



BSI Standards Publication

Collaborative business relationship management — Guidelines for university-business collaboration

National foreword

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Foreword

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Introduction

With the rapid development of economic globalization, international exchanges and collaboration in education are also developing constantly. Good practices of university-business collaboration (UBC) have been formed in many other countries. This document provides guidance on the development of a sustainable UBC.

The participation of multinational business partners in UBC is becoming more common. However, there are significant differences between UBCs across different countries, and establishing a common standard for UBC will provide guidance to the varying UBC practices. Through this, different interested parties to the internationalization of UBC can clearly understand expectations, realize in-depth exchanges and collaboration in international human capital and science and technology innovation, encourage business partners to explore international markets, and promote global industrial transformation and economic development.

This document will stimulate the innovation and development of business partners, especially small and medium-sized business partners and universities, cultivate applied and innovative talents through the advantages of UBC, and improve the level of social innovation and the quality of talent employment.