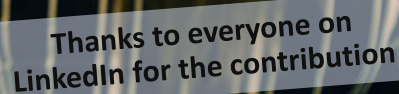


**LAU
REA**

Ilkka Kurkela, Development manager, Business Management -degree programme, Laurea UAS



Key thought:

“Working life -oriented approach in developing education provides benefits for the student, work life, and society.

Win – Win – Win.”

Laurea University of Applied Sciences



8000 students



30 000+ alumni



600+ international degree students

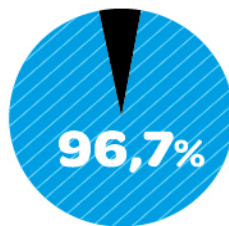
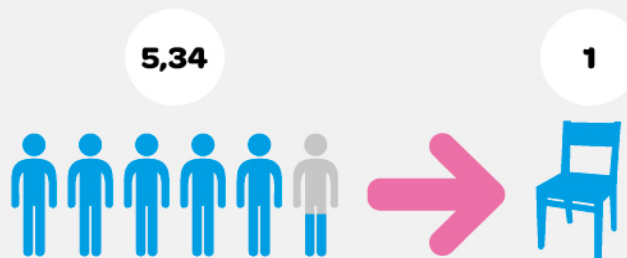


600+ staff members

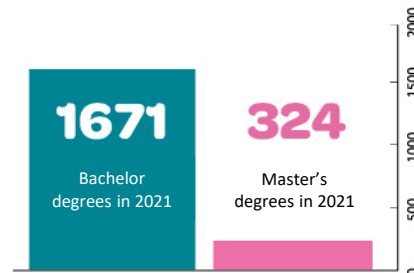


300+ annual exchange students

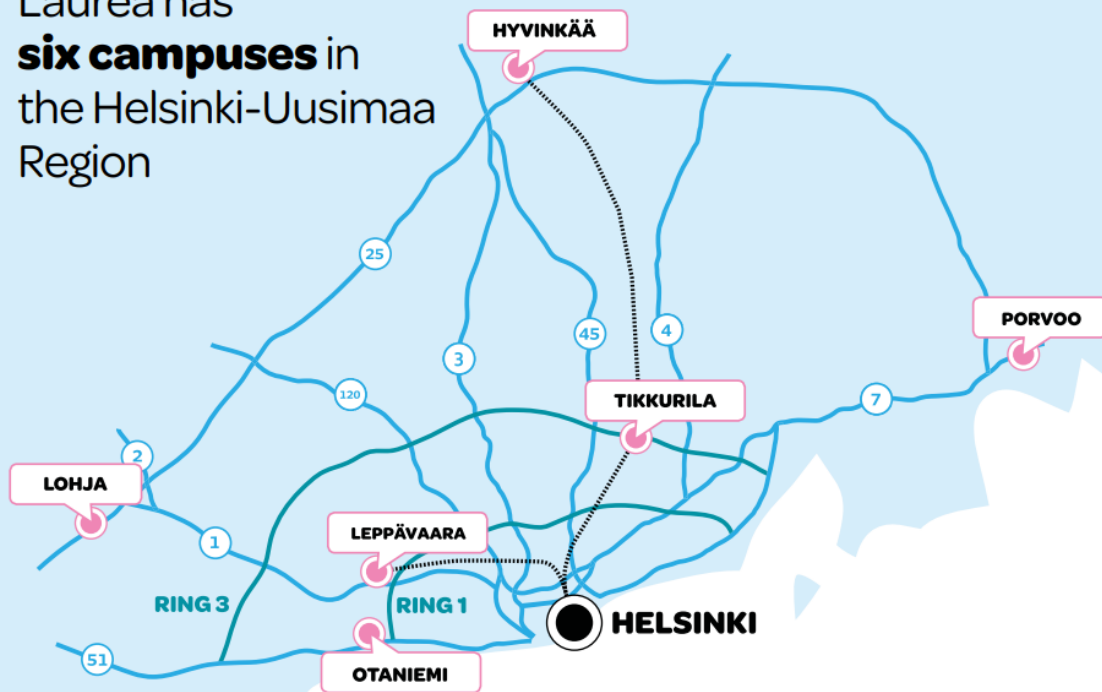
The most appealing UAS in Finland (2021)



