportunities, about the costs of the patent

¹ Start-Ups are young companies that are based on an innovative business idea and aim at a fast growth. The foundation of a Start-Up doesn't have to be based on a technology developed at BOKU. It is possible that a Spin-Off is also a Start-Up.

² Spin-Offs are companies founded by the university or with the direct or indirect participation of the university, the establishment of a company being based on new scientific methods or the exploitation of research results of the university. There is thus a close collaboration, indeed a contractual link, between BOKU and the Spin-Off.

process and about the patent-process at BOKU (see website <https://www.boku.ac.at/en/fos/themen/patente/>).

The basis of a Spin-Off is often an invention, patent or knowhow developed at BOKU. Therefore, the role of BOKU in a Spin-Off can be defined by an Infrastructure- or Licensing-Agreement or by a shareholding. The decisive criterion for the form of co-operation is based on the company strategy and the future involvement of the university in the Spin-Off's activities.

If BOKU facilities (offices or laboratories) are used, an Infrastructure Agreement is signed. If BOKU Intellectual Property Rights are exploited in a Spin-Off, a licensing-agreement on the basis of BOKU's IPR regulations is established.

It is essential to avoid conflicts of interest for BOKU employees who found a Spin-Off; therefore it is important to clearly separate the tasks and responsibilities to avoid any problems e.g. in the case of grants.

As soon as a researcher has an idea for commercialisation, the research support office discusses all relevant aspects on the basis of BOKU's Spin-Off-Guidelines with the scientist, and one member of the research support office acts as a "Founding coach" throughout the process. There is also the option to take part in an "AplusB-program" (INiTS, accent), which allows links with other start-ups. (See website <http://www.boku.ac.at/en/fos/technologietransfer/kooperationspartnerinnen/> for further information.)

3. For collaborations in the context of Capacity Building in the field of Higher Education CBHE – Experiences and insights from a running CBHE project

The insights below are based on the activities of the CBHE project SEA-ABT (South East Asian Academy for Beverage Technology). This project focuses on the Thai Beverage Industry in answer to their demand for skilled technicians. The project team works on the development of demand-driven courses, modules and a suitably-adapted curriculum, all focusing on topics identified by the Thai Beverage Industry as being of importance for current and future staffing. The training and expertise thus compiled will be made available by the SEA-ABT Academy which will serve as a joint EU/SEA knowledge sharing and training hub.

The involvement of industry in E+ projects is generally a difficult issue as companies are business orientated and usually do not want to be involved in the development of training. Still we have found some ways to get some companies interested in our project.

At the start of the project

- Perform a sound and representative needs analysis with the industry in question to make sure that the project meets the demand of that industry
- Organise an initial workshop where concrete foreseen outputs of interest to the industry are presented
- Keep in mind: Industries like concrete results such as webinars, training, training material, services offered, expertise. They do not like concepts or regular deliverables, thus when communicating, focus on real outputs.



- Where necessary adapt offers to the demand of the industry
- Direct, personal contacts are the most important and most efficient for the companies selected

During the implementation

- Organise special workshops for industries to present outputs, combine these presentations with a concrete training activity
- Involve them in all foreseen training activities
- Organise training at the industry's sites (in the context of the project - this can even be done for free)
- Communicate that the industry organisations involved can shape any training to be developed within the project according to their needs
- Get officials involved: Chambers of commerce; representatives of the European partner economy abroad, representations (e.g. for Austria this would be Advantage Austria)
- Make use of contacts already established between the university partners and industry partners
- Communicate best practice examples (e.g. of industry partners that have already benefited from the outcomes or services)
- Participate in similar events in partner countries where that industry is represented and disseminate information about the project

4. For Alumni Centres

As you are getting in contact with companies which are related to your field of studies you can also get in contact with former graduates of your university employed in those companies or vice versa. You can use this connection to get in touch with the company for sponsoring etc. or to introduce your services to the companies. You can also use this connection to advertise your AC to the alumni who are working in these companies.

COOPERATION BETWEEN ALUMNI CENTRE AND CAREER CENTRE

Overlaps:

- **Database and administration**
 - ▶ You can use one system for both AC and CC. Use the information of your Alumni members to get in contact with new companies. One employee should be responsible for keeping the data of AC and CC current.
- **Financing**
 - ▶ One account department for both AC and CC.
- **Website-Tools (Newsletter-Tool)**
 - ▶ Share the opportunities of one website-system with your AC/CC. You will need the same data.
 - ▶ A Newsletter-tool can be used for your event letter and also as a job letter.
- **Marketing and benefits**
 - ▶ You can use your CC events to promote membership in the AC and vice versa.

