

Dūcere Academic Partnership

Industry Connect



D Ū C E R E
GLOBAL BUSINESS SCHOOL

About Dūcere

Our company

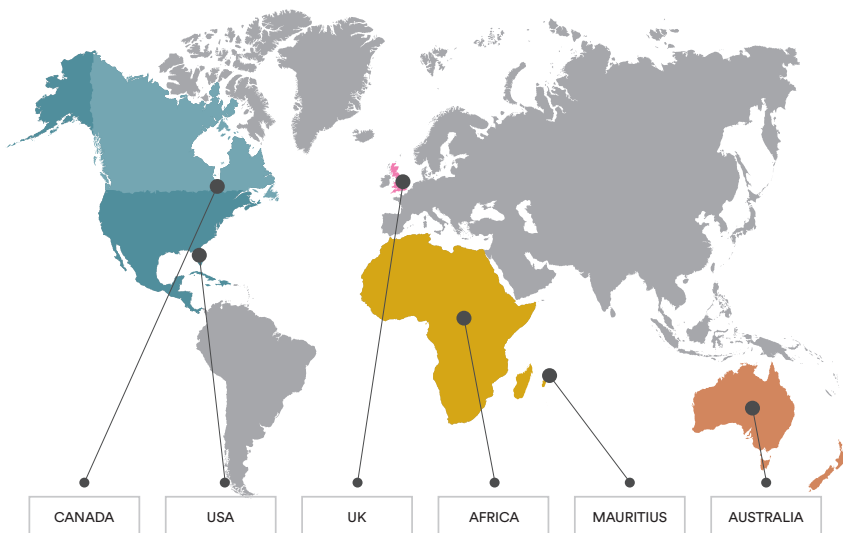
Dūcere is a major disruptor in the higher education sector with a vision to be the globally dominant education organisation linking Academic learning to industry relevance. We combine comprehensively developed content with the expertise and experience of the world's most successful leaders.

The Dūcere Foundation

Dūcere's education philosophy is underpinned by the twin motivations of being a highly profitable corporation as well as having an altruistic social model. Dūcere is a social enterprise with a simple business model: providing business content and courses on a commercial basis which provides funding for the Dūcere Foundation's philanthropic programs.

Global reach

Dūcere has a network of academic partners extending across the globe and supports the Dūcere Foundation's work in 17 countries in Africa.



Hon Julia Gillard,
Prime Minister of Australia,
2010-2013, Chancellor of Dūcere



His Excellency Sir Ketumile Masire GCMG,
President, Republic of Botswana
(1980-1998) Patron of Dūcere Foundation



Professor Leon Kempster OAM,
Chairman



Mathew Jacobson,
Founder



Jack Hylands,
Chief Executive Officer



Joshua Liberman,
Director



Di Fleming,
Executive Director,
Dūcere Foundation

Partnerships

Dūcere partners with renowned universities and vocational institutions. We believe partnering with high quality institutions creates optimal learning outcomes for students. This partnership model allows Dūcere to focus on its core competencies and leverage off the established resources of major institutional partners such as campus facilities and university accreditation.

