Boosting Relationships between Academia and Industry - BRAIn

October 17th, 2019
GOAL:

The project is kindly supported by the T.I.M.E. Association

- 2019 BRAIn Project is an initiative of:
  - University POLITEHNICA of Bucharest
  - Instituto Superior Técnico
  - KTH Royal Institute of Technology in Stockholm
GOAL:

• The main goal is to promote business principles and the value of innovative thinking and self-efficiency among the participating students through coaching by industry partners.

• The BRAIn project focuses on bridging the competencies gap between university education outcomes and the demands of industry.
Budget

- T.I.M.E Association - 15,000 EURO
- University POLITEHNICA of Bucharest - 7,370 EURO
Overview:

• The project is committed to the development of the innovation skills for undergraduate students in Engineering fields.

• The participants to the project are introduced to design thinking (DT), as a methodology to boost innovation, and project-based learning (PBL) where the focus is on the application of project management principles in an authentic learning environment.

• In addition to this, we invite industry partners to assign coaches who offer technical support and provide insight on projects that the participants would embark on.

• In order to support extensive learning, the project blends face-to-face instruction and training with online learning.
Main Activities:

(1) Participants start off with a 2-day face-to-face training on design thinking methodology.

(2) Next, they work in innovation teams of 5 to 7 students to start implementing a project based on industry partners’ input. The coaches from industry supervise innovation teams' activity.

(3) Through online synchronous and asynchronous learning, they are introduced to PBL, where the focus is on the application of project management principles. Online training sessions will facilitate various business-related topics.

(4) Coaching focuses on grooming for optimum performance and value delivery with clearly defined development objectives which will require another round around the loop. The coaching program covers personal and business coaching and it is designed to address specific levels of work understanding and delivery.
Project Timeline:

- **April**: Call for coaches
- **June-July**: Defining the problem to be solved and idea generation
- **May**: Face-to-face training sessions on design thinking and inception of the innovation teams
- **September**: 1st online training session
- **October**: 2nd online training session and solution prototyping
- **November**: 3rd online training session and solution testing
Workshop - Innovative Experience with Industry (IEI)
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Thank you!