

# ACCESS

*African Center for Career Enhancement and Skills Support*

## University of Idea Competition 2023 and 2024



31/07/2023



**Prof. Dr. Utz Dornberger**

Project Director, ACCESS, *Leipzig University*

# University Business Linkages (UBL)



## Knowledge Commercialization

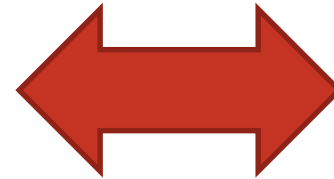
- Patenting/Licensing
- Entrepreneurship

## Talent Transfer

- Internships
- Service learning
- Joint curriculum development
- Further Education/Training

## Academic Engagement

- Contract research
- Collaborative research
- Consulting



**New Actions and Measures for UBL implementation in order to enhance employability skills of students and graduates are required !!!!**

# University of Ideas Competition



**UNIVERSITY OF IDEAS**

**"SERVICE LEARNING"  
COMPETITION 2022**

Are you a lecturer or staff member at a university?

Seeking your innovative ideas to push graduate employability through service learning formats at universities!



**WHAT CAN YOU WIN?**  
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THE AWARD IS 1000€ FOR EACH WINNING IDEA!  
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**SAVE THE DATE**  
TAKE NOTE OF THE MAIN EVENTS!  
REGISTRATION STARTS ON JUNE 14TH, 2022  
Award Ceremony  
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The **main goals** for our competition.

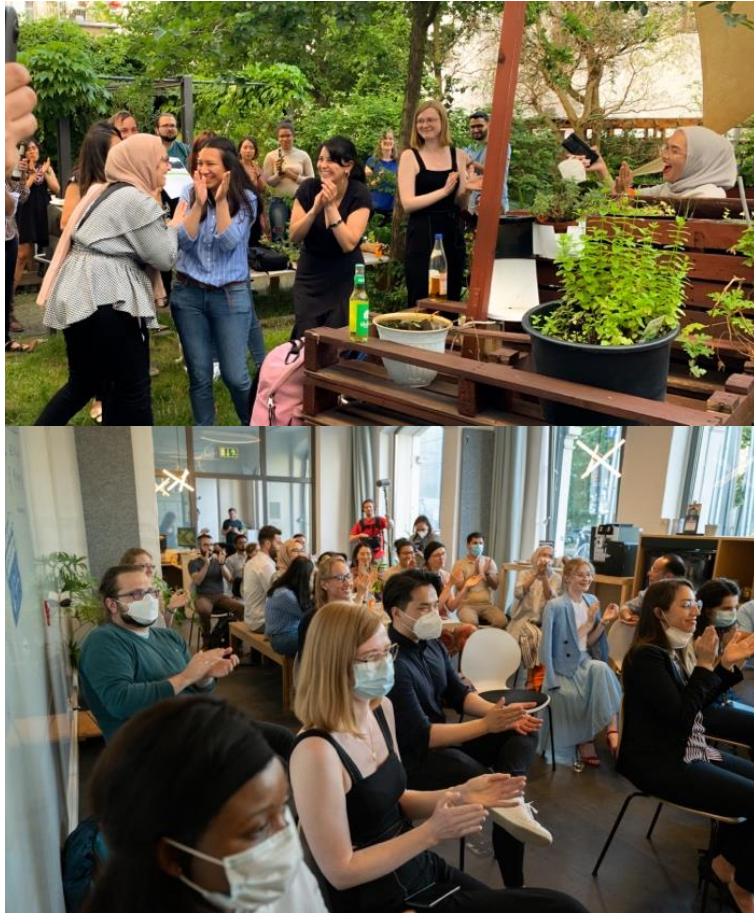
1. Identify promising best practices to foster market-oriented skills development among students , graduates, and staff members
2. Give emphasis on new formats and actions to establish University Business Linkages for skills development.
3. Provide visibility to best practices in fostering collaborations between academia and businesses