Dūcere business model



Why partner with Dūcere

Quality Student Learning Outcomes



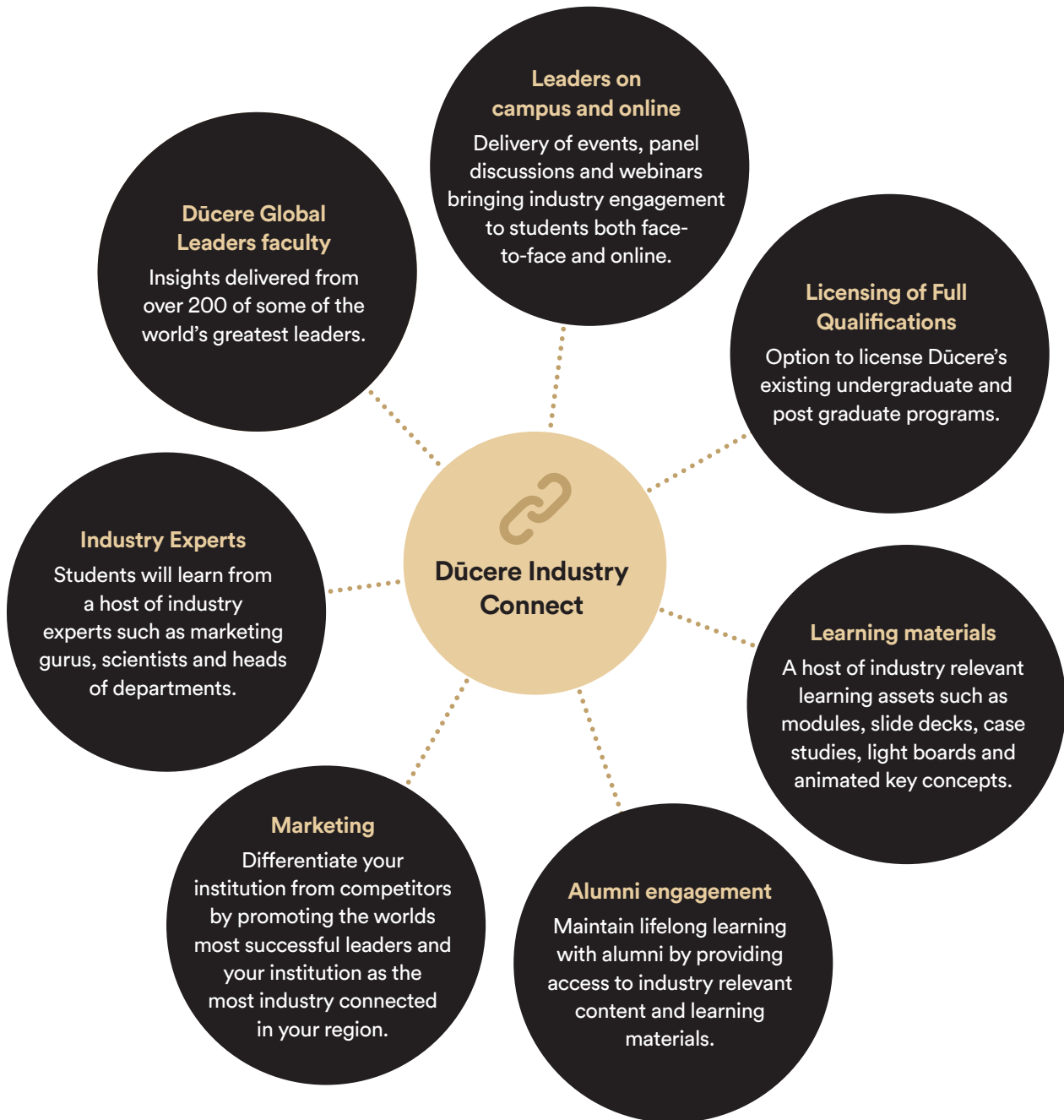
- World class industry relevant content across your institution.
- High quality digital assets available to students and faculty.
- New content continually added to a growing database of learning materials.
- Lifelong learning available to all students and alumni.
- Industry engagement on campus and online.

Commercial Return on Investment



- Differentiate your institution from your competitors.
- Expand into new markets with a unique offering.
- Marginal student growth required for return on investment.
- Market and differentiate your institution with an exclusive license in your territory.
- Drive revenue growth through increased enrolments.

Dūcere Industry Connect



The challenge for higher education

“The first – and most important – disconnect is between the characteristics of higher education institutions (pedagogy, curriculum, and degrees) and the skill needs of the end users (employers).”

The World Bank – Putting Higher Education to Work

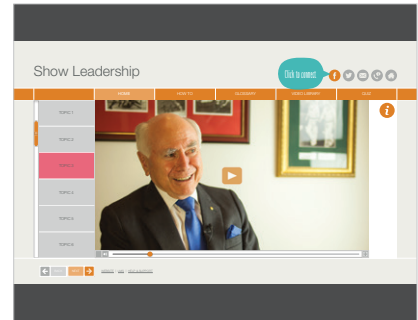
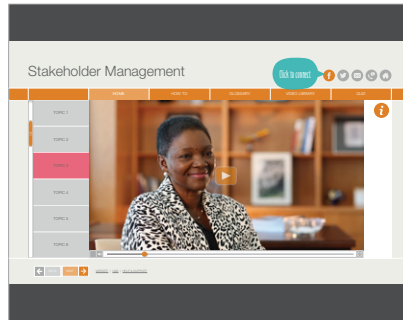
“University graduates lack basic skills like making presentations, using spreadsheets, business writing, and understanding what it means to be an employee of a business.”