- **Benefits**

- ▶ The AC can advertise with a price reduction at CC events
- ▶ The CC can advertise with the benefits of the AC to get more participants to the events

- **Events**

- ▶ During events of the AC the staff of the CC can easily get in contact with the alumni members – and so perhaps with new companies.

- **Target group**

- ▶ The target group of the AC contains mainly graduates. However, students are also allowed to become a member.
- ▶ The target group of the CC contains both students and graduates.



ACTION PLAN

This list of short-, mid- and long-term activities shows you what is necessary to do if you are planning to establish an AC/CC. The tasks which are marked with an “*” are only possible activities for this period of time and can also be considered for the next period.

SHORT TERM

- define contact person, contact address, office address
- division of tasks and duties
- prepare budget plan
- prepare activity plan
- prepare marketing plan*
- prepare alumni database
- meeting with stakeholders*
- meeting with other departments at your university to introduce your work
- set up design for your website
- set up social media accounts*
- set up soft skills training*
- offer CV-Check*
- define possible benefits for members
- clarify the membership fee
- set up an online job portal*

MID TERM

- organize guest speaker seminars
- advancement of database*
- assesment of events
- organise soft skills training
- organise career events
- improve social media performance
- live reporting of activities on social media*
- provide information also for internationals*
- organise events for internationals*
- implement regular newsletter or magazine*
- set up a membership card

LONG TERM

- set up assessments of events
- sep up development strategy
- organise an internship day
- organise a career fair
- organise dinner talks
- organise an alumni day
- extension and development of services
- career guidance for students
- networking with other AC/CC from other universities
- improve organisation
- fund raising

* Possible but not necessary in this term, consider for the next term

ATTACHMENT

No.1: SIMPLE Project in Brief

Erasmus+ KA2 SIMPLE project: Support of International Platform Merging Labour and Education

Duration: October 2016 – October 2019

Project budget: € 535,600

Wider objective:

Encouragement of cooperation of the academic sector (HEIs) with the professional sector in the area of agriculture and life sciences in selected Asian countries (Cambodia, Indonesia and Thailand), leading to enhanced employability of these universities' alumni.

Specific objectives:

Specific objectives are (i) to support networking and provide a link between graduates (alumni) and employers by establishing Alumni Centres and Platforms for Cooperation with the Professional Sector, (ii) improvement of the curricula of study programmes at HEIs in selected Asian universities by introducing compulsory internships leading to more practical knowledge and better skills among the alumni and (iii) enhancing the soft skills of the Asian students.

Work packages:

- **WP 1: Preparation:** Assessment studies of Alumni Centres and cooperation with enterprises and Guidelines for best practice examples for Alumni Centres.
- **WP 2: Development:** Establishment and mutual cooperation of Alumni Centres and Platforms for Cooperation with the Professional Sector.
- **WP 3: Quality plan:** Including practical internships and training of soft skills in the curricula of the study programmes.
- **WP 4: Dissemination and Exploitation:** Organisation of Career Days and the Promotion of joint cooperation of Alumni Centres and Platforms for Cooperation with the Professional Sector with respect to innovation in curricula.
- **WP 5: Management:** Joint coordination of project activities.

Project Partners:

	Organisation name	Abbreviation	Country
P1	The Czech University of Life Sciences Prague	CULS	The Czech Republic
P2	The University of Natural Resources and Life Sciences Vienna	BOKU	Austria
P3	Ghent University	UGent	Belgium
P4	The Royal University of Agriculture	RUA	Cambodia
P5	The University of Battambang	UBB	Cambodia
P6	Bogor Agricultural University	IPB	Indonesia
P7	Tadulako University	UNTAD	Indonesia
P8	Kasetsart University	KU	Thailand
P9	The Prince of Songkla University	PSU	Thailand

Associates:

