

How student learning,
business and societal issues,
and knowledge generation
can be tackled jointly by
strong industry relations.

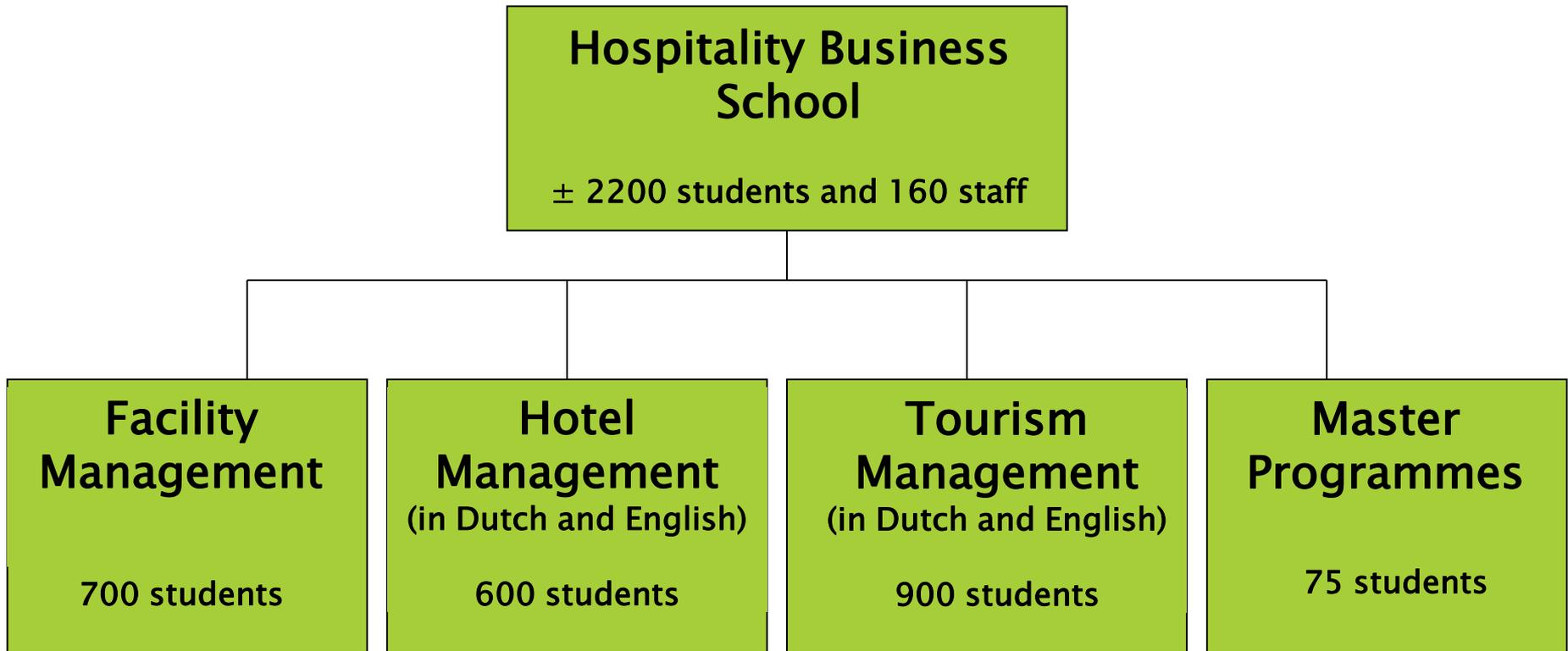
Jan W. Meijerhof

Panel 4: Learning through industry experience and engagement

THE-ICE IPoE Forum

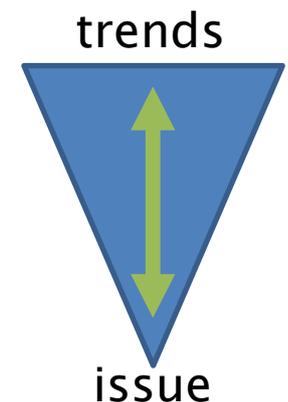
Bangkok, 13 November 2018

Setting the scene: Saxion Hospitality Business School



Approach to teaching and learning

- Issues from the professional field, that link to major trends, form the basis of a meaningful learning environment in which students experience, learn and reflect.
- This way students are taught to zoom in and zoom out in order to learn about the connection between issues and trends.



Industry relations objectives

- Facilitating student learning...
- supporting the programme's strategy...
- supporting solving companies issues...
- enabling new insights (new knowledge)
- and, if possible, enabling to make a contribution to society.

