



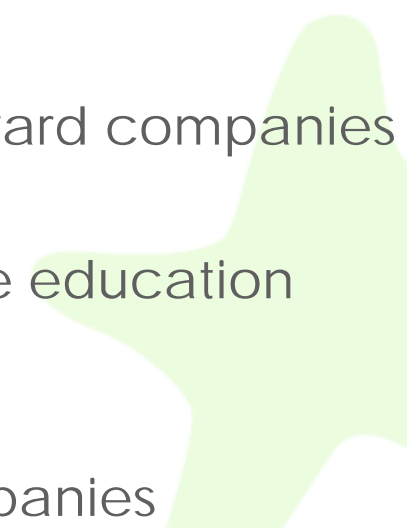

ICA-CEDIA Conférence

« Grandes écoles » and companies
A story of strong ties

Valerie Leroux and Philippe Choquet



Outline

- Introduction to LaSalle Beauvais
 - « Grande Ecole »: a system geared toward companies
 - Relationships with companies within the education process
 - Research at LaSalle in relation with companies
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GROUPE



Agri-resources
Agri-industries
Food and Health
Management



Geology, Mines
Energy
Water
Environment



Barcelone
San Francisco
Mexico
New-York
Manille
Manado
Portoallegre
La Paz
Madrid
Memphis
Hyderabad
Quito
Léon
Beauvais
Ciudad Ob.
Pachuca
Abidjan
Manaos
Philadelphie
Dasmaringas



