

## Baltic Academy of Asset Management (BAAM)



DATE: December 2014



*"We are honoured to establish partnership between a company and an academic institution in pursuit of the joint project of establishing new study content that will be of essential importance not just to students, who take the course, but also to overall economic development in the country. Baltic Academy of Asset Management programme is offering the lifelong learning principle to everyone in the Baltic States, who wishes to improve ones professional competence in the area of asset management."*

**Gatis Ošs**  
DPA Sales Director

### FAST FACTS

#### Country or Region:

LATVIA  
LITHUANIA  
ESTONIA

#### University:

- UNIVERSITY OF LATVIA  
[www.lu.lv](http://www.lu.lv)
- KAUNAS UNIVERSITY OF TECHNOLOGY  
[www.ktu.lt](http://www.ktu.lt)
- TALLINN UNIVERSITY OF TECHNOLOGY  
[www.tut.ee](http://www.tut.ee)

#### Business partners:

- IBM  
[www.ibm.com](http://www.ibm.com)
- DPA Ltd.  
[www.dpa.lv](http://www.dpa.lv)

#### Area of UBC:

- CURRICULUM DEVELOPMENT & DELIVERY
- LIFELONG LEARNING

**Project start date:** March 2014

**Project end date:** March 2015

### PROJECT SUMMARY

The initiative of competence and professional development programme **Baltic Academy of Asset Management** has been congruent with a mutual desire to advance awareness, knowledge and readiness of the business value and techniques in assets management. It has also aimed to enable students, professionals and organizations to achieve new levels of productivity thanks to the state-of-art Enterprise Asset Management (EAM) solution, know-how and skills. It has united IBM, DPA Ltd., Dynamic University Ltd. on the part of the business-sector, Latvia University, Kaunas University of Technology and Tallinn University of Technology on the part of higher education, with common determination to establish a powerful platform for sustainable educational change at a local, national and international level.

### CASE STUDY IN DETAILS

#### Project Background and Needs

At the very heart, the idea of competence and professional development programme Baltic Academy of Asset Management (BAAM) was initiated by the industry partner DPA Ltd. with a desire to strengthen and facilitate their customer base with a comprehensive EAM solution for asset lifecycle and maintenance management. Achievement of such a goal was seen in the context of high-quality education and professional development opportunities with enabled authentic learning resources and a professional-level solution incorporated in state-of-art technology. IBM and DPA Ltd. in joint-action with universities brought effort in providing university students and qualified workforce with know-how and industry-oriented skills set.

#### Project Solution

The core tangible aspects to the cooperation between IBM, DPA Ltd. and universities were the development of joint-curriculum and

## Keywords:

- Facilitated cooperation between business-sector and tertiary education
- Inter-disciplinarity
- Optimised and hands-on ICT and business-oriented studies
- Enterprise Asset Management
- IBM Maximo Asset Management software solution
- IBM Academic Initiative

## Key Objectives:

- to provide the path of learning as a lifelong process with harnessing the power of ICT and business-oriented discipline, namely asset management, alongside hands-on practice;
- to strengthen the partnership between tertiary institutions, advanced technology and industry representatives;
- inspiring the local businesses to engage with tertiary institutions;
- to transmit knowledge requirements, drive technology transfer and increase expertise for contributing to local community and national economy.

## Lessons learned:

- mutual desire to advance awareness, knowledge and readiness of the business value has to be congruent with higher education vision;
- common determination and commitment of companies and universities to cooperate is a must for establishing a powerful competence and professional development platform;
- pro-activeness, encouragement and capacity of project managers is a core 'must' to ensure well-considered, high-quality and timely execution of activities by all involved parties;
- diverse organizational cultures between public and private institutions intensify critical situations and necessity for problem-solving;
- the existing red tape in large organizations magnifies task delays and scheduled off-set.

hands-on ICT, business-oriented studies. The project as beneficial to all involved parties contributed to fostering partnership for establishing a sustainable model ensuring an array of high-value skills, competitiveness and innovation.

DPA Ltd. ensured know-how, consultancy and technical resources for EAM solution set-up, as well as creation of Maximo demo area for hands-on learning possibilities. IBM hand in hand with DPA Ltd. provided professional development opportunities for academic workforce by holding a Train-The-Trainer session cycle, access to Maximo software, learning resources and industry-recognized certification possibilities.

Universities designated academic workforce to design, develop and execute a degree and professional development course(s), as well as deliver pilot classes to a selected group of students and appropriate the course content.

Whereas, Dynamic University Ltd. held the role of project coordinator to assure overall management, administration and assistance to the establishment of the BAAM programme. It also ensured quality assurance measures for successful implementation of the programme, including monitoring, reflection, feedback and reporting activities.

