

HoB PROJECT RESULTS

The HoB project results will focus on the setting up of a Virtual Learning Environment

that will offer highly-specialized training paths for graduates developed on the basis of the real needs of the enterprises, with a relevant component of entrepreneurial dimension and managed with a blended teaching system.

The HoB platform will be interactive and multifunction. It will allow also the creation of transnational communities of practices between graduate students, teachers and professionals, also fostering their virtual and physical mobility.

This will lead to a strengthened peer co-operation between the two worlds - university and business - thus increasing the benefits for the young graduates entering the labour market. And in the end, contributing to the Erasmus+ goals to set up transnational strategic partnerships aimed to promote innovation, exchange of experience and know-how between different types of organizations involved in education.

ACTIVITIES AND TOOLS

- Comparative Report on the State of the Art of the Cooperation between Universities and Businesses: Context Analysis and Best Practices in Germany, Italy, Slovenia and Spain
- HoB Training Catalogue
- HoB Virtual Learning Environment Platform
- Dissemination activities and multiplier events at each participant country level.

HoB PROJECT CONSORTIUM

The HoB Project consortium is composed of key players from Academia (university, research) and Business (enterprises and supporting organizations) worlds.



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HoB

House of Brains

University-Business Cooperation for Better Learning



Erasmus+



HoB IN A NUTSHELL

The HoB - House of Brains initiative is a Strategic Cooperation Project between Higher Education Institutions and Businesses aiming at improving university graduates' skills and competences, in order to better match skills provisions to the needs of enterprises. House of Brains lays the groundwork towards the definition of new modes of collaboration between academia and business. The main tangible result of this collaboration will be a training path devoted to graduates and students, internationally recognized, whose main teaching and learning offer will be delivered online (HOBPLATFORM.COM), via a Virtual Learning Environment.

"The initiative represents both a challenge and a concrete opportunity of innovation within the higher education system, assigning a primary role to the cooperation with the world of business"

HoB Project Kick off meeting, 2014

HoB AND ERASMUS +

The HoB project has been designed within the framework of the European Union co-funded programme Erasmus +.

It involves ten partners coming from four EU countries. The project duration is of 36 months (from September 2014 to August 2017).

The project works in line with the new guidelines set out by DG Education and Culture of the European Commission and aiming at improving accessibility to training and internationally recognized training-paths in the EU area, promoting the rationalization and optimization of the existing networks of cooperation between academia and business, extending the Bologna Process beyond its initial scope.

"The Erasmus+ programme aims to boost skills and employability, as well as modernising Education, Training, and Youth work"

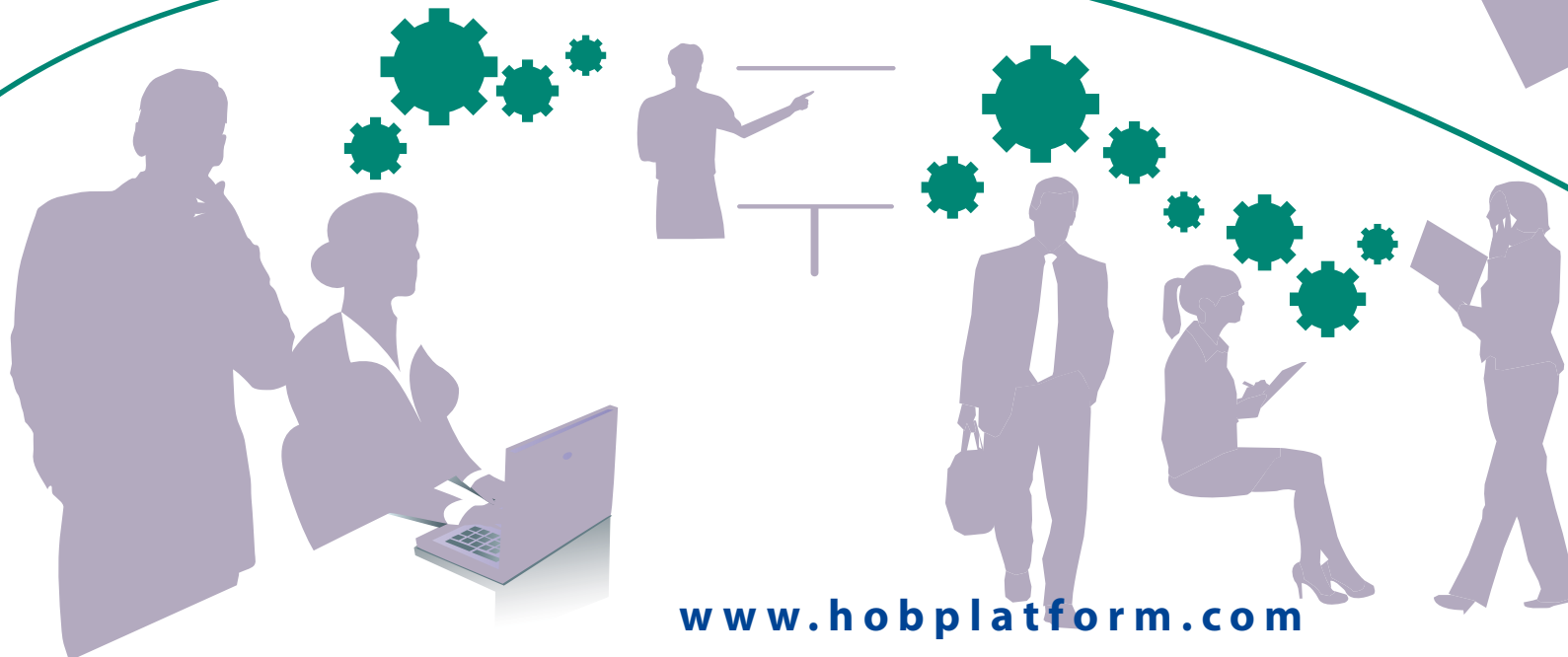
European Commission 2014-2020

HoB TRAINING CATALOGUE

The HoB training catalogue is devoted to university graduates. It is tailored to the contents of individual modules, based on real needs detected from the enterprises and on the key competences for lifelong learning.

"Key competences in the shape of knowledge, skills and attitudes appropriate to each context are fundamental for each individual in a knowledge-based society."

Recommendation 2006/962/EC on key competences for lifelong learning



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