

FUTURE
OF
WORK

SOLUTIONS SUMMIT

29TH MAY 2019 | ICC BELFAST | WATERFRONT HALL



Prof. Gillian Armstrong
Director of Business Engagement





Business and University Collaboration

– Supporting Collective Work Futures

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Business Education – Key Impact on FOW

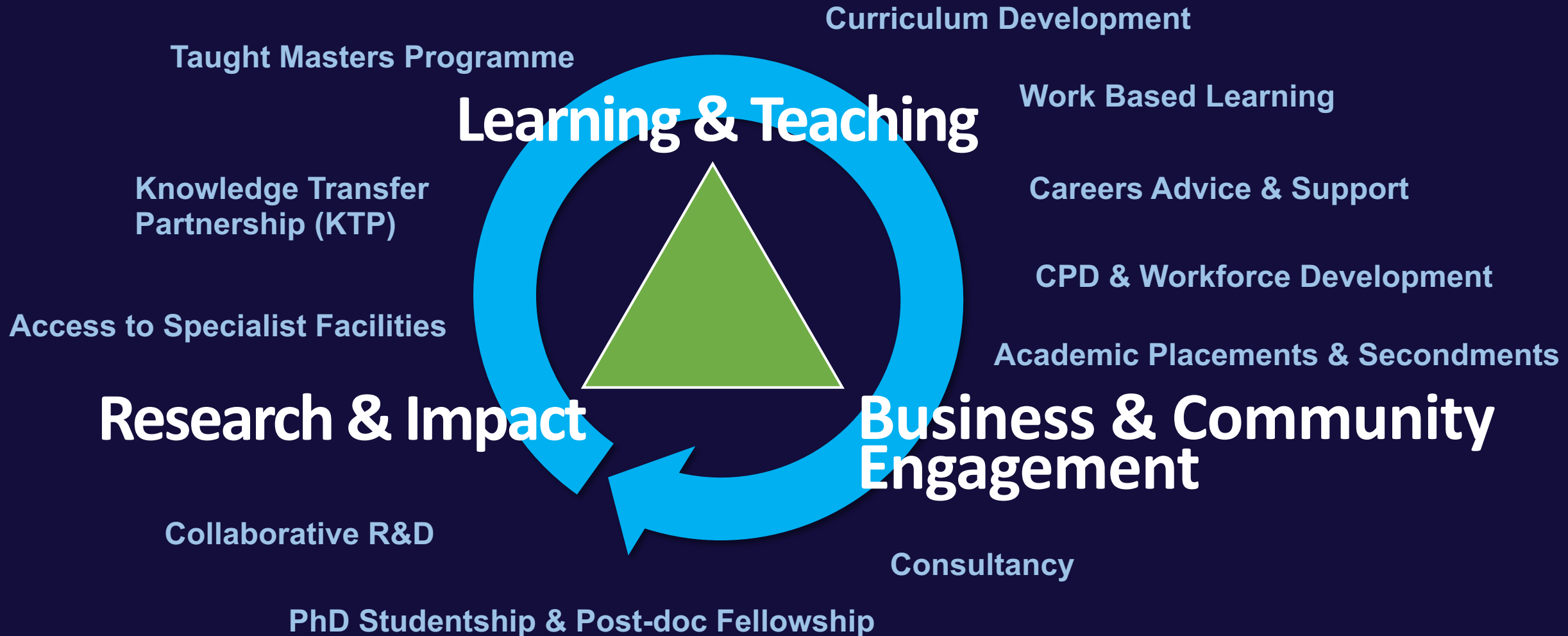


- Making the **skills available** for management, leadership and entrepreneurship – improve productivity and innovative capacity.
- **Connecting** teaching, research and other capabilities – business schools are critical to a thriving and successful economy (*Mason, 2015*).
- **Collaborating** with a wide range of practitioners and policymakers, bringing empirical evidence to tackle real-world challenges.

Dynamic (& Collaborative) Business Education



(adapted from HEFCE, 2009; 2014)



The Business Education Market



CABS (2019), Business Advisory / Visiting Professor Forums (2018)

- Employers and employees **coming to terms** with a new dynamic environment.
- The shift is principally driven by a few trends that are fundamentally changing the structure of talent and work:
 - ❖ *technological innovation, demographic changes and globalisation*
- Despite the advent of Automation and AI the current trend is in **complementing and improving the skills and abilities of human beings.**
- These changes are affecting the way people carry out certain jobs and changing the types of jobs available, requiring **new ways of thinking, doing and interacting** with others.