# Example 1

# Online Marketing Challenge (OMC) Leipzig University

# Example 1: Online Marketing Challenge (OMC)



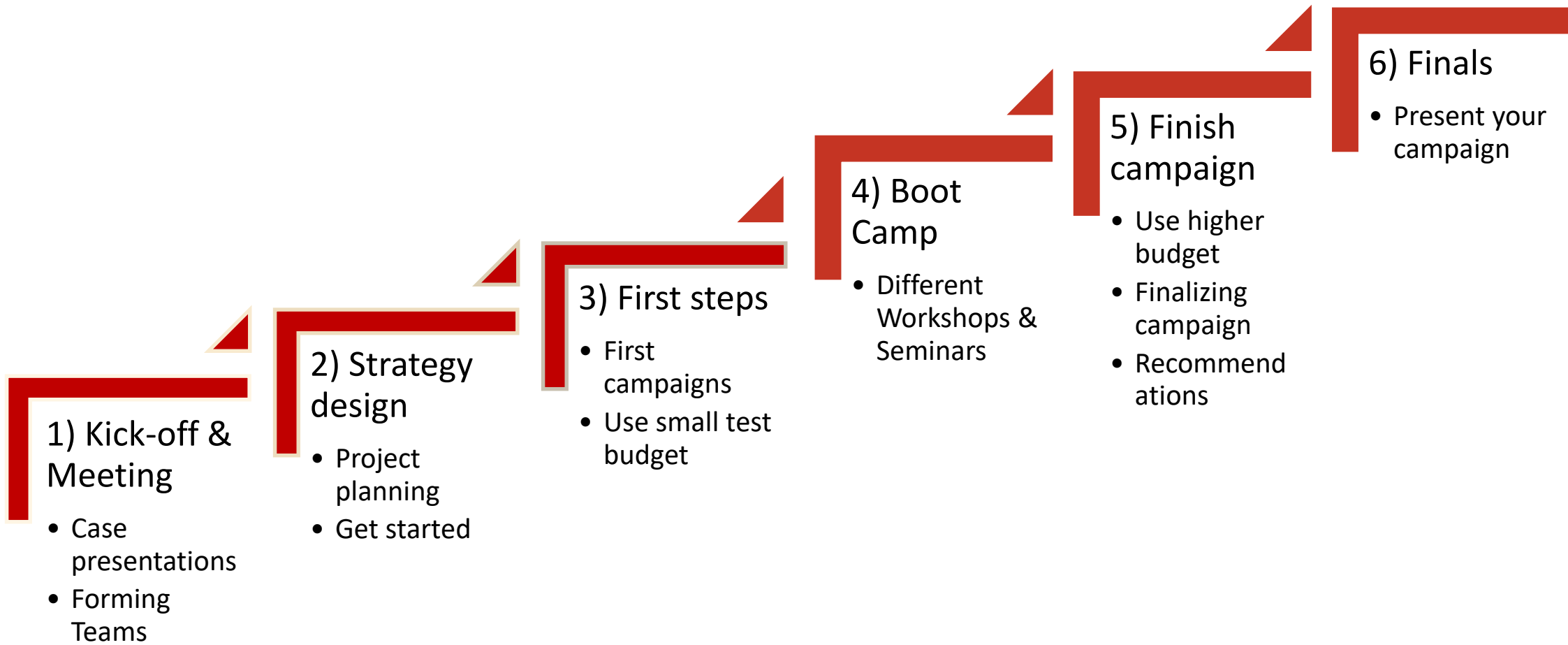
Connect the international student community with Saxonian SME

Improve the online marketing skills for all participants

Give SME support to internationalize

Create University-Business Linkages and job opportunities

# OMC Process – 3 months



# OMC: Strategy Design



Set a **virtual meeting within the next 7 days** (use Doodle to offer several timeframes)

Inform us when your **first meeting** will happen – we do our best to have someone with you



Use an **online tool** of your choice (Zoom , WhatsApp, Skype, Jitsi ...) for **effective communication**

**Agenda:**  
- Get familiar with your partner company  
- Learn about their business and goals  
- Listen to their ideas and needs

# OMC: First Steps



Brainstorm possible activities

Develop buyer / customer personas or customer profiles

Discuss the most appropriate channels for the marketing campaign

Get access to the marketing channels and set up payment methods (IMPORTANT)