Forbes – Higher Education is Now Ground Zero for Disruption

Learning Assets

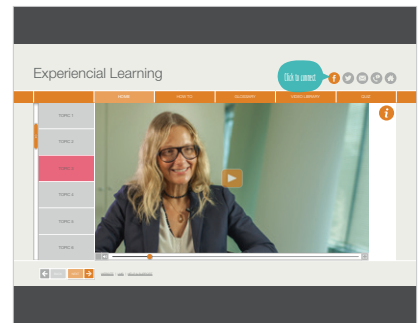
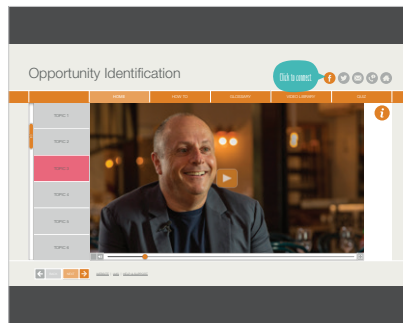
Global Leaders faculty

Students learn from over 250 of the world's greatest individuals, from prime ministers, Nobel Prize winners, entrepreneurs, scientists and academics to CEOs of some of the world's largest companies.



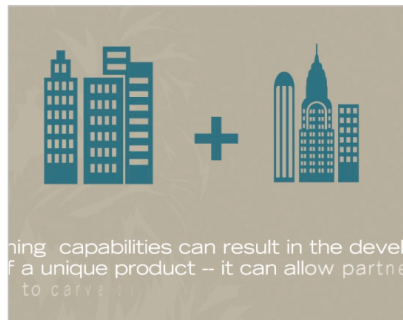
Industry Experts

Insights from experts with a broad range of practical experience and knowledge in a variety of industries and levels of leadership.



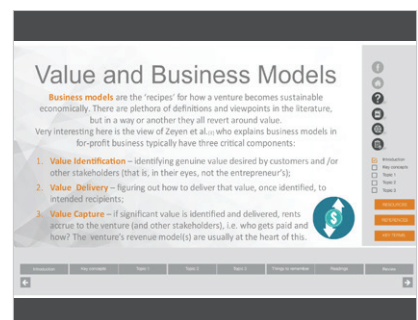
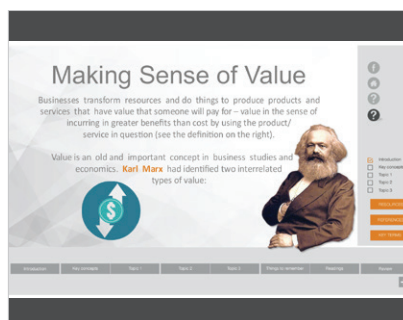
Animated key concepts

Innovative and engaging animated key concepts which further enhance a student's learning experience.



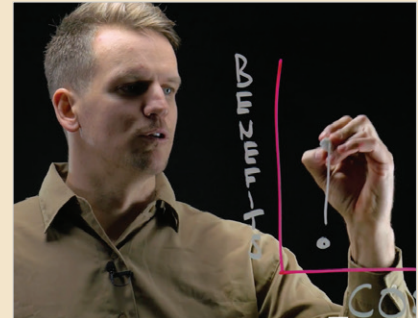
Learning modules

Robust education materials which engages students and enhances learning outcomes across a host of industry skill needs, such as team effectiveness and project management.



Lightboard series

A world leading and innovative lecture style lightboard series covering a broad range of topics.



Academic slide decks

A collection of highly relevant and up to date slide decks that provide students and teachers an easily accessible resource.

The Social Enterprise Landscape

model simply and effectively social ventures by organisational iness model. Quadrants 1 & 2 revenue-generating business 3 & 4 are impact-based.

examples:

- Organisations operated by hospitals, or those started by a nonprofit; Own, Working Assets, Give Back; industries, Rubicon Programs, Social Management Institute; k, a bank "almost" functioning as a bank.

	Social Sector	Business
Revenue generating	Nonprofits generating revenue through business enterprises to support their social missions	Businesses revenue to social mission of one or more nonprofits
Problem solving	Nonprofits established to address a social problem in an entrepreneurial manner	Businesses to address social problem in entrepreneurial manner

Social Enterprise Landscape

to help you set up some of these enterprises to get better understanding. In any case, consider that this is mostly a convenient way to make sense of general approaches. It will come in handy when researching competitors.

was developed by social enterprise consultant Mair Warwick, quoted by Lynch & Walls (2009, p.41). Some examples based on their books.