Organising industry relations

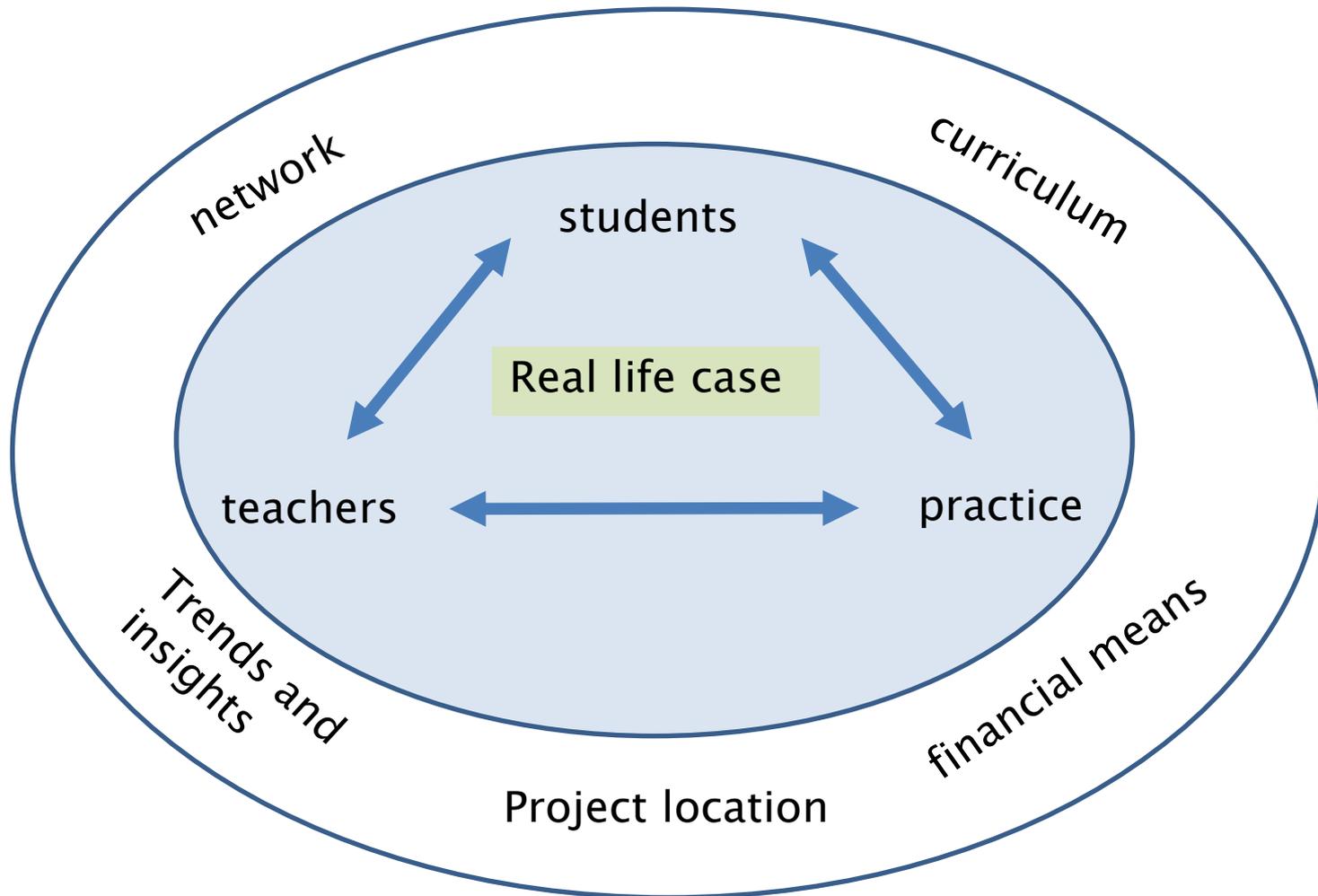
- Industry involvement in programme design
- Industry involvement in programme execution (guest lectures, excursions, internships, projects)
- Industry involvement in student and programme assessment