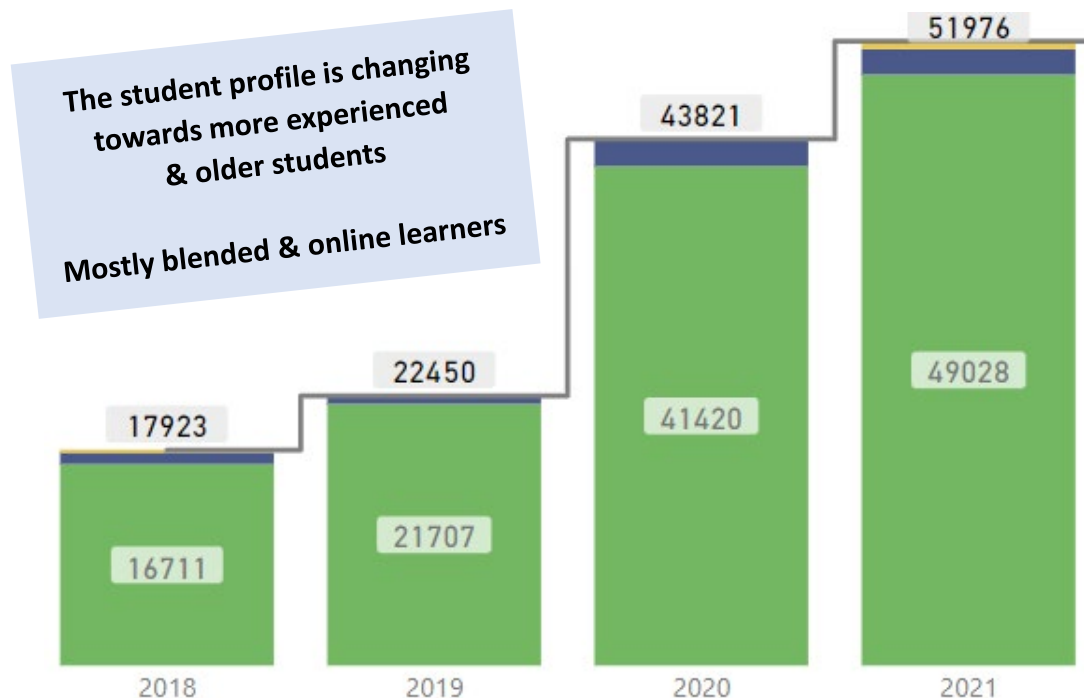
Employment rate
(1 year after graduation)



Laurea has
six campuses in
the Helsinki-Uusimaa
Region



Phenomena: the importance of continuing education



The amount of ECTS studied in Laurea open UAS studies 2018-2021. Source: Vipunen

“

*We always work with the
public and private industry,
never apart from it.*



Laurea University of Applied Sciences | **Strategy 2030**

Learning by Developing (LBD) Laurea's pedagogical model



- 30 years of close cooperation between organizations and Laurea
- LBD creates networks between education, working life and regional development
- Challenges: the future of LBD.
 - How to combine digital & face to face learning?
 - How to make the cooperation more systematic?