	Name of organisation	Type of institution	Country	Role in the project
1	ESAA - Erasmus+ Students and Alumni Association	Association of students	Germany	Promotion of the project results, sharing of experiences with Alumni Centres management
2	EMA – Erasmus Mundus Students and Alumni Association	Association of students, Representative in Thailand	Thailand	Promotion of the project results, sharing of experiences with Alumni Centres management
3	YPARD – Young Professional for Agricultural Development	Network	Italy	Promotion of the project results, sharing of experiences and job opportunities
4	AGRINATURA – the European Alliance on Agricultural Knowledge for Development	International Organisation	The Czech Republic	Promotion of the project results, sharing of experiences and job opportunities, quality control, source for information for assessment studies of Alumni Centres
5	SEARCA – Southeast Asian Regional Centre for Graduate Study and Research in Agriculture	International Organisation	Philippines	Promotion of the project results, sharing of experiences with Alumni Centres management, and job opportunities
6	FORS - Czech Forum for Development Cooperation	Network of NGOs	The Czech Republic	Promotion of the project results, job opportunities for Alumni

Service Overview – Recruiting Service

- ✓ announcement of job ads at www.alumni.boku.ac.at/jobs and at the central job boards of the University of Natural Resources and Life Sciences, Vienna
- ✓ after the registration as an employer you can easily post your job announcements
- ✓ duration: 4 weeks or up to the closing date for applications
- ✓ requirements: the position and the application are announced by the company itself
- ✓ specification of the minimum salary in job ads is obligatory since 1. March 2011
- ✓ contact information: DI Gudrun Schindler, Kerstin Fuhrmann, tel: 0043/1/47654/10440

Category „graduates“ (database pool: 3.000 graduates):

- **FREE Insertion:** Just one job offer for graduates per year for NGOs und small companies (< 5 staff members) € free of charge
- **BASIC:** job ad as text version € 80
- **STANDARD:** job ad including logo € 180
- **PREMIUM:** job ad in Corporate Design € 240
- Additional: **direct mailing** – strongly recommended! € 250
The job ad will be published and also sent to the Alumni-members with a relating field of studies by e-mail (Alumni in total has over 3.200 members)
- **Allowance – job ads for one year** € by arrangement
You can announce all your job ads at our job market for one year
- **Interposition** € 300
The employer is anonymous, the applications will be collected and forwarded by BOKU Alumni.
- **Personnel Selection** from € 1.000
The BOKU Alumni organisation will present you the best 5 candidates and will forward.

Category „students“ (database pool: 12.000 students):

- Job ad as text version € free of charge
For student-jobs and paid Masterthesis
- Job ad in Corporate Design € 150

Special offers – please contact us directly!

- linking to the job market of your company € by arrangement
The company's logo acts as a link to the career sites of the company's homepage

Offers for HR consultancies

- Job ad and direct mailing € 300
The HR consultancy is anonymous, the applications will be collected and forwarded by BOKU Alumni.

Prices do not include value added tax (20%).

The client explains with the commission, that she/he took note and accepted the general terms and conditions (see following page)

General terms and conditions

Organisation of Alumni – recruiting service – legal from August 2015



Please note:

- The organisation of Alumni (BOKU Alumni) of the University of Natural Resources and Life Sciences is making its homepage available for the job market. The job service is processed by the “Career Service” of the University of Natural Resources and Life Sciences.
- The homepage of BOKU Alumni and the postings at the job board are updated within 3 days.
- The announcement of the job ads are normally durated for 4 weeks.
- You are only allowed to announce one job vacancy per each job advertisement.
- The prices shown in the price table above are a reimbursement of expenses and are not related to the success of intermediation.
- You receive an invoice after your order. Payment deadline is within 2 weeks.
- HR Consultancies stay anonymous. Applications will be collected and forwarded by BOKU Alumni.
- BOKU Alumni does not undertake any responsibility of the advertisements announced by the company.

Job ad as text version:

After the registration as an employer on the website you can easily post your job announcements. The text is made available by the company or formulated by the organisation of Alumni. BOKU Alumni may under-take slight changes in the text (like the correction of typing errors or gender-equitably formulations), without informing the company. The job ad will be announced as a text version.

Job ad including logo:

The job ad, designed by the company (text including the company’s logo) should be uploaded in corresponding form, e.g. as jpeg, and will be announced at the homepage of BOKU Alumni. The size of the job ad sometimes needs to be adapted and can therefore vary from the original size.