## Achievements and Impact

As a result of this cooperation, a degree and professional development course(s) in the study discipline of enterprise asset management have been developed and executed, academic personnel has been involved in professional training for advancing its know-how and competence in EAM. Moreover, IBM and DPA have demonstrated themselves as companies highly valuing the significance of learning and supporting the boost of innovation and employability of future generation with pro-active involvement in education processes.

## Quantifiable Outputs for University

The outputs for the university can be listed as:

- A new course for degree students and a professional development course for industry professionals that enable to develop industry-compliant competencies in the face of changing stakeholder demands.
- Trained lecturers.
- Access to authentic learning resources (ISO 55 000, PAS 55), state-of-art technology (IBM Maximo Asset Management software) and comprehensive set of innovative and professional-level tools.
- Enabled industry recognized certification opportunities for students and professionals advancing their know-how and competence in EAM.
- New contacts and knowledge exchange with companies.

In addition, the project has provided excellent first-hand data for empirical research. The expertise gained during the project has encouraged industry contribution to the study process relevance,

## University profile:

**The University of Latvia** is the largest higher education institution in Latvia with a nearly century-long tradition of research and ever new achievements. Its 21 research institutes and 13 faculties are the workplace for the country's leading specialists and field of Innovation in natural and social sciences, humanities, medicine, mathematics, and computer science.

**Kaunas University of Technology** is the largest technical university in Lithuania, which is known for its linkages with business, leadership in scientific research, flexible interdisciplinary study programmes and unforgettable study experience. It is fast forwarding to becoming an internationally acknowledged institution of higher education.

**Tallinn University of Technology** is the only technological university in Estonia and flagship of Estonian engineering and technology education. The university's degrees are highly regarded worldwide.

## Quote of the Business Partner:

*"IBM has been renowned for its continuous investment into creating innovation and for the established link between the academics and business which has a huge impact on our clients, partners and society. The IBM's long-term, strategic commitment to education demonstrates its support to scientific development facilitating its way into the market. I strongly believe that by providing means and novel learning instruments to the BAAM, IBM will help the Baltic universities to reach a whole new competence level and to become the best education providers in the region."*

## Ainis Kavaliauskas

Director of IBM Lietuva UAB

including transmit of knowledge and drive of technology transfer.

## Quantifiable Outputs for Partner (s)

For the main business partners the exact quantifiable outputs are intrinsic. The business partners' benefits lie in the pool of professionals with industry-compliant competences as prospective employees, high-quality education opportunities and increased awareness of EAM discipline, as well as new business growth opportunities at a national and international level. It also enabled promotion and positioning of partners as contributors to raising awareness of asset management significance for businesses and uncovering the potential of high-quality learning.

## CHECKLIST OF PREREQUISITES TO SUCCESS

### Formal aspects

- Formal Memorandum of Understanding or Letter of Intent (or similar long-term co-operation document) is signed between University and Partner(s).
- Project partners have agreed on specific deliverables to be produced as a result of the co-operation.
- Clear roles and responsibilities are defined for University.
- Clear roles and responsibilities are defined for Partner(s).
- Project is related to at least one strategic priority of the University.
- Project is related to at least one strategic priority of the Partner(s).

### Financial and/or Infrastructure aspects

- Co-operation Partner invests financial resources, infrastructure and material type (in kind) resources in the project.
- University invests infrastructure and material type (in kind) resources in the project.
- University gains non-monetary but measurable and verifiable benefits from the project, and intends to have monetary benefits in longer run.
- Co-operation Partner gains non-monetary but measurable and verifiable benefits from the project.

### Human capital aspects

- University is devoting its human capital, know-how, competence to the mutual cooperation, specifically, academic staff.

- Co-operation Partner is devoting its human capital, know-how, competence to the mutual cooperation.
- Clear roles and responsibilities are defined for University.
- Clear roles and responsibilities are defined for Partner(s).

## Marketing and communication aspects

- Project and/or project results are communicated within mass media and social media channels.
- Project and/or project results are presented in trade-shows, conferences, seminars, other marketing events.
- Project and/or project results are communicated within internal marketing and/or communication channels within the University and/or Partner institution.
- Project and/or project results have achieved positive feedback from beneficiaries, customer(s), stakeholders, or society at large.

## For More Information

For more information about the case study contact Darta Akmens on [darta.akmens@dynamicuniversity.eu](mailto:darta.akmens@dynamicuniversity.eu)

For more information about the project "FROM BRIDGING TO SUCCEEDING. University and Business Co-operation Through Success Stories." and for more case studies visit [www.university-business.net](http://www.university-business.net)

For more information about the Nordplus Horizontal programme visit [www.nordplusonline.org](http://www.nordplusonline.org)

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