

“Future Issues in Higher Education”
30th Annual Businet Conference Programme
9th to 11th November 2016

Wednesday 9th November

Time	Activity	Room
14.00 – 16.00	Newcomers Introduction <i>(An introduction to Businet for new members and guests)</i> <i>Led by the Businet Board</i>	Ballroom
4 departures at 15.40 15.55 16.10 16.25	Introduction to Budapest – optional tours <i>Four "introduction to the area" tours will start from the Hilton Hotel to provide delegates with the opportunity to discover the castle district of Buda. We will be exploring the Fishermans Bastion and Castle area before returning to the hotel. (duration 1 hr 15 minutes).</i> <i>Please note that the number of places available on each walk is limited, so we request that participants register for the walk of their choice at the conference desk in the foyer.</i>	Reception
	Official Conference Opening	
18.30	Welcome and Global Aperitif	
20.15	A Hungarian Buffet to welcome you to Budapest	

Thursday 10th November

08.45 **Assemble in Main Conference Room** Ballroom

08.50 **Welcome to the 30th Annual Businet Conference** Ballroom
Carina Saelen, Businet President

09.15 **Keynote Address:** Ballroom
Yves Beernaert, Educonsult, Past President and Founding Father of Businet
'The origins of Businet' and 'Networking as a contribution to quality Higher Education'

10.05 **Keynote Address:** Ballroom
Dr. Noemi Sadowska and Dominic Laffy, Regent's University, United Kingdom
'Boundaries of unfamiliar learning experiences in the innovation journey in business management education'

10.40 **Introduction to Workshop Sessions** Ballroom
David Taylor, General Manager Businet

10.50 **Coffee, tea and fresh juices**

11.15 - 12.15 **Workshop Sessions: Best Practice in Businet**

'The practical and the creative of the innovation journey – education in action'
Dr. Noemi Sadowska and Dominic Laffy, Regent's University, United Kingdom

'Internships in Canada and New Zealand'
Jacques Allemeersch, VZW ADP, Belgium

'Applied research at bachelor's level, a dilemma'
Stefan Schenke, Saxion University of Applied Sciences, Netherlands

'Teaching international law to business students'
Marco Mosselman, Hogeschool Inholland, Netherlands

'Presentation skills – Techniques that make your presentation clear and attractive'

László Kacsirek, Corvinus University of Budapest, Hungary

12.15 – 13.15

Lunch

13.15 – 14.15

Workshop Sessions: Best Practice in Businet

'International Perspectives on Active Ageing'

*Dr. Jana Mikušová and Dr. Eva Abramuszkinová Pavlíková,
Mendel University, Czech Republic*

'Assessing the impact of actions, projects and programmes in internationalisation'

Yves Beernaert and Magda Kirsch, Educonsult, Belgium

'Assessment Feedback for Development'

Veronica Spowart, New College Durham, United Kingdom

'Business cases in Higher Education'

Drs. Maarten J. Hoekstra, NHL Hogeschool, Netherlands

'United Nations' PRME initiative (Principles for Responsible Management Education): embedding Business Ethics within HE business curricula'

*Nathalie Ormrod, Manchester Metropolitan University,
United Kingdom*

14.15 – 17.15

Working Group Activities:

Health

HEDCOM – Communication

HEDFIN – Financial Services and Accounting

HEDICT – Information and Computer Technology

HEDLAW – Law

HEDMINT – Marketing and International Trade

HEDTOUR – Tourism

Intercom (formerly 3 MBC)

Coffee, tea and fresh juice will be made available during the afternoon

18.45

Meet at Reception

Reception

Coaches to pick up for a 'drive through Budapest by night'.
Drop off at Batthyany Square to join the river cruise 'Europa'.

19.30

Dinner on a river cruise

Cruise the Danube and dine on board the river cruise 'Europa'.

23.30

Transport to Hilton Hotel

Coaches will meet the vessel at 23.30 to return to the Conference Hotel.

Friday 11th November

08.50	Assemble at the Conference Room Welcome and Introduction to today's programme <i>David Taylor, General Manager Businet</i>	Ballroom
09.00 – 09.50	Keynote Address: <i>Professor Mark M. H. Goode, Cardiff Metropolitan University, United Kingdom</i> 'The Role of Invention and Innovation in teaching Business Education'	Ballroom
09.50 – 10.40	Keynote Address: <i>Professor Ray Land, University of Durham, United Kingdom</i> 'Something at stake': teaching students in troubled times	Ballroom
10.40 – 11.00	Best Practices in Businet and an Introduction to today's workshop sessions	
11.00 – 11.30	Coffee, tea and fresh juice	
11.30 – 12.15	AGM including Election of Officers <i>Moderated by Carina Saelen, Businet President and David Taylor, General Manager Businet</i>	Ballroom
12.15 – 13.15	Workshop Sessions: Best Practice in Businet 'Using pedagogies of uncertainty and troublesome knowledge to prepare students for an unknown future' <i>Professor Ray Land, Durham University, United Kingdom</i> 'The Use of TRIZ and BIOMIMICRY in Invention and Innovation' <i>Professor Mark M. H. Goode, Cardiff Metropolitan, United Kingdom</i> " <i>Carla Diez de Marina, Tecnologico de Monterrey, Mexico</i> 'Why should we run interdisciplinary projects? Some examples of good practices.' <i>Barbara Brooijmans, Haute École EPHEC University College, Belgium</i>	

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*Jan Sprujit, Rob de With, Avans University of Applied Sciences,
Netherlands*

13.15 – 14.15

Working Lunch (Buffet)

14.15 – 16.00

Special Interest Groups

Decision Makers Forum

Entrepreneurship

International Relations Managers

Ballroom

Research Group

16.00 – 16.30

Coffee, tea and fresh juices will be served

16.30 – 17.15

Feedback Session

17.15

Meeting Close

19.45

Cocktail Reception

Pre-dinner cocktail

*Sponsored by **ESA International***

20.30

Gala dinner

Ballroom

Saturday 12th November

08.45

Departure for social day

Saturday's tour is to the wine region 'Eger'. This is approx. 140km from Budapest. The tour will include a visit to the St Andrea winery at Egerszolat, the castle of Eger, with lunch at the Bolyki winery.

17.45
(approx.)

Arrival back at the hotel