The Lean Startup Method

It is a position designed to test new products and see under conditions of the uncertainty.⁽¹⁾

minimum viable product: "Don't build, but launch a product to see how it will respond in real life."

Ready to dramatically change your strategy once you understand that it's not working. The entails creating "vanity metrics" i.e. using what really matters not total users, but users who recommend the product.

There's a new kid on the Silicon Valley block – the flavour of tech entrepreneur folks: *the Lean Startup*, devised by Eric Ries in a book of the same name.⁽¹⁾

The Lean Startup is a *method of devising business models under extreme uncertainty*. The focus is on innovation and the one which is not only a bunch of techies making a cool mobile app (right).

The Lean Startup method is concerned with *validated learning* means to *test hypotheses*. Since the market is uncertain, you want a solution as soon as possible (MVP) and, when it does not work, pivot (pivot) as to learn the more you can, from the reducing the waste of time and resources.

While still unexplored in our context, Zeyen et al.⁽²⁾ consider the forefronts of future social enterprise research.

Yet it's still hard to apply. For instance, how do you make sure you are at stake? Margins or error are narrower in social enterprise.

Es, (2011). Note that, according to Es, a startup can also be a department/project team within a large company or government agency.

Universal skill suites

Tailored learning packages for skill development covering your organisations core values such as career development, communication, innovation, ethics and sustainability.

ENTREPRENEURSHIP & INNOVATION

INNOVATION ECOSYSTEMS

- The military's influence on today's startup culture
- Government involvement and engagement in innovation
- Innovation and entrepreneurship

ORGANISATIONAL INNOVATION

- Leadership for innovation
- Visible Innovation
- Dr Orla Barry on the purpose of innovation

CAREER DEVELOPMENT

CAREER

- The changing landscape - career vs. entrepreneurship
- Integrity, humility and collaboration in politics
- Ambition, persistence, perseverance

CV

- The purpose of a CV
- A relevant, authentic CV
- Preparing a CV

Panel discussions and keynote speakers

Production quality videos of keynote speakers and panel discussions covering a range of industry relevant themes.



Learn from the worlds greatest leaders

Hundreds of Global Leaders including:



The Hon. Julia Gillard
Prime Minister, Australia
(2010-2013)



HE Tun Abdullah Badawi
Prime Minister, Malaysia
(2003-2009)



Baroness Valerie
Amos PC
Under-Secretary-General,
United Nations



Ms Kay Koplovitz
Founder, USA Network



HE Sir Ketumile Masire
GCMG, President,
Republic of Botswana
(1980-1998)



Prof. Muhammad Yunus
Nobel Peace Prize



Princess Kasune Zulu
Founder, Fountain of Life



Prof. Robert S. Kaplan
Professor, Management
Practice, Harvard
Business School



Mr Philip B. Evans
Senior Partner, The
Boston Consulting Group



Ms Margaret Jackson AC
Chairperson, Qantas
Airways (2000-2007)



Mr Alan W. James
Senior Managing
Director, Macquarie
Group



Ms Eva Orner
Academy Award
Winning Producer



Prof. Daniel C. Esty
Director, Centre
for Business & the
Environment, Yale



Mr Michael Andrew
Global Chairman,
KPMG International
(2011-2014)



Mrs Abby J. Cohen
Chief Investment
Strategist, Goldman
Sachs



Dr Mo Ibrahim
Founder, Mo Ibrahim
Foundation



Mr Nik Gowning
Main Presenter,
BBC News



Mr Nolan Bushnell
Founder, Atari
Corporation



Mrs Jeanne Pratt AC
Co-Chairperson,
Visy Industries



Mr Bunker Roy
Founder, Barefoot College



Prof. Dan Shechtman
Nobel Prize Laureate,
Chemistry (2011)



Mr David Copperfield
World's most famous
illusionist



Ms Sophie Ryan
CEO, Sony Foundation



Mr Dave McClure
Founding Partner,
500 Startups

Industry Experts

In addition to Global Leaders, an extensive array of Industry Experts cover a vast range of topics.

Dūcere's content platform includes insights from inspirational people across many industries and all levels of leadership. Your students will benefit from the hands-on knowledge that comes with being involved in a successful organisation.

Our industry experts provide detailed operational knowledge gained from years of experience. Their insights cover a wide range of practical concepts, all relevant to their respective fields.



