

Strategic alliance between university and business can be answer to brain drain, EUROCHAMBRES says

The EU needs a strategic alliance between academia and business in order to address its damaging brain drain to other regions of the world.

This is the message delivered by Arnaldo Abruzzini, Secretary General of EUROCHAMBRES, at the European University/Business Forum in Brussels today.

Mr Abruzzini particularly stressed the need for managers and entrepreneurs to be involved in the decision-making bodies of higher-education centres. *“Opening the governance structure of universities to the world of business is a key element in order to allow them to compete worldwide,”* he said. *“The idea is not to manage educational institutions like enterprises, but to improve the mutual understanding and create synergies between two worlds that remain too far apart.”*

Shaping business-oriented curricula

Incorporating more business people in academic decision-making bodies could also enhance the focus on employability in educational curricula. Employers don't think in terms of qualifications, but in terms of competences: it is therefore crucial that education centres provide students with skills that are in line with real business needs.

This has been achieved in Paris, as testifies Véronique de Chavagnac, CEO of French SME 'Sandow Technic' and member of the board of the Technological School Tecomah: *“From my experience, business can have a very positive impact when it comes to counselling the educational institution in its pedagogical orientation: thanks to the recommendations of entrepreneurs in Tecomah, the idea to dedicate the school's training programmes to sustainable development, environmental protection and lifestyle quality was further developed and improved.”*

Labour market success, i.e. the timeframe and percentage of students finding a job after graduation, should then be used as an indicator, among others, to rank the performance of university programmes.