Start with small budget on first test campaigns



# OMC: Online Boot Camp



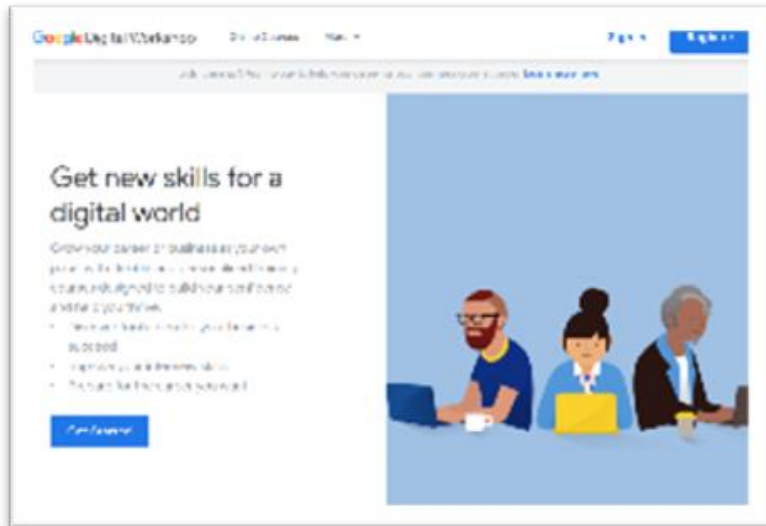
**International  
Marketing**

**Finding customers  
and suppliers on  
LinkedIn**

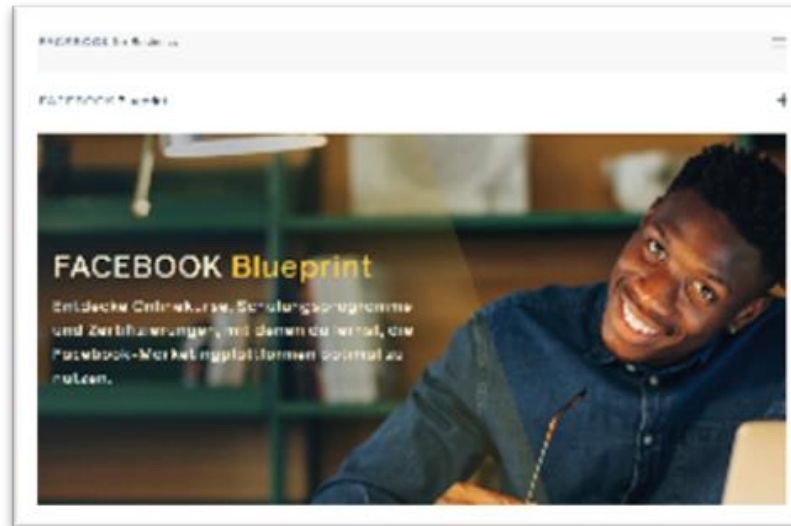
**Facebook &  
Instagram**

**Google Analytics**

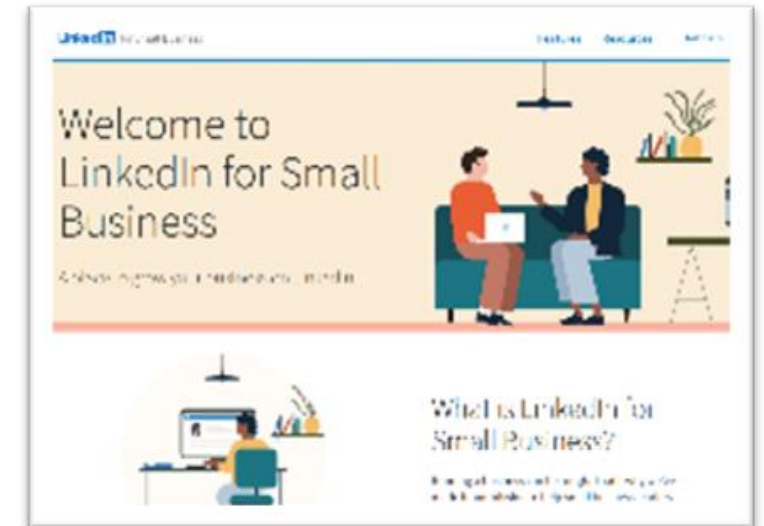
# OMC: Self-Study



<https://digitalworkshop-eu.withgoogle.com>




<https://www.facebook.com/business/learn>



<https://business.linkedin.com/grow>

# OMC: Finish Campaign

A background image showing a desk with a spiral-bound notebook, a black pen, and a small potted plant. A red stamp with the word 'IMPORTANT' is on the notebook. A white box with a diagonal line is overlaid on the right side of the image, containing text.

