

## Conference „Linking Higher Education and Economy“

Vienna – Tuesday, July 6, 2010 – Diplomatic Academy of Vienna (Favoritenstrasse 15a, 1040 Vienna)

**8:30 – 9:00** Registration

**9:00 – 9:15** **Welcome Address**  
WUS Austria

### Keynote Speeches

**9:15 – 9:45** **Ass.Prof. Dr. Arnold Schuh**  
WU (Vienna University of Economics and Business), Competence Center for Central and Eastern Europe, Director  
“Creating Win-Win Situations in Joint Projects”

**9:45 – 10:00** **Mag. Ursula Axmann**  
WU ZBP Career Center, Managing Director  
„Career Center - Enterprise Cooperation: Drawbacks and Opportunities“

**10:00 – 10:30** **Dr. Thomas M. Schneidhofer**, Assistant Professor  
**Mag. Markus Latzke**, Project Assistant  
WU (Vienna University of Economics and Business), Interdisciplinary Group for Management and Organisational Behaviour  
„Stairway to Heaven? The Relationship between Study Track Record and Income in three (and a half) Business School Cohorts“

**10:30 – 11:00** **MMag. Martin Lust**  
students4excellence, Executive Director  
“students4excellence – An Innovative Approach to Linking Higher Education and Economy”

**11:00 – 11:15** **Coffee Break**

**11:15 – 13:00** **Parallel Workshops**

**Session 1:** New Teaching and Learning Methods – Development of Labour Market Oriented Curricula and Teaching Modules

**Session 2:** Best Practices in Career Guidance and Career Counselling

**13:00 – 14:00** **Lunch Break**

**14:00 – 15:00** **Plenary Session**  
Presentation of workshop reports

**15:00 – 15:15** **Coffee Break**

**15:15 – 17:00** **Closing Session “Joint Activities and Cross-Border Cooperation”**  
Recommendations, reactions and outlook  
Moderator: WUS Austria

**19:30 – 21:00** **Opening Ceremony of the Balkan Case Challenge 2010** incl. buffet  
Austrian Academy of Sciences (Dr. Ignaz Seipel-Platz 2, 1010 Vienna)