Ms Eva Orner

Oscar award-winning film producer



Mr John Buchanan

Most successful international cricket coach in history



Mr Dion Appel

Managing Director of multi-national advertising agency, DDB



Mrs Sally Capp

COO of the Victorian Chamber of Commerce and Industry



Mr Dean Kavanagh

Investment analyst from one of Australia's largest private investment groups



Mr Rick Chen

Founder of Australia's leading crowdfunding platform, Pozible



Ms Sarah Watson

Chief Strategy Officer of global advertising agency, BBH



Mr Chris Lucas

One of Australia's leading restaurateurs



Ms Claudia Gonzalez Romo

Chief of Public Advocacy for UNICEF



Mr Sam Schwartz

Former Chief Engineer of New York City Department of Transportation

Alumni engagement

Connect and drive long term value for Alumni

Engage your alumni with lifelong learning lessons and insights from global leaders. Your alumni will have access to Dūcere's content platform, including newly added learning materials every month. You will be able to provide them access to industry relevant content on specific topics to assist them in their career development.

Benefits

Build and maintain the relationship between your institution and alumni.
Provide alumni with ongoing quality learning materials.
Ability to market new and engaging resources to alumni.

Innovative revenue stream

Dūcere will work together with your institution to develop a subscription fee model for alumni to drive new and alternative revenue streams.



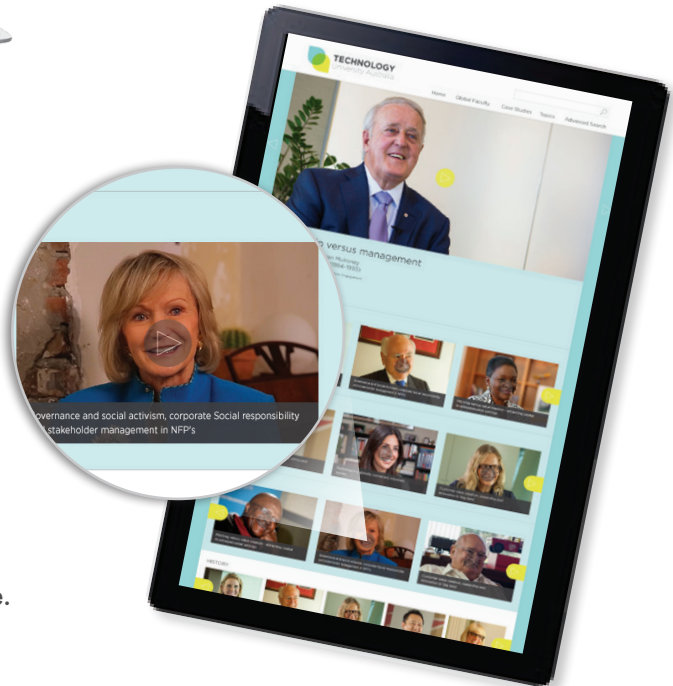
The content platform



The content platform is a scalable learning tool, with continuously expanding online content and functionality. It's accessible via static and mobile devices.

Features

- 1 Includes a host of learning assets such as learning modules, lightboard series, academic slide decks, global leader videos as well as panel discussions and keynote speaker videos.
- 2 Advanced search engine functionality, allowing users to sort content by name, industry, topic, keyword and more.
- 3 Biographic information on each Global Leader and Industry Expert.
- 4 Full transcripts on all videos available, making content also suitable for students with special needs.
- 5 Toolbox for managing content, including 'My Favorites' sharing functionalities.
- 6 Differentiated access profiles for students and educators, allowing teachers to embed content in classroom lectures.



Marketing

Market global leaders and Industry Experts

Differentiate your institution from competitors and open new market opportunities by promoting the worlds most successful leaders and your institution as the most industry connected in your region.

Promote your brand using Global Leaders in digital marketing.

Promote industry leaders attending your campus.

LEARN FROM THE BEST GLOBAL FACULTY IN THE WORLD

Sophie Ryan - CEO, Sony Foundation
Dücere Global Leaders Faculty

LEARN MORE

TECHNOLOGY UNIVERSITY AUSTRALIA OPEN DAYS
Our doors are always open. Visit us and see what it's like to be a student at Technology University Australia, tour the facilities and meet teachers who know what you need to get work-ready.

OPEN DAYS

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Leverage the high profile leaders in our Global Faculty to boost your digital advertising presence.