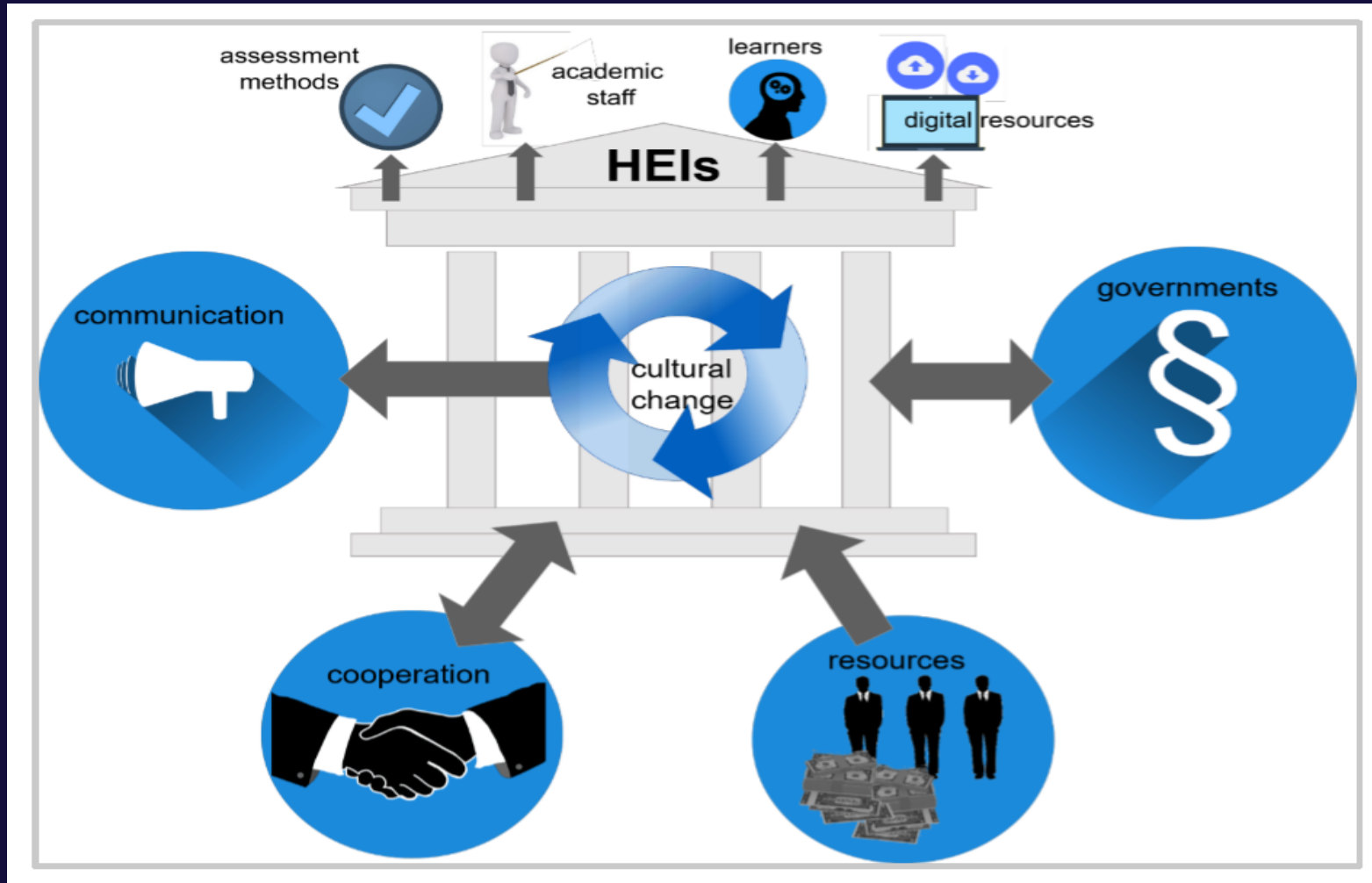
The Challenge for Business



How best to provide education and in-company training programmes for organisations that will serve to support these needs.

The current offerings of many education providers fall short of creating new skills in executives and developing fresh thinking for organisations.