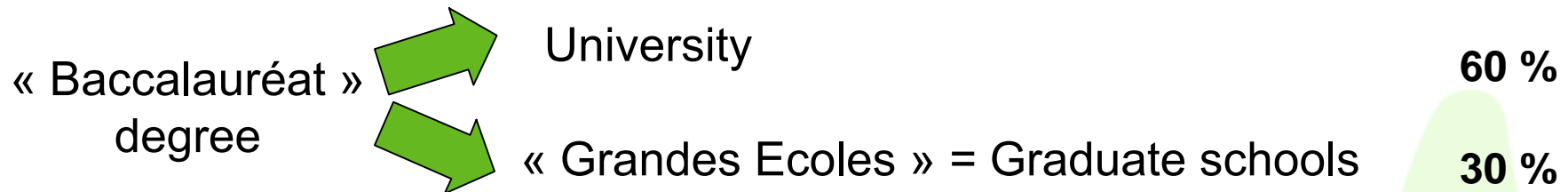
The « Grande Ecole » system



Higher education in France

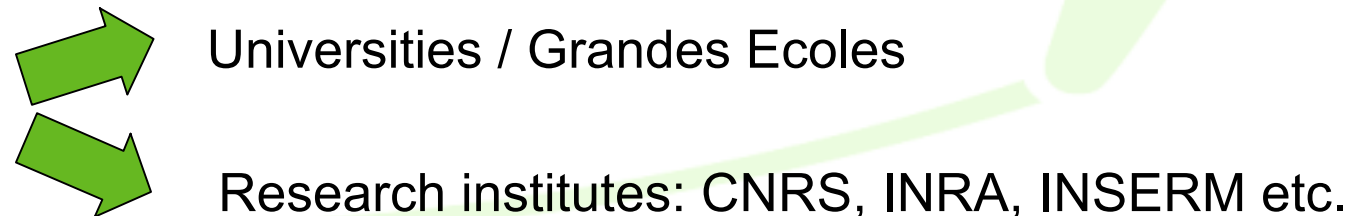
An original, dual organization

Dual system of Higher Education



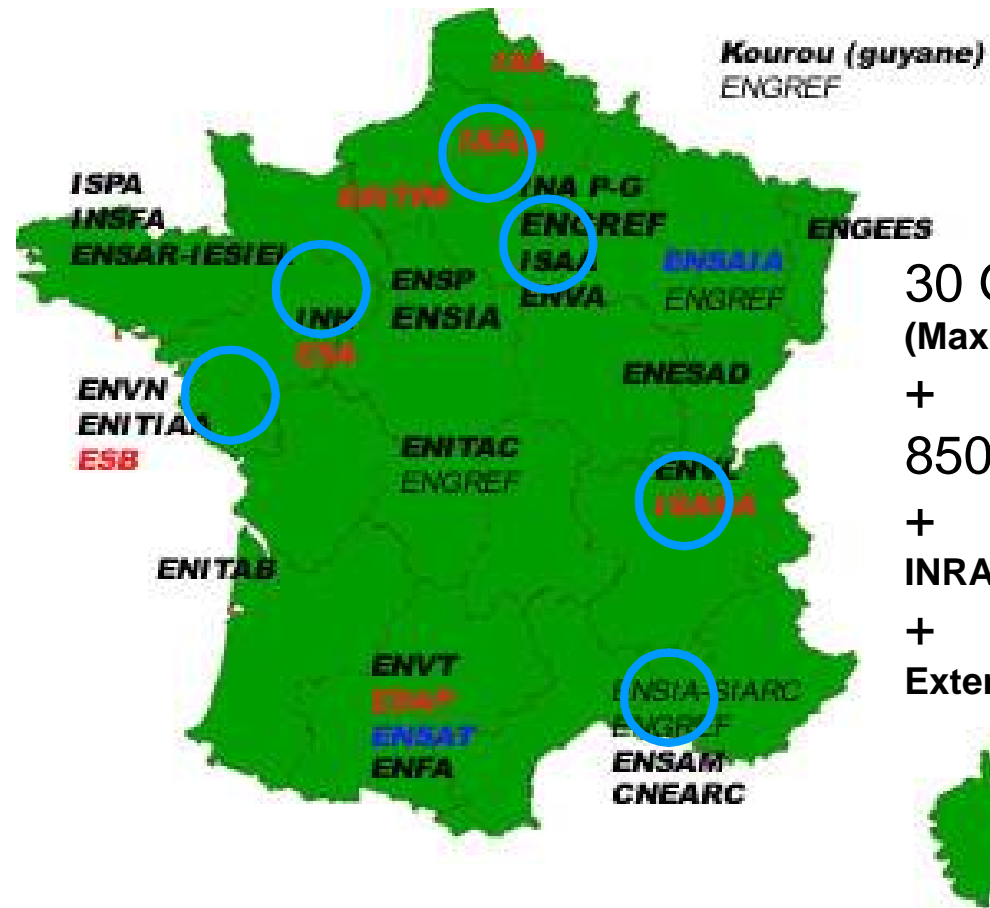
Very selective - 5 years of studies (2+3) ⇒ MSc
Small size institutions ⇒ High quality+personalized education
Strong relationships with companies (Research + internships)
100 000 students – 2/3 of MSc in Science and Tech.

Dual Research system



Higher education in France

Example of agriculture: a split organisation



30 Grandes Ecoles
 (Max size: 1000 students)

+

850 colleges of agriculture

+

INRA network

+

Extension network

Grande Ecole and companies

A long and natural history

- Both high academic standards and professional objectives
- Accreditation organization with Commission du Titre d'Ingénieur (CTI members: Companies/faculty from Universities and Grandes Ecoles)
- Professional objectives of the curriculum =>
 - *Professionals involved in the governance bodies*
 - *Courses for business competences (Management, marketing etc.)*
 - *Faculty involvement from industrial sectors or other professional activities*
 - *Importance of training experiences in companies or apprenticeship*
 - *MSc thesis commissioned by companies after a 6 months training course in those companies => Joint evaluation*



Relationship with companies
In the education process
Example of LaSalle Beauvais



Education

A permanent relationship with companies

- Companies involved in the governance bodies
 - Board (2/3 of the members)
 - Curriculum development board – 1 meeting / year

Closer links with the market need for skills and competencies
=> *Setting up of new program eg. Food and Health program – Veterinary program*
- Alumni: key role in the school
 - Active alumni association, supported by the school
 - Multiple involvements in the school:
 - *Job service / Job fair*
 - *Career meetings*
 - *Following of the alumni career (Alumni database management)*



