

# HSBC Academic Partnerships Case Study



## HSBC Case Study | Strategic framing



Internal Competition



Business needs

Cost and efficiency

Need to level up the  
USP of Krakow



Skills gap



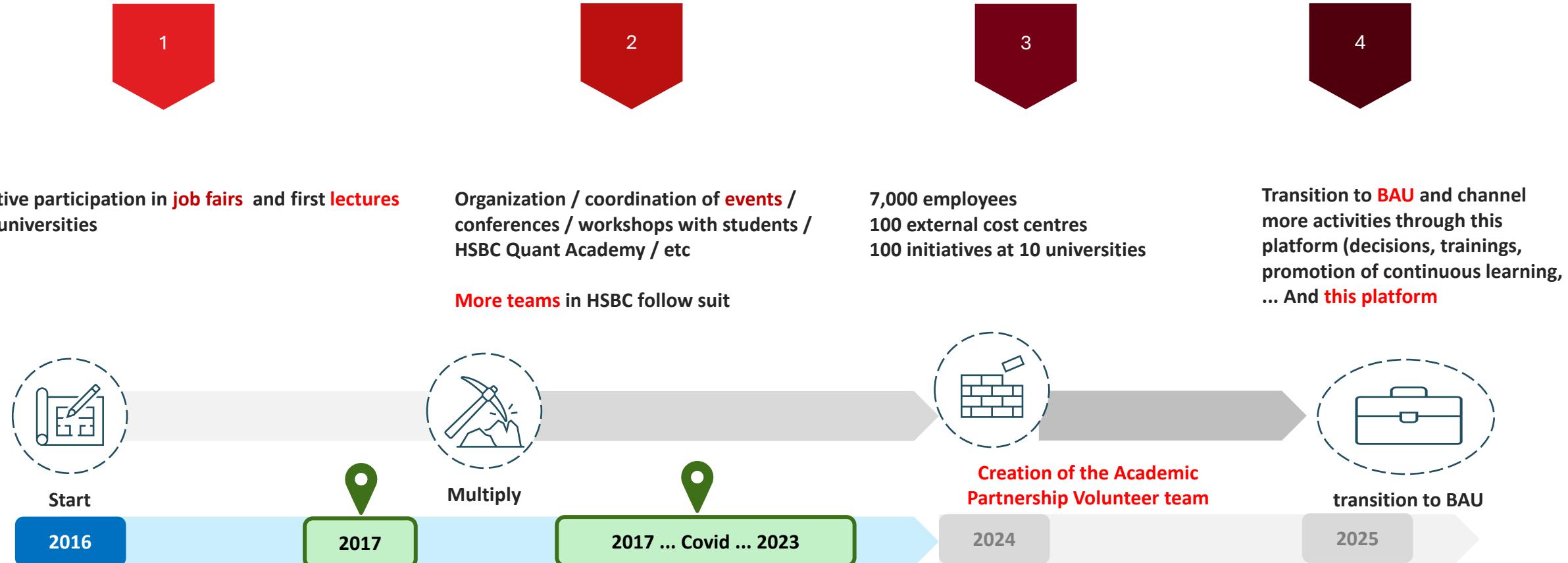
POTENTIAL as a university  
city

- New tech (AI + QC)
- Next generation leaders

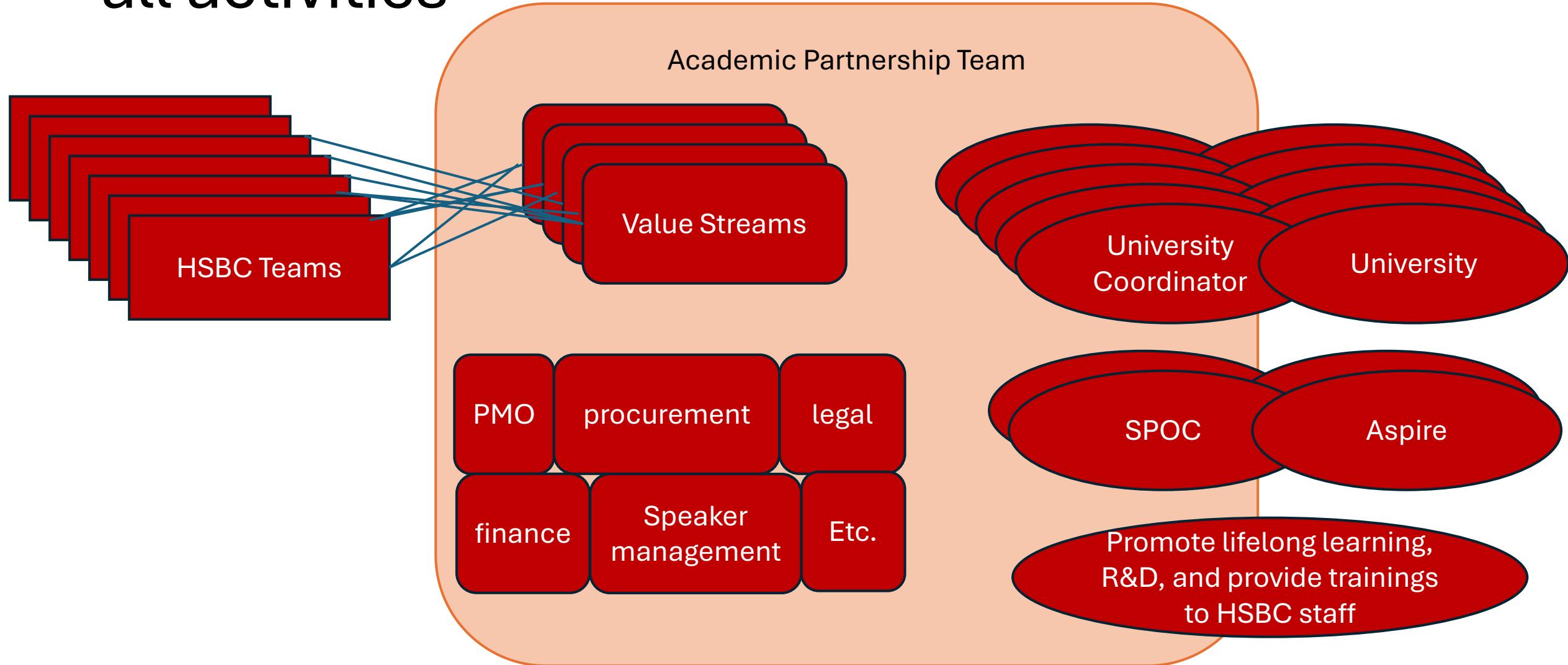
Need for integrated working  
together with **City, Universities,  
and other GBS and BPO**

# HSBC Case Study | Initiatives Portfolio

A centralised structure allows us to be more intentional and strategic, get more done and lower the initial difficulties



# The Academic Partnerships team centralises all activities



# HSBC Case Study |

## Strategic framing

- ✓ We focus on promoting practical knowledge among students and bridging the gaps between the scientific sector and the challenges of the business sector.
- ✓ We bring value to the organization by reducing investment into third party recruitment vendors
- ✓ We help employees to get started with specific diplomas (postgraduate studies, MA, PhD, MBA)
- ✓ We own and maintain a register of educational activities, handles related internal and external communication.
- ✓ We assure all employees have equal access to participate in educational activities, tracks participation and ensures all educational activities are run in accordance with HSBC Mission, Vision and Values, internal procedures.

