

“Future Issues in Higher Education”
28th Annual Businet Conference Programme
19th to 22nd November 2014
Sheraton Hotel Zagreb, Zagreb, Croatia

Wednesday 19th November

Time	Event	Location
14:00	<p>Newcomers Introduction</p> <p><i>(An introduction to Businet for new members and guests)</i></p> <p><i>Led by the Businet Board</i></p>	Grand Ballroom C
15:15	<p>International Relations Management Meeting</p>	Grand Ballroom C
15:30/16:45	<p>Introduction to Zagreb</p> <p>A coach and guide have been reserved to provide you with the opportunity to explore Zagreb. Rather than the traditional walking tour we have chosen to arrange coach tours because of the area that needs to be covered in the short time that we have available. A coach is also warm and dry! The tour is designed to introduce you to the city and the key places of interest that you may want to visit at a later date. Many of these sites will be visited on the social tour on Saturday.</p> <p>Coach 1 will leave at 15.30 and Coach 2 at 16.45.</p> <p>There is limited space on each coach and you must reserve a place at the conference desk prior to departure.</p> <p>Places will be allocated on a first come first served basis</p> <p>Official Commencement of Conference</p>	
18:30	<p>Welcome and Global Aperitif</p>	Ballroom Foyer
20:15	<p>A Croatian Buffet to welcome you to Zagreb</p>	Grand Ballroom A + B

Thursday 20th November

Time	Event	Location
08:45	Assemble in Main Conference Room	Grand Ballroom B
08:50	Welcome to the Businet Conference	Grand Ballroom B
09:00	Keynote Address: Why do initiatives to change organisations fail so often, and what can be done about it? Chris Garretts Management Consultant at Nouveau Monde Global	Grand Ballroom B
09:45	Keynote Address: The Entrepreneurial challenge to Further Education (FE) and Higher Education (HE). Do we need to change the way we look, behave and organise? Allan Gibb Professor Emeritus University of Durham England	Grand Ballroom B
10:30 – 10:50	Plenary Address: Locations and intensity of student mobilities Eva Pavlikova from Mendel University Patrick De Mazière from Leuven University College	Grand Ballroom B
10:50 – 10:55	Introduction to Workshop Sessions	Grand Ballroom B
10:55 – 11:15	Coffee/ tea/ fresh juice	Ballroom Foyer
11:15 – 12:15	Workshop Sessions: Best Practice in Businet To be advised Chris Garretts Management Consultant at Nouveau Monde Global Is there a need for a new breed of small business educators? Allan Gibb Professor Emeritus University of Durham England	Opatija/Pula Grand Ballroom C

	<p>Seeking accreditation in the US for your study programmes</p> <p>Jytte Mansfeld Vice President (retired) at Niels Brock International</p> <p>Students on Erasmus mobility “as a research challenge”</p> <p>Patrick De Mazière from Leuven University College</p> <p>Kim Janssens from Leuven University College</p> <p>Eva Pavlikova from Mendel University</p> <p>To be advised</p> <p>To be advised</p>	<p>Grand Ballroom A</p> <p>Split/Dubrovnik</p>
12:20 – 13:20	Thinking out loud	Grand Ballroom B
13:20 – 14:30	Lunch	<p>Restaurant</p> <p>Fontana and King Tomislav</p>
14:30 – 17:30	<p>Working Group Activities</p> <p>3MBC (formerly HEDBLIS – Business Languages and Information Systems)</p> <p>HEDFIN Financial Services and Accounting</p> <p>HEDICT Information and Computer Technology</p> <p>HEDMINT Marketing and International Trade</p> <p>HEDTOUR Tourism</p> <p>HEDCOM Communication</p> <p>HEDLAW Law</p> <p>Health Business Group</p>	<p>Madrid</p> <p>Grand Ballroom C</p> <p>London</p> <p>Grand Ballroom B</p> <p>Grand Ballroom A</p> <p>Split/Dubrovnik</p> <p>Milano</p> <p>Paris</p>

19:10

CECSEE

Continuing Education, Corporate Service and Export of Education (formerly LLL)

Opatija/Pula

DMF

Decision Makers Forum

Zagreb

Coffee, tea and fresh juice will be made available from 15:30

Gallery level 1
Foyer and
Ballroom Foyer

Meet in the reception of the Sheraton Hotel

The restaurant is a leisurely 20 minutes walk from the hotel.

Sheraton
Reception

If you do not feel able to walk this distance then please advise the team on the conference desk and other arrangements will be put into place.

Casual attire and comfortable shoes are recommended.

Restaurant Vinodol

Ulica Nikole Tesle 10

10000 Zagreb

Enjoy a traditional Croatian dinner. This hearty meal will be served with Croatian wines and beer. The menu is:

- „Vinodol“ cold plate (dalmatian dry-cured smoked ham, slavonian paprika-flavoured salami, mouflon salami, boiled ham, cheese from Studenci, cottage cheese with sour cream, dried tomato tapenade, olives, pickled onions)
- cream of pumpkin soup served in bread
- ½ veal under baking lid „peka“ with potatoes
- Spit roast Suckling pig
- Grilled vegetable
- Mixed salad
- Homemade bread
- Homemade apple strudel with vanilla sauce

Friday 21st November

Time	Event	Location
09:10 – 09:50	Keynote Address: <i>Exploring collaborative working</i> Jonathan Bostock People Matters Network	Grand Ballroom B
10:10 – 10:50	Keynote Address: <i>Achieving the Three-Way Win: Guaranteeing Student Futures through Corporate Collaboration</i> Dylan Kissane Director of Graduate Studies at Centre d'Etudes Franco-American de Management	Grand Ballroom B
10:50 – 11:10	Coffee/tea/fresh juice	Ballroom Foyer
11:10 – 12:00	AGM including Election of Officers	Grand Ballroom B
12:00 – 13:00	Workshop Sessions: Incorporating Best Practices in Businet <i