Outdoor advertising



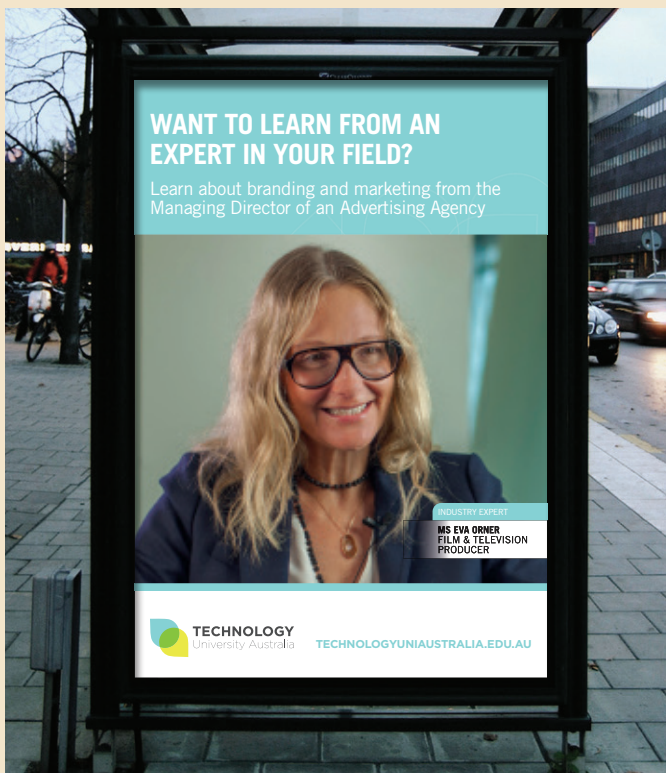
Customise with your institutions branding.



WANT TO CHANGE THE WORLD?

At Technology University Australia, you will learn from the most inspiring leaders on the planet

Opportunities to boost your public profile and marketing by promoting the world leaders your students will learn from.



Industry engagement

Events

Dūcere will work with your institution providing support and advice in bringing industry engagement to students through events, keynote speakers and panel discussions.



KPMG industry event with panellist The Hon. Julia Gillard

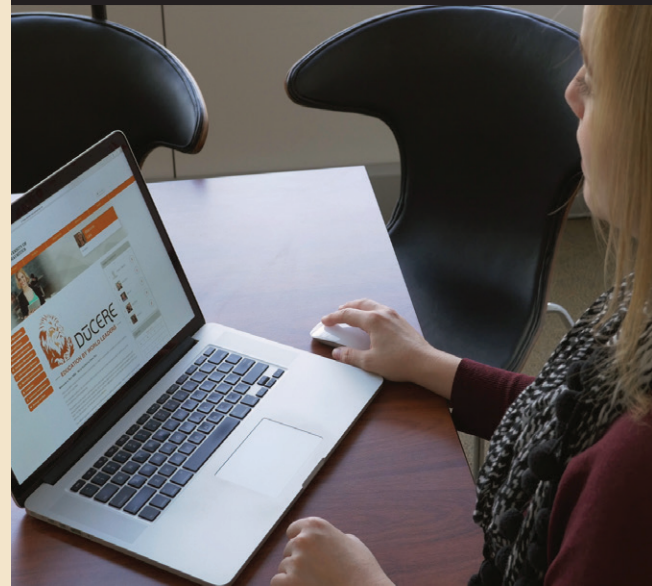


PwC MBA student event



NAB industry networking event

Live webinars



Students can join live webinars from across the globe, providing unparalleled access to world leaders and industry experts in an interactive format.

Media exposure and PR

Dücere will work with you to obtain significant PR and media promoting your institution as an innovative leading education provider.



“...a Global Leaders faculty delivering online tertiary programs in Business, Management and Entrepreneurship with a twist...”

The Australian

“Australia’s most innovative new MBA...”

The Financial Review

“Global Leaders... deliver real-life Leadership courses.”

BRW Special Issue

Dücere Academic Partnership Industry Connect

Industry recognition



Founder of Dücere, Mathew Jacobson, with Fmr. President of the United States Bill Clinton at the Clinton Global Initiative.



Founder of Dücere, Mathew Jacobson, presenting at the Higher Education Conference on the future of education at Harvard University.