**Conditions**

- Finish until **July 15th**
- **500 €** budget – try to use it as effective as possible (daily budget limit)

**Criteria for the competition:**

- Be innovative and creative
- Communicate with project partners and company
- Create an effect on the business



# Example 2

....

# Mount Kenya University

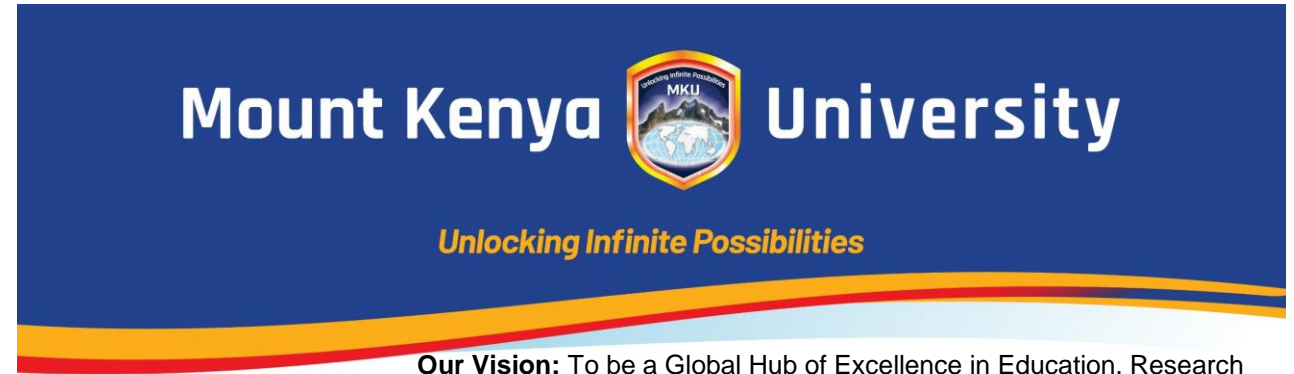
# Implementing Service-Learning (SL) Measure - MKU Perspective



***Henry Yatich, Ph.D***

*Principal, College of Graduate Studies & Research*

*Coordinator, University Business Linkages (UBL)-ACCESS Project*



**Our Vision:** To be a Global Hub of Excellence in Education, Research and Innovation  
**Our Mission:** To provide world class education, research and innovation for global transformation and sustainable development

# How We View it!



- We consider SL as a vehicle in which we can partner with local firms/organizations to promote:
  - Capacity building initiatives
  - Practice-oriented learning
  - Adherence to training and place of work (labour market needs)
  - Service to firms and communities



# How we implement!



- By adopting the **problem-based service-learning concept**
- SL programme sends finalist students in teams of 3-5 to communities/organizations where they respond to their challenges as "**consultants**" working for a "**client**", apply learned knowledge to provide solutions, hence promoting idea generation while gaining relevant skills, and strengthening their networking abilities)



# Current Engagements at MKU



- We have visited 5 Industries in Thika (Jetlak foods, BIC, Bidco, Neo Kenya & Malbros)
- MOA with Technical University of Kenya (TUK)- Shared Transfer of SL-Currently with Legal
- MOA with Riara University-Currently with Legal