The Future of Learning : HE Recommendations



Business Education at Ulster – Strategic Imperatives



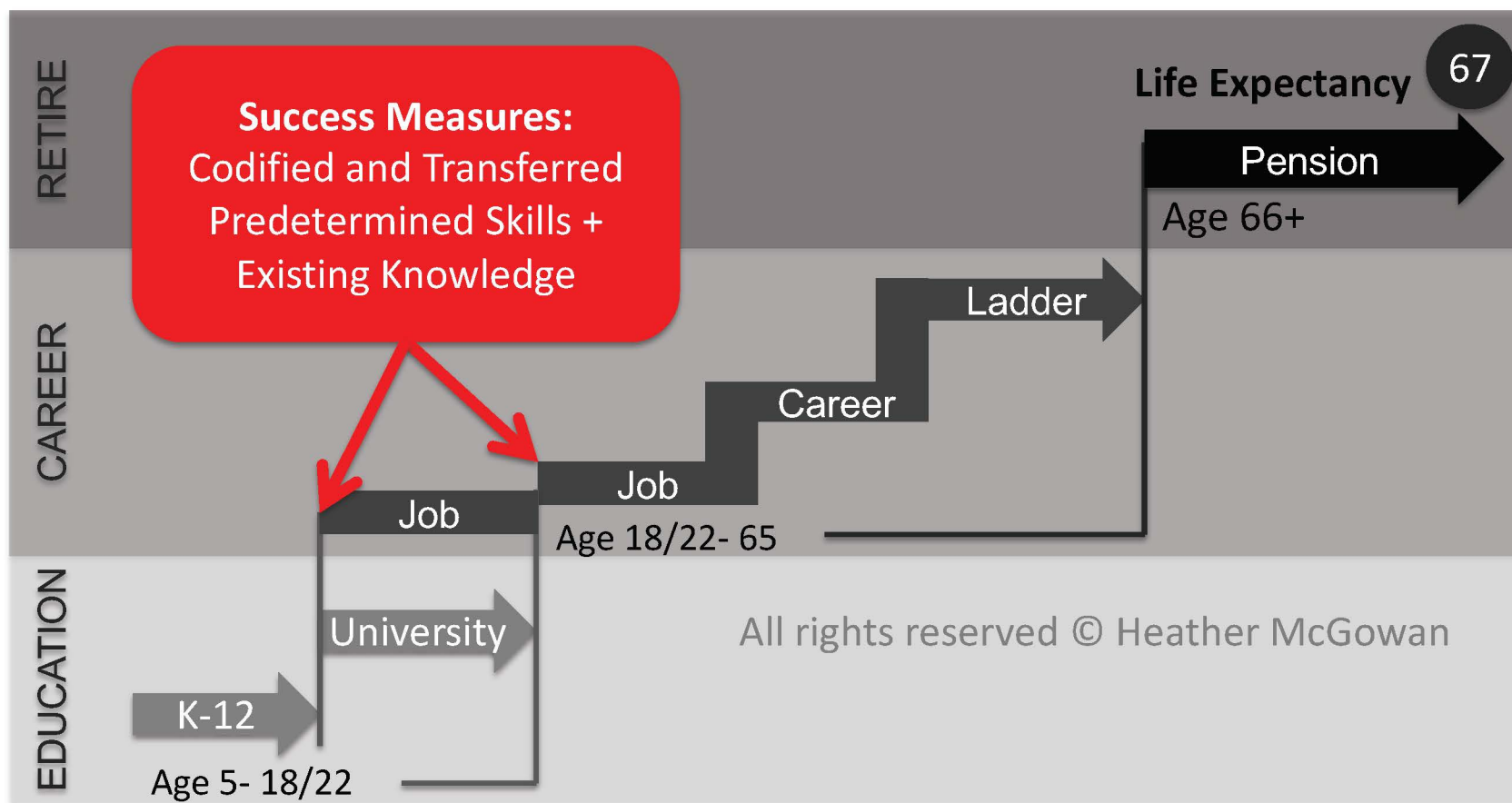
1. Known for flexibility and operating in a non-bureaucratic fashion.
2. Seen as highly responsive to industry and business needs.
3. Expert in applied learning which delivers personal and in-company impact (quickly relative to competitors).
4. Increasingly recognized seen as a value *co-creator* with clients and stakeholders.

Delivery through Behaviours

Creating a New Culture through Design Thinking



Thesis – The Old Promise



Thesis – The New Reality



World Class Infrastructure – Supporting Delivery



- Strategic investment, since 2015, to scale and support growth in flexible delivery - Blackboard Platinum partner.
- Ulster is the first Higher Education in Europe to implement Blackboard Predict – Predictive learning analytics.
- Uses 250 data elements about a student combined with interactions with Ulster’s digital learning systems.
- Connecting education and business through collaboration and communication tools.
- Connecting students to authentic work environments.
- Allow students to communicate, collaborate and learn through agile learning experiences.



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