



Corporate Involvement in Educational Activities

Approved by Academic Council 1st February 2007

Version 1.2

1. Introduction

There is a great educational value (particularly in professional programmes) in involving practicing professionals to inform the design, or to contribute to the delivery of specific educational activities as part of a module or programme.

It is both likely and desirable that UCD will offer programmes, modules or other educational activities in partnership with, or sponsored by, external corporate bodies including private companies in the future.

This document provides a formal statement of university policy and will act as guidance to staff engaged in the design or approval of such activities, such as Heads of Schools, involving the participation of external companies or representatives of external companies. An indicative list of relevant educational activities is provided at Appendix 1.

2. Definitions

Corporate Sponsorship

The contribution by a business or enterprise of resources (human and/or financial) in exchange for beneficial acknowledgement or exposure.

Educational Activity

An undertaking that is substantially or wholly beneficial to the students' educational goals.

3. Policy principles

- Where educational activities are sponsored or delivered through partnership, it is essential that the learning outcomes, content and activities are of the highest academic standards, unbiased and subject to traditional academic principles of independence, questioning of received wisdom and academic freedom.
- Under no circumstances should a student be compelled to attend an event the primary purpose of which is to recruit or raise the profile of an external agency.
- Where possible, educational activities should be physically and temporally separated from any associated corporate presentations highlighting the commercial activities of, employment opportunities with, or other non-educational information from the sponsor or partner.

Note: Programmes or Schools may find the template form at Appendix 2 helpful in outlining the nature of corporate involvement in educational activities for agreement internally.

Appendix 1

Educational Activities

Business simulation
Case studies
Guest speaker
Site visits
Work placements
Mentorship schemes
Presentations
Career seminars
Educational Symposia

Non-Educational

Fundraisers
Milkrounds
Drinks reception
Meet and Greet

Appendix 2



Corporate Involvement in Educational Activities

Type of Event	
Date	
Time	
Venue	
Contact in UCD	
Contact in External Body	
Primary Business of External Body	
Brief Description of Event	
Benefits to UCD Participants	
Benefits to External Body	
Signed by: Head of School or Chair of Programme Board	