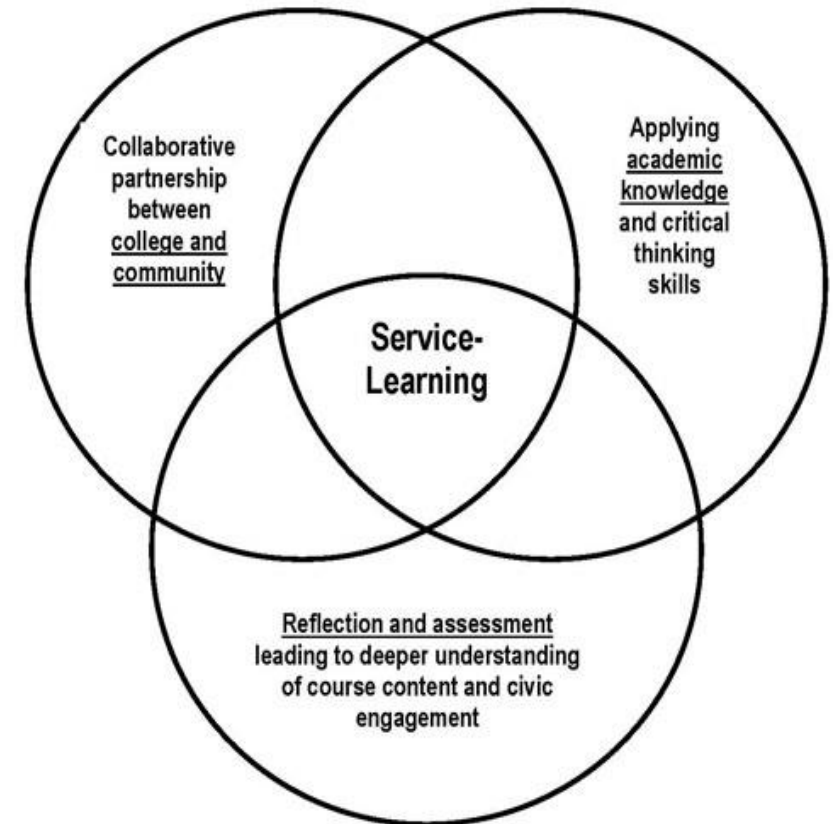




# Graduate Centre for Career Enhancement and Skill Support (GECCESS)



- As an offshoot of ACCESS project, the centre was approved in 2022 by the university Council and is domiciled under the **MKU-Innovation and Incubation Centre**
  - Its purpose is to oversee activities under SL and spur innovation among students, staff and community



# How GECESS works at MKU!



- Problem(s) are identified by firms and shared with the School of Business and Economics especially on "service"
- A competitive announcement is made for MBA students to apply to solve the problem by submitting a concept note
- They are invited to present their concept and a panel scores the concepts
- The winner(s) is/are now paired with industry supervisor and university supervisor to develop the research
- DUAL Benefit: It provides a solution to the firm and forms part of the student academic requirement for "project" papers.

# Get in touch!



College of Graduate Studies & Research

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Office

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# Example 3 and 4

# Winners of the UoI Competition 2022

# University of Ideas Competition



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Virtual Public Health Students Exchange Program  
Mount Kenya University


GEMS – Applying Service Learning in an MBA  
Entrepreneurship Project  
Nelson Mandela University

# Edition 2023 and 2024



 **Innovative ideas** that stimulate the development of new formats and actions in order to promote UBL

 **Who can participate?**  
Lecturers or academic staff at a university within the ACCESS partner countries.

 **Participation:** Individual or team participation as a representation of partner and associate universities or unit of the university

 Two (2) **best cases** will be selected for each partner country.  
Winners will be invited for presentation of their best practices at the ACCESS Summer School and Conference in Rwanda (02/2024) and Tunisia (10/2024).

# Timeline for 2023 Edition



- Call open form **15.08.2023** – Check our website: [www.access-centre.org/idea-competition](http://www.access-centre.org/idea-competition)
- Deadline for sending proposal is **15.10.2023** as indicated on the website
- Evaluations will be done until mid of **November 2023**
- Winners will be announced end of **November 2023**

# Timeline for 2024 Edition



- Call open form **15.04.2024** – Check our website: [www.access-centre.org/idea-competition](http://www.access-centre.org/idea-competition)
- Deadline for sending proposal is **15.06.2024** as indicated on the website
- Evaluations will be done until mid of **July 2024**
- Winners will be announced end of **July 2024**



# Check our Website for further Information after 15.08.2023

[www.access-centre.org/idea-competition](http://www.access-centre.org/idea-competition)

The screenshot displays the ACCESS website homepage. At the top right, the URL [www.access-centre.org/en](http://www.access-centre.org/en) is shown. The navigation menu includes Home, News, About ACCESS, University of Ideas Competition, Network, Contact, and EN. The main content area features the ex|ceed logo (Excellence Centers for Exchange and Development) and the DAAD logo (Deutscher Akademischer Austauschdienst / German Academic Exchange Service). A featured article titled "African Centre for Career Enhancement & Skills Support" is highlighted, with a sub-headline: "Today's challenge, tomorrow's solutions: Improving employability to match our future." A yellow button labeled "About ACCESS" is positioned below the article.



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