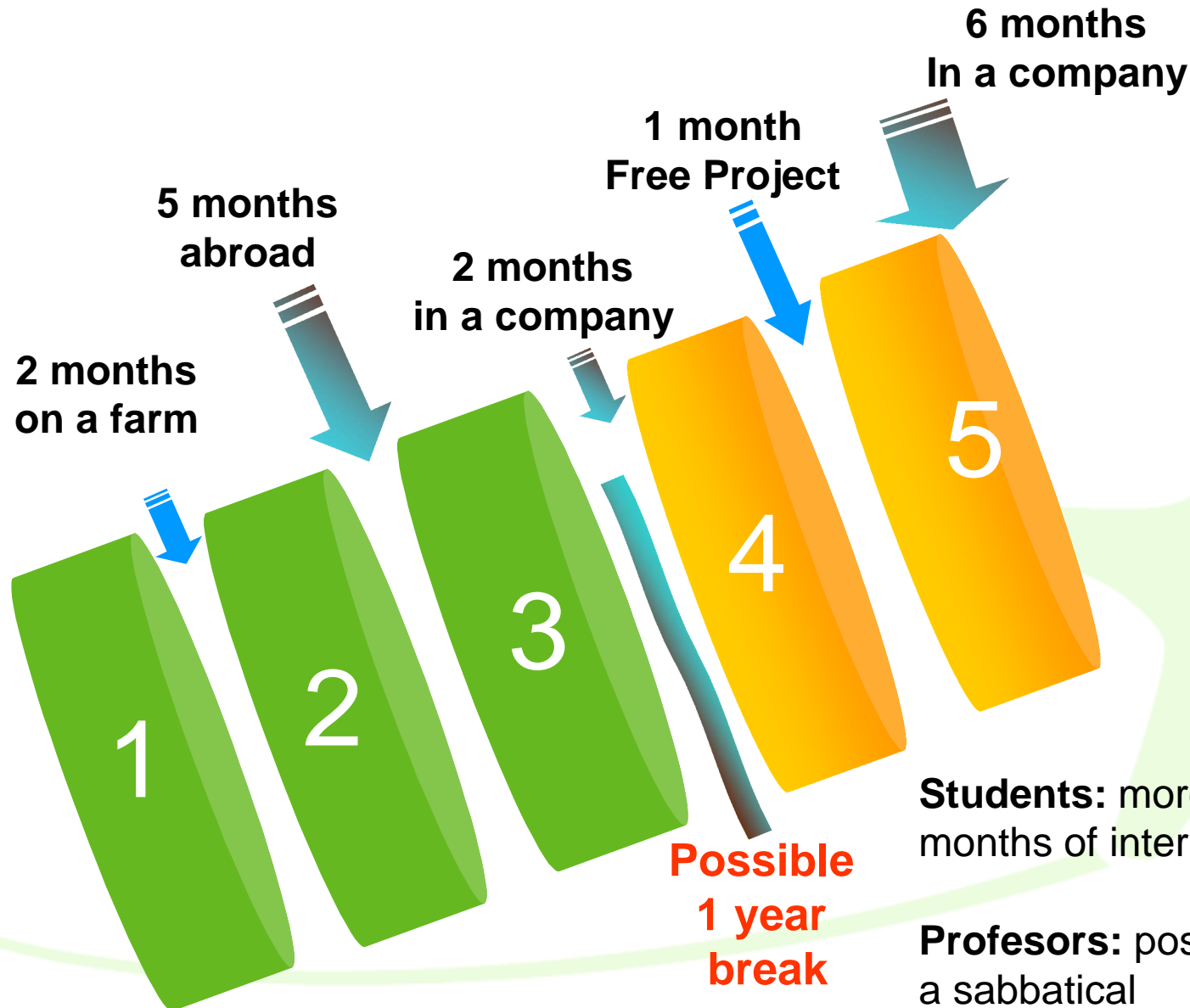
Education

Companies' involvement

- **Profesors coming from the business world**
 - Balanced recruitment
Profesors coming from academics // Profesors with business experience
 - Master level courses:
Curriculum with both University profesors and Profesors coming from companies
- **Companies/professional oragnizations coming to the campus**
 - Career conferences
 - Recriument fair organized on campus
 - Co-organized professional conferences open to students
 - Challenges/games organized with companies
- **Fundraising/philantropic involvement**

Education

Internships: a strong bridge with companies



Education

Internships

- Internships: a strong tool to reinforce business links
 - 1400 ambassadors in companies
 - Current database of companies ⇔ Knowledge management
IT supported organization
 - Reinforce links between University and Companies
- Faculty Involvement
 - Coaching trainees in companies
=> Research contacts
 - Enable to understand the challenges companies are facing
=> Source of inspiration for research (both applied and academic)
- Improved academic involvement of students in their courses
Due to diverse working experiences