Key partnership concept

- Collaboration in courses
 - Specific hands-on learning projects (LBD)
 - Internship opportunities
 - Thesis opportunities
- Provides recruitment opportunities to the key partners



Co-designing the curriculum with work life: steering groups in degree -programmes

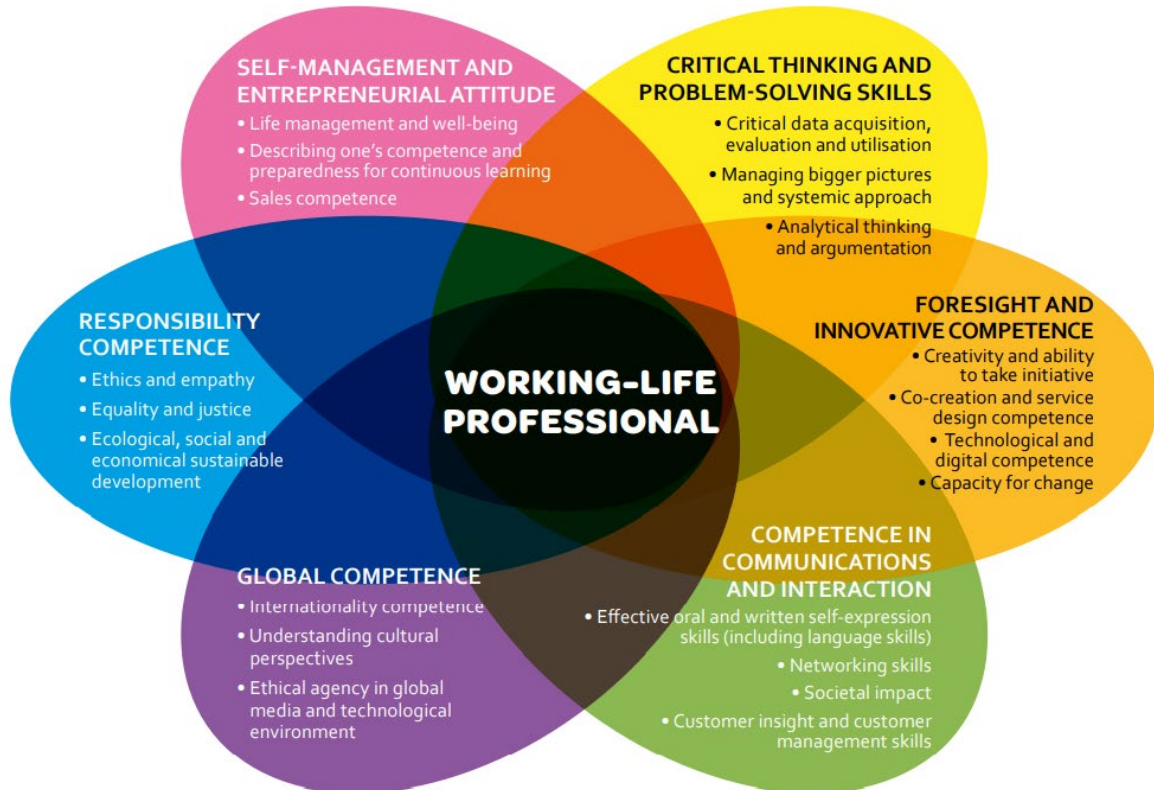


Challenges & learnings:

- How to make sure that the group is versatile enough?
- How to ensure the impact to the curriculum?

→ needs of life-long learning?

General working life competences as a result of dialogue with companies



Thought: what is the role of the industry certificates in the curriculum & education?



Future?

What is the role of the teacher?

The role of the higher education institutes?

Finally, some case examples







Case example: social media hackaton





Case example: real-life marketing campaign

LAU
REA



Conclusions

“Working life -oriented approach in developing education provides benefits for the student, work life, and society.”

Phenomena: the importance of continuing education

The student profile is changing towards more experienced & older students
Mostly blended & online learners



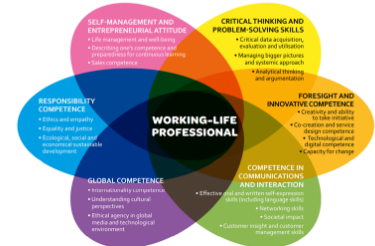
The amount of ECTS studied in Laurea open UAS studies 2018-2021. Source: Vipunen

Key partnership concept

- Collaboration in courses
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General working life competences as a result of dialogue with companies



**Thanks,
let's connect!**

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