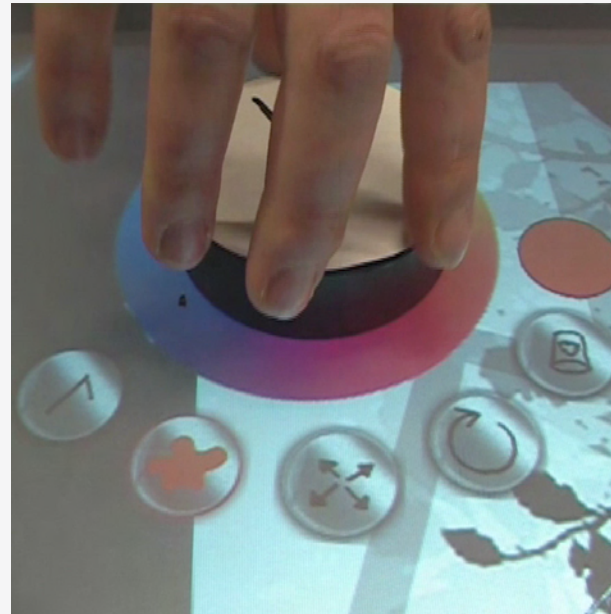


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## Students as Catalyst of the Knowledge Economy: Evolution of Synergies between Companies and Universities



European Computer Science Summit | ECSS 2010 | 13.10.2010, Prague, Czech Republic  
Technische Universität Dresden | Chair of Media Design

## Outline

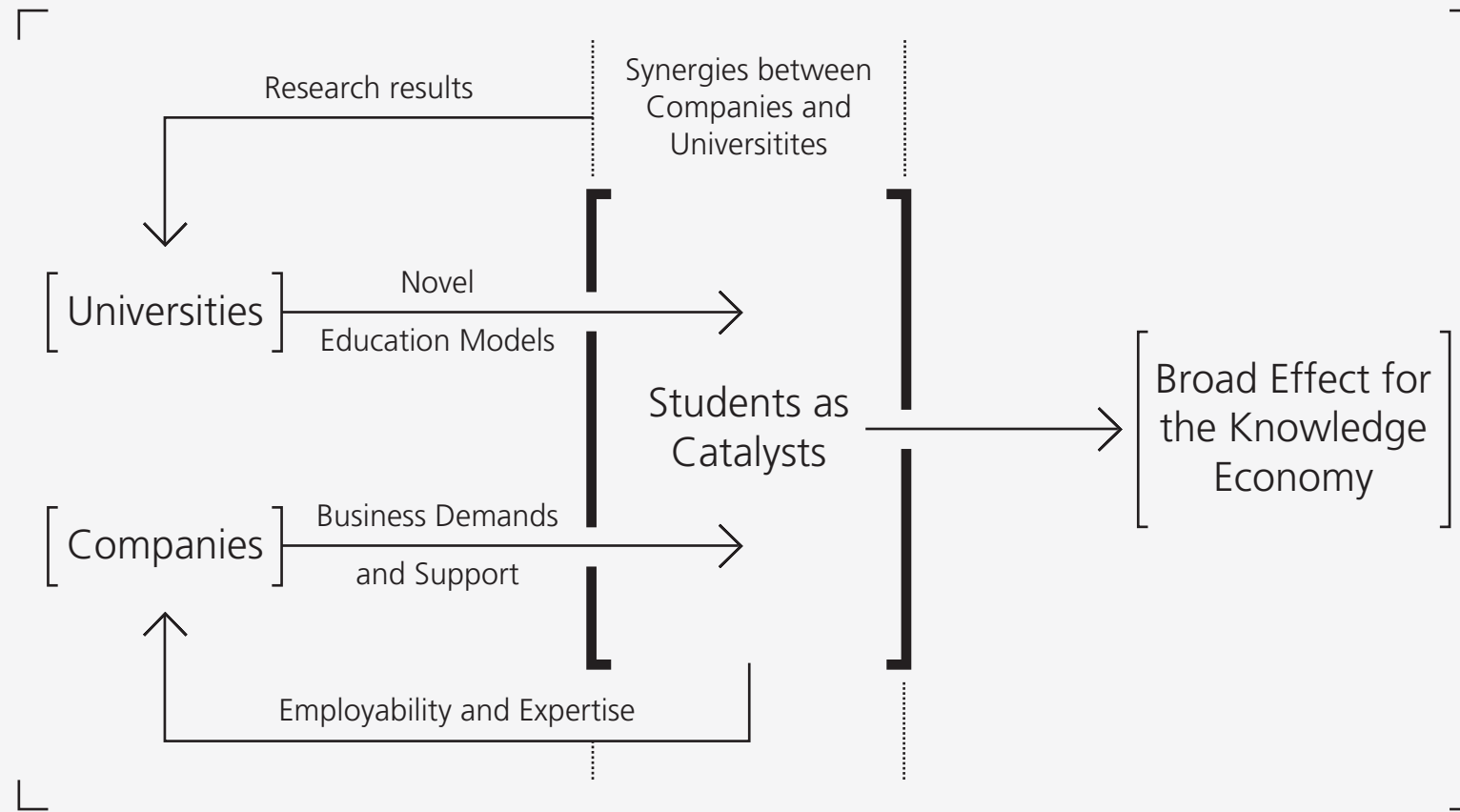
1. Motivation
2. Funding Issues
3. Workshop
4. Laboratory
5. Conclusion