Education

Apprenticeships

- Organization of the program
 - Student is employed by the company for the length of their studies
 - Full MSc program through apprenticeship
 - 1 month in&out time organization
 - Inductive pedagogy based on experience rather than deductive pedagogy
- Benefits for the school
 - Increased contacts with companies
 - Funding diversification
 - Common « life » with companies over a 2 year period:
 - *Understanding of company challenges*
 - *Research contacts*
 - *Strong relationship between designated professor and the company*
- Very popular curriculum
 - Students are paid during their studies
 - Companies have stronger links with university and its research
 - Students are recruited by larger companies with higher salary
 - Pre recruitment means for companies



Education

Examples of Companies' involvement

- **AUCHAN partnership 2Nd biggest French Retail group**
 - Internships proposed in BSc and MSc
 - 2nd year MSc project
 - Apprenticeship
 - AUCHAN national challenge
 - Fundraising
 - Involved in job placement
- **SAME DEUTZ FAHR**
 - Member of the board
 - Executive program
 - Apprenticeship
 - 2nd year MSc project
 - Mecenat with the farm





Education

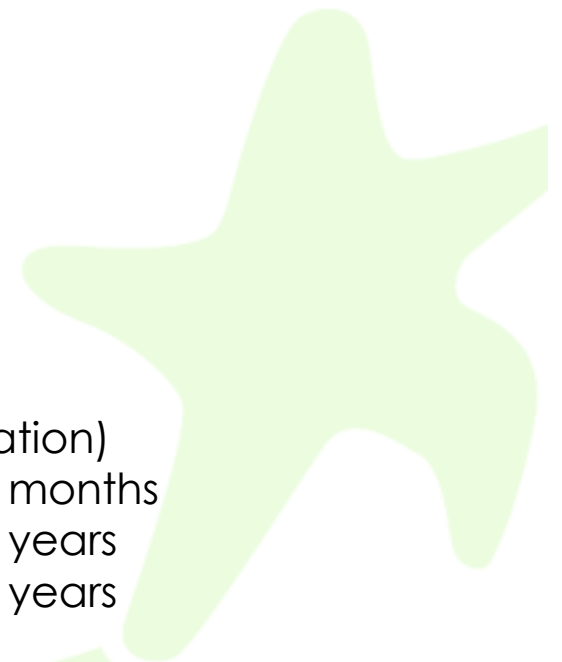
Company involvement and entrepreneurship
Through students associations



Education

Placement service: a key function

- Employability: a key indicator
- Placement process
 - Students have to work on their career project
Internships experiences + alumni contacts
 - Career conferences with alumni
 - Placement fairs
 - Placement service from the 1st year of MSc
- Placement statistics
 - Follow up of alumni career (led with Alumni association)
Quantitative and qualitative survey at
 - 6 months
 - 2 years
 - 5 years





Research at LaSalle
in relation with companies



Research and companies

- Research objectives:
 - Heterosis effect of Academic research and applied research
30% of the research activities are led with companies
 - Research programs led by companies
 - *Short term applied research programs*
 - *Long term research programs*
Pole of competitiveness
PhD students
- LASALLE technological platform concept
 - Developed at LaSalle Barcelona university
 - Heavy research investments
 - ⇒ Attract non concurential companies => companies investment/involvement
 - Hybrid teams => hybrid research activities
 - SME attractivity: infrastructure + Human resources
 - Incubator activities
3 platforms in progress at LASALLE Beauvais



Universities and local government

Research as a differentiation tool for economic development

- LASALLE involvement in all Development structures:
 - Pole of competitiveness
 - Incubator
- Involvement in the strategic plan for economic development
 - Attractivity
 - Coherent International strategy
- Research communication for increased attractivity