Direct mailing:

The direct mailing of the job ad will be accomplished on the same day as the announcement of the job at the homepage and is sent to alumni-members with a relating field of studies.

Homepage:

- Records of companies for valuable considerations are coming out as per order when cashed. Regarding contents of directed websites, BOKU Alumni assumes no liability. Indications to illegal or unethical contents of directed or linked homepages will be examined and deleted if necessary.
- Any commitments to serve the secure and claim for compensation extinguish in case of any circumstances beyond our control. A certain advertising effect cannot be granted.
- In case of the closing of a linked homepage, it is not possible to receive any money back.
- Place of fulfillment and place of jurisdiction is Vienna. In accordance with Austrian Law.
- BOKU Alumni selects the companies who are allowed to advertise a banner.
- A banner or a link will be installed within one week by the administrator of BOKU Alumni.
- The client binds her/himself, to send the data file after the placing of the order to BOKU Alumni.
- The contract ends after the appointed period of contract.

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No.3: Example – University Business Project

More and more young students are interested in developing their innovations and start-up ideas. Since 2011 the BOKU Centre for Global Change and Sustainability offers several courses in entrepreneurship education with the aim of supporting students in the development of innovations and start up's which create a sustainable impact.

At BOKU we believe that Universities should focus on the support of the start up's idea phase which is the phase of getting first experiences and the first steps into the venture. This means our teaching programmes and physical spaces where student start-ups are supported focus on this idea phase. In these courses many students come into contact with the entrepreneurial mindset for the first time.

As it is often a long process to develop ideas for enterprise of your own, we also offer several advanced courses (such as Sustainable Entrepreneurship, the Sustainability Challenge or Garage) which support students in the business development and implementation phases. In these courses students see themselves as founders of sustainable enterprises and acquire competences in entrepreneurship and leadership. Beside these courses, which can be taken in the Bachelor or Master phase of study, the students are also supported through coaching and mentoring, e.g. through peer to peer mentoring in the student Innovation Center, which is a BOKU-wide support platform for student initiatives and start up's. In total around 50 start-up teams and over 300 students have been encouraged and assisted in starting their own, sustainable businesses, some of them implemented as Private Limited companies, associations or individual enterprises.

Competencies for a Sustainable Socio-economic Development (CASE)

The Project CASE – Competencies for a sustainable socio-economic development is one of six EU-Projects out of 230 applicants which was accepted by the European Commission within the framework of the Programme “Erasmus Plus – Knowledge Alliances”. The project, with a budget of 900.000 Euro, will be implemented together with 10 Partners from five countries under the Coordination of the RCE Vienna located at the Vienna University of Economics and Business.

Knowledge Alliances are transnational, structured and result-driven projects, notably between higher education and business. Knowledge Alliances are open to any discipline, sector and to cross-sectoral cooperation. The partners share common goals and work together towards mutually beneficial results and outcomes.

This new Knowledge Alliance (KA) jointly accepts the need for new ways of teaching and learning as well as strong cooperation between higher education and business to enhance sustainable socio-economic development in general and new forms of sustainability-driven enterprises in particular. The KA aims at jointly moving the landscape of EU HEIs towards a stronger accentuation on new inter- and trans-disciplinary methods of teaching and learning, as well as towards sustainable entrepreneurial education, increasing university-business cooperation, new university spin-offs and related start-ups in the area of the “green economy” with consequent changes in the curricula of European HEIs.