OUR COMMITMENT TO SOCIAL ENTERPRISE

Dūcere's academic partnerships provide funding for its philanthropic vision and agenda across African nations.

By partnering with Dūcere, you'll help transform the futures of children across many African nations. Our programs underpin our investment in the Dūcere Foundation to empower African children to learn, lead and dream.

We believe every child has a spark of great potential, and it takes education and inspiration to set that spark alight.

By improving the quality of public education in programs across Africa, we're creating immediate and sustainable change in communities that need it most. Together, we are preparing children to become tomorrow's leaders, advocates for peace, and to live their dreams.

We partner with governments, universities and businesses to deliver two key programs, giving children across Africa the opportunity to become leaders of tomorrow.

Peace Program

We support children to become advocates for positive change in their communities. Our Peace Centres and Peace Clubs provide a unique space for students to share ideas and promote the power of peace, becoming critical thinkers and leaders of change.

Dūcere Publishing

Children are extraordinary storytellers. By publishing and distributing African children's stories, we encourage young imaginations to flourish, and preserve cultural traditions. Over 100,000 stories have been distributed; written by children across countries including Zambia, Ghana, Kenya, Botswana, Tanzania and Uganda.

Di Fleming
Executive Director,
Dūcere Foundation



Leon Kempler OAM, Chairman, and Di Fleming, Executive Director, Dūcere Foundation



Mathew Jacobson, Founder and CEO, Dūcere



Sir Ketumile Masire GCMG, Patron, and Josh Liberman, Co-Founder and Director, Dūcere



Our Partners

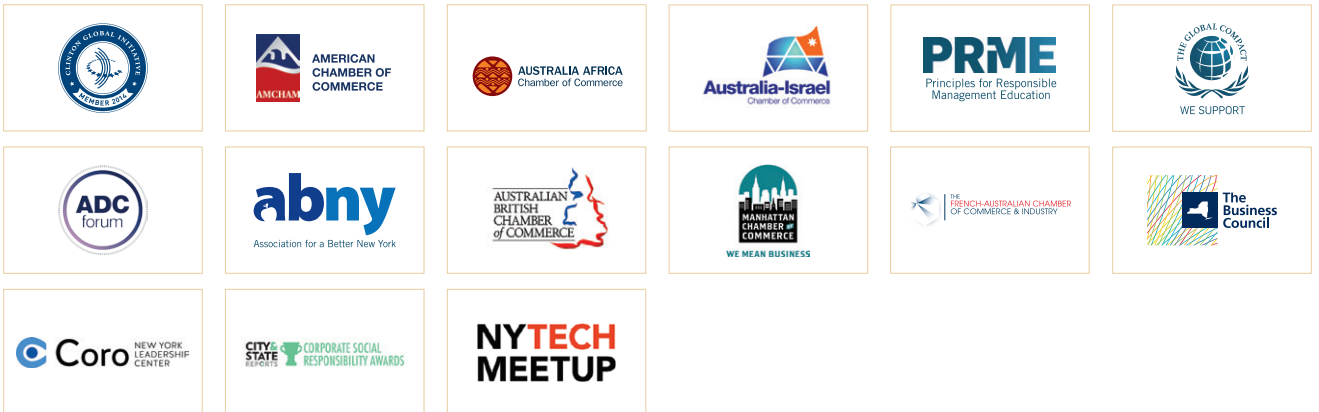
Our academic partners



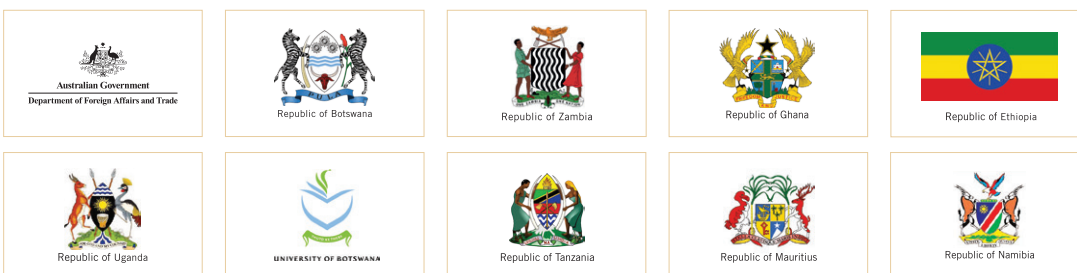
Our industry partners




Dücere is a member of



Our Foundation partners



Partners Enquiries

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