# Motivation

\_Business and  
research interests

\_Immediate  
cooperation

\_Precedent:  
Multi-touch  
technology



## Funding Issues

### Problem:

- Innovative, novel education models
- Specific skills require additional education
- Additional educators, new technologies and hardware

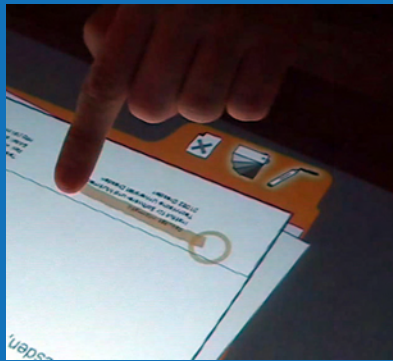
### Solution:

- Support of local companies
- Funding through European Social Fund (ESF)

### Scenarios:

1. Workshop
2. Laboratory

## Workshop



Example:  
SurfaceReader  
[Franke et al. 2010]

### Setup:

- Two weeks, fast results
- Clearer guidance by business and academic counselors
- Five groups, two students each

### Evaluation:

- Daily reports to evaluate progress
- Increased educational efforts with tutorials
- Interim presentation
- Final presentation with interested persons from cooperating companies

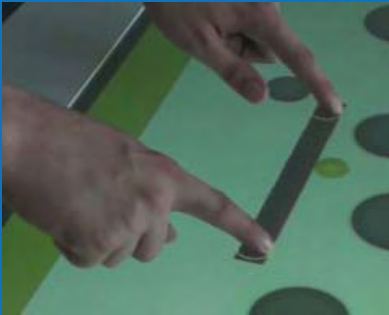
## Laboratory

### Setup:

- Four months
- Approx. 5 hours of work each week
- Intermediate time to reflect
- Less boundaries, necessary tools studied on their own

### Evaluation:

- Less frequent intermediate consultations
- Questionnaire at the end of the four months
- Interim presentation and final presentation as well



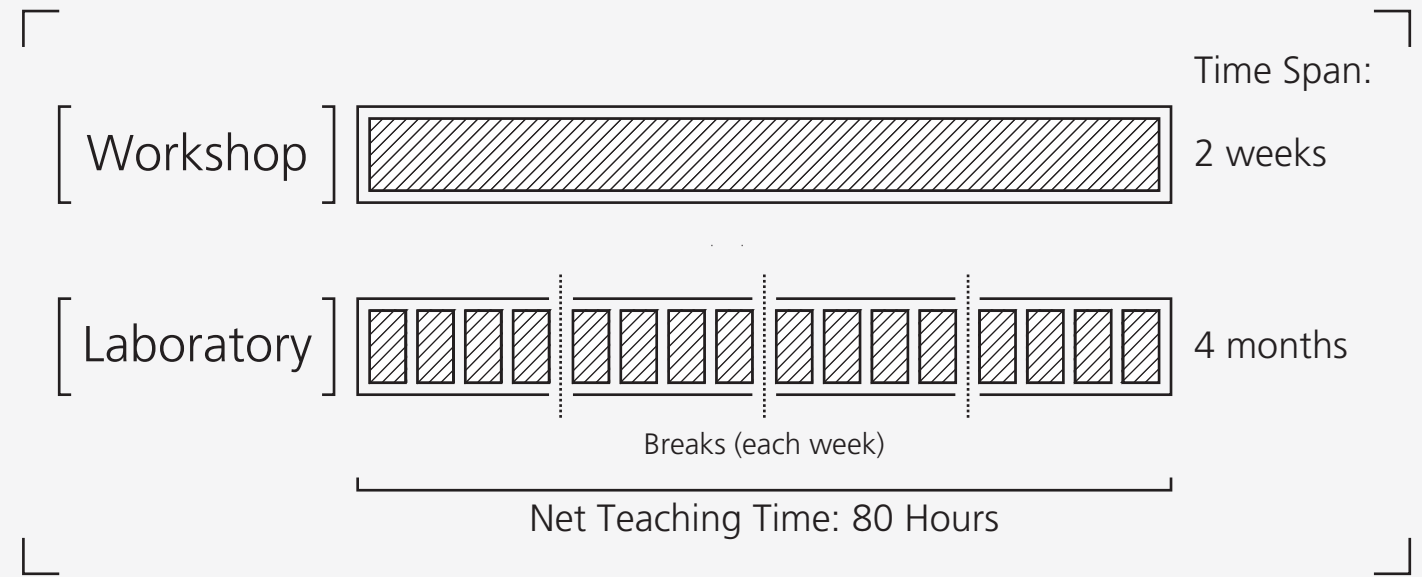
Example: scoop

## Comparison

\_Screening tests specifically for the activity

\_As opposed to „first come, first serve“ basis

\_Consulting services from companies regarding participants



## Conclusions

### Pros and cons:

- Workshop beneficial to involved business partners
- Laboratory more suitable for research oriented problems

### Results:

- Students served as catalyst in both education models
- Creative and innovative solutions for the knowledge economy
- Students: new expertise and employability
- Companies hired student trainees and interns

### Outlook:

- Continuation of workshops and laboratories
- Combination of education models: boot camps
- Excellent business professionals are passing on knowledge
- Distributed, concentrated work in three boot camps (three days)

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