The Aim

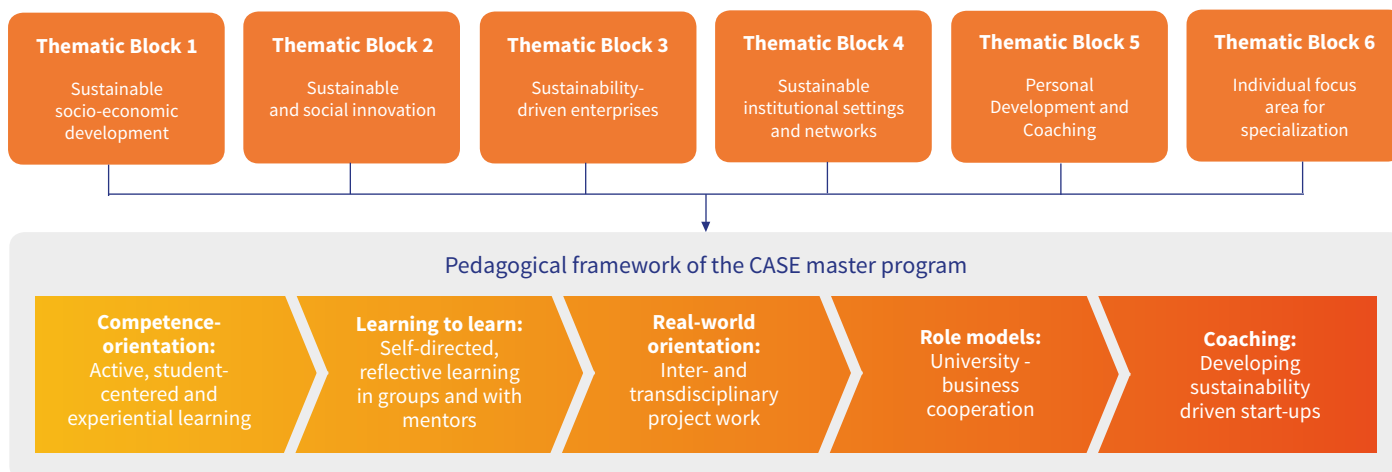
This shall be achieved within the framework and basic elements of a new Joint Masters' Program on “Sustainability-Driven Entrepreneurship” for European universities. The framework is based on six thematic blocks and sixteen related modules focusing on (1) Sustainable socio-economic development (2) Sustainable and social innovation (3) Sustainability-driven enterprises (4) Sustainable institutional settings and multi-stakeholder networks (5) Personal Development and Coaching (6) Individual focus areas for specialization. Each module can also be used as “stand-alone” to offer universities substantial support and guidance.

The structure of each module is aimed at the acquirement of skills and competencies using inter- and trans-disciplinary methods and tools in teaching and learning, focusing on university business cooperation and project work and implementation, aimed at entrepreneurial education and founding new sustainability-driven enterprises.

Five regional pilots which form an inter-university course with more than 25 service learning projects (and 25 service learning partners / enterprises) will test and optimize the modules while providing various best practice examples of university-business cooperation.

At the end of the proposed project, an open access knowledge platform will provide the four modules and shall be accountable for, and enable European universities to engage in, the implementation of the Joint Master's and engage in their own curricula building processes. This knowledge platform will be linked with and supported by global multipliers such as the UNU / global RCE network and the COPERNICUS Alliance to sustain the activities and partnerships of the proposed KA.

Sustainability-Driven Entrepreneurship Joint Master Program



Target Groups and Benefits

- European universities with a focus on curriculum renewal towards competences for sustainable socio-economic development and sustainability-driven entrepreneurship.
- EU universities will benefit greatly from the provision of innovations in teaching, learning and cooperation (open access to educational modules), which increases the quality of problem focused research and teaching.
- European companies with a focus on sustainability, environmental management and eco-innovations.
- The KA shall provide competences and skills for sustainable socio-economic development and sustainability-driven entrepreneurship. The EU economies will benefit from better educated / trained academics for the growing sector of the “green economy” as well as from an increased number of sustainability-driven university spin-offs.
- European Master students of all disciplines
- European students will receive the benefit that their competencies for a “green economy” will be strongly enhanced, as well as that they will come into contact with the future employment market. Additionally, they will be motivated, educated and trained to start their own business. For the students, the KA offers multiple opportunities to acquire practical knowledge how to socialize in the business and working world, but also invites them to get to know other European universities and learning environments and to maintain these contacts after the project has ended.

The CASE Knowledge Platform supports you

to acquire competencies for sustainability-driven entrepreneurship. Find inspiring good practices and tools for collaboration between universities and partners from business and civil society.

The CASE Knowledge Platform is built on

research about competencies for sustainability-driven entrepreneurship and methods how to achieve them in higher education.

The CASE Knowledge Platform portrays

illustrative project examples based on successful learning experiences among students, practitioners and university teachers.

The CASE Knowledge Platform provides

tools for collaboration between universities and partners from business and civil society in order to develop competencies for transformation towards sustainability.

The CASE Knowledge Platform guides you

Through implementing cooperative learning formats such as service learning. Find practical information and advice on challenges and success factors.

Link: <https://www.case-ka.eu/knowledge-platform/>

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