Organising industry relations

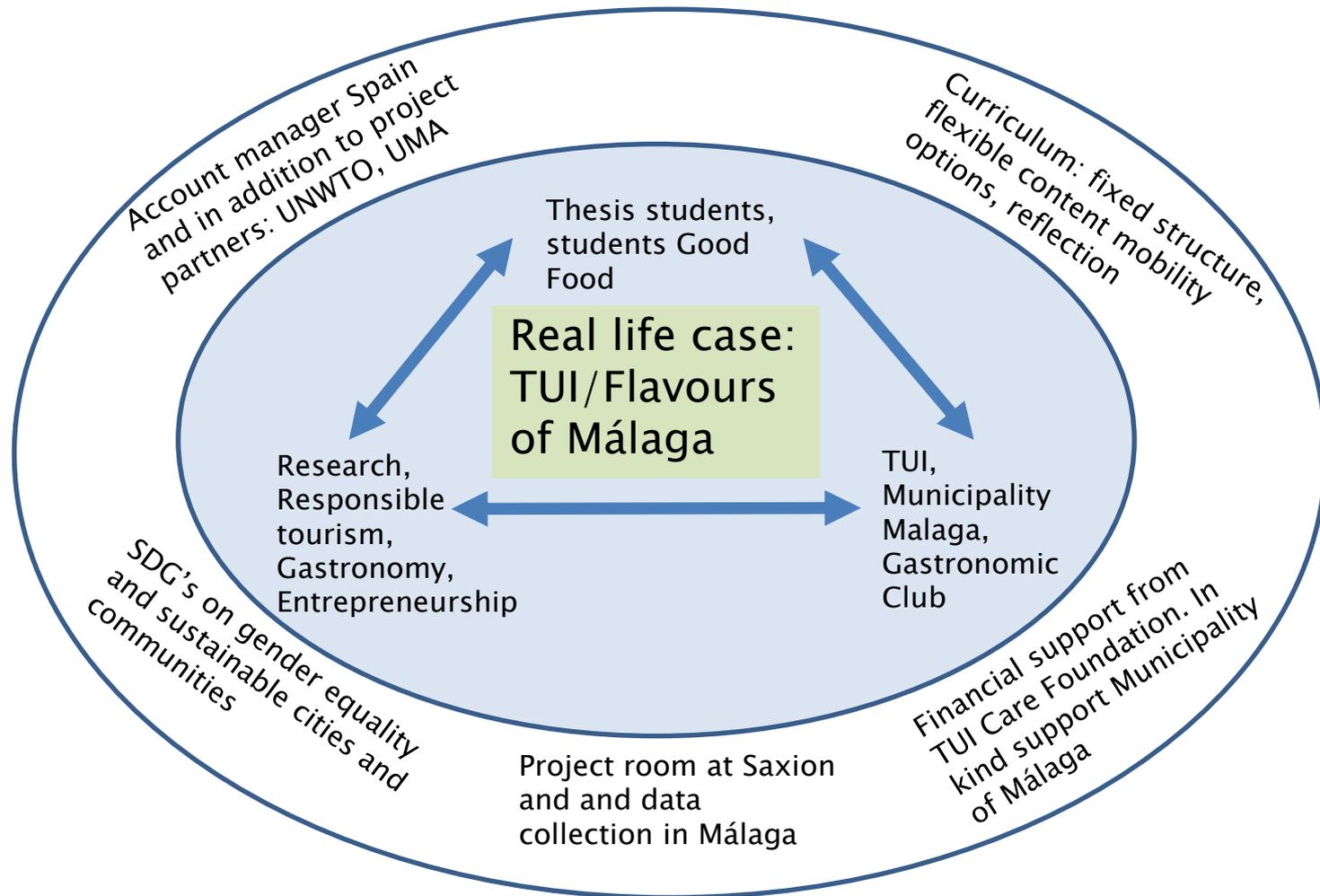
- **Account management**
 - 22 account managers
 - Each covering part of the industry nationally and internationally
 - Linking pin between faculty/students and companies
- **Results**
 - Case studies, guest lectures, company visits interwoven with the programme
 - 250–300 students each semester on internships
 - 85% international
 - 97% successful, 3% discontinued

- Develop ecosystems in which student learning, business and societal issues, and knowledge generation are addressed.
- Example: TUI–Flavours of Málaga
 - Contribution to the enterprise, society, student learning, and knowledge generation
 - Opportunities and challenges in current project are being taken up in subsequent projects.

Ecosystem



Ecosystem example: Flavours of Málaga



First results

- Students very engaged
- Peer pressure to deliver results
- Students get a deeper understanding of the industry
- Sufficient real life cases in tourism both national and international
- Teachers learn as well

- Organizing ecosystems takes time
- Difficult to estimate teaching load due to unpredictable nature of projects

Question

- How to move beyond internship collaboration with an industry that is often more interested in cheap labour than in student learning or solving business issues?