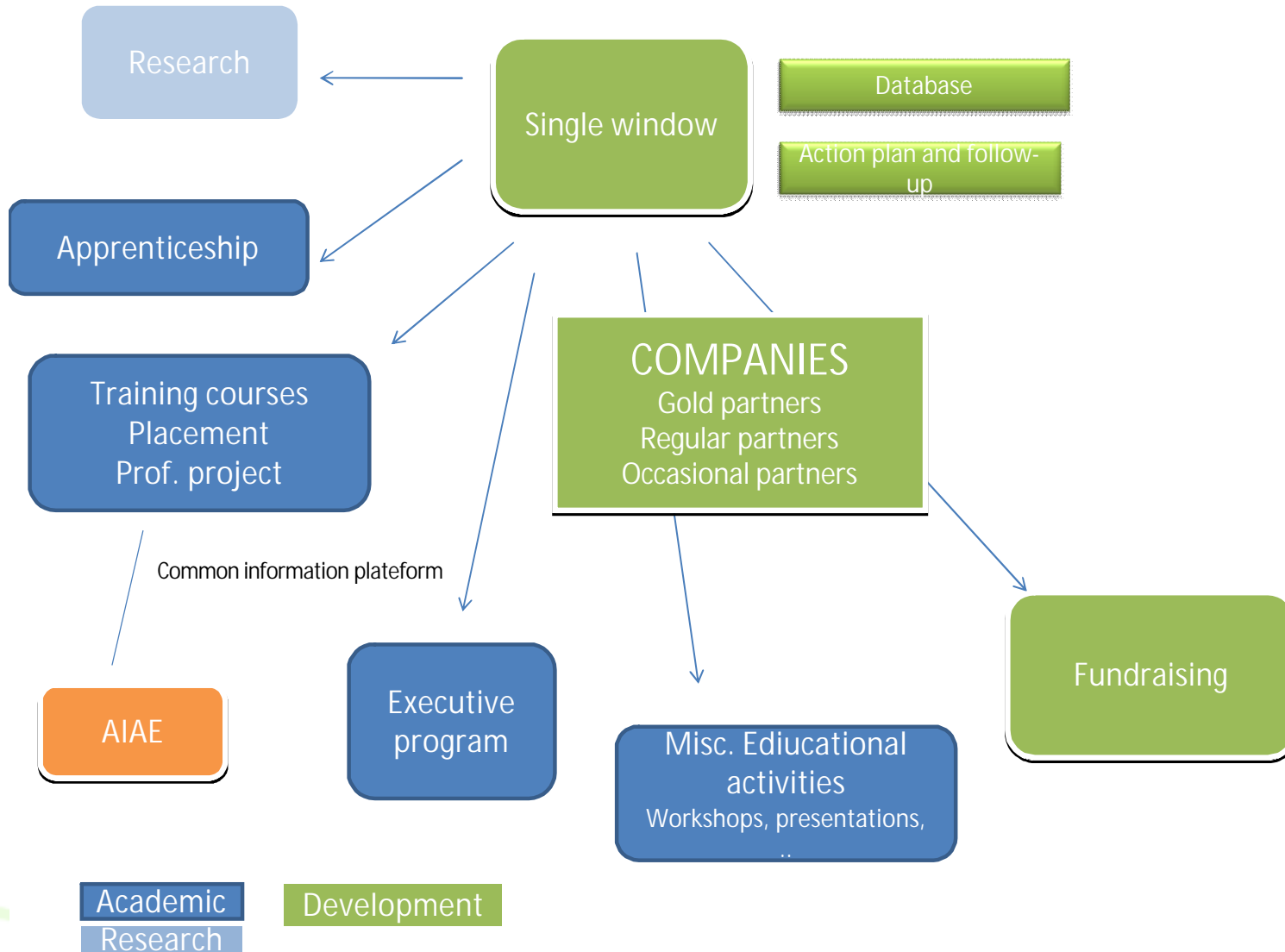


Universities – Companies
A relationship that has to be organized



Links with companies

A specific organization for more efficiency



Conclusions

- The future of a Grande Ecole within the changing world of higher education
« Don't throw the baby out with the bathwater ».
- Companies: strategic stakeholders
A relationship that has to be organized within the university

In a very competitive world, competitive advantage will come from

- ★ Innovation
- ★ Human resources and people skills

Conclusions

Universities and Companies

Compulsory

Voluntary

Towards an Alliance ?

No choice

***Let's do it with pleasure
To get it fully positive***

Financially
driven

Scientifically
driven



Thank you
for your attention

