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Higher education and business: Case studies of collaboration in innovation and entrepreneurship

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UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA



Jimmy Carter

Unless both sides win,
no agreement can be
permanent.

(Provincial)
government

Have: Money,
regulative power
Want: influence,
growth, voters

Businesses

Have: Money, projects, jobs
Want: employees, research
results, innovations,
competitive advantage

Universities

Have: Resources, equipment, passion
Want: money, jobs for graduates, appreciation

The empirical context

The province of Upper Austria

- export volume of 33.8 billion euros
- trade surplus of 8.8 billion euros (2015)
- 26 percent of total Austrian goods exports (Statistik Austria, 2018)
- 8 universities
- a talent shortage region

Company size (Employees)	Total		Primary Sector		Secondary Sector		Tertiary Sector (Service)	
	Companies	Employees	Companies	Employees	Companies	Employees	Companies	Employees
0-9	99 138	192 632	21 852	36 119	10 280	26 918	67 006	129 595
10-19	4 207	57 526	52	699	1 105	15 189	3 050	41 638
20-49	2 829	86 085	17	482	885	27 706	1 927	57 897
50-249	1 464	144 797	3	229	578	59 829	883	84 739
SME (0-249)	107 638	481 040	21 924	37 529	12 848	129 642	72 866	313 869
250+	350	312 592	0	0	157	112 413	193	200 179
Gesamt	107 988	793 632	21 924	37 529	13 005	242 055	73 059	514 048

Source: Statistik Austria, retrieved 17 Dec, 2020

University-industry dual international education programmes

UAS international dual master's degree programme
'Automotive Mechatronics and Management',

Teaching, Working, and Research are combined in a 2 years graduate programme.

KTM, Robert Bosch, BRP Powertrain Rotax, Magna Powertrain, et al.

80% international students.



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MASTER'S DEGREE PROGRAMME |
AUTOMOTIVE MECHATRONICS AND
MANAGEMENT

Future Career

Study

Industry Cooperation

Testimonials

Application Process

Press Releases

News



SEITE |

> [Unique dual Master's degree programme](#)

Our governmental initiative to foster innovation in Upper Austria.



INDUSTRIELLE
PRODUKTIONSPROZESSE



ENERGIE



GESUNDHEIT,
ALTERNDE GESELLSCHAFT



LEBENSMITTEL,
ERNÄHRUNG



MOBILITÄT,
LOGISTIK

Government, incubators, clusters, universities and businesses participate in the programme, focus is on SME (however, mostly large companies have the resources to apply)

Our university's accelerator and software park.



Softwarepark

Services

Network

Collaborations

EN 



Two universities, governmental support and (partly) public ownership, businesses grow through accelerators.

Multidisciplinary incubation centres



3 universities (basic, applied, arts)



Question...

Companies, universities, NGO's, governmental institutions invest a lot in fostering an innovative and entrepreneurial atmosphere.

Despite that, in many regions (in mine as well), there is **still room for improvement and hesitation to engage in innovative entrepreneurship** in comparison to other global regions.

- Why?
- Are there reasons that are not controllable by universities, governments, and companies?
- Is it a matter of culture?
- Or are there other reasons we don't know?

Thank you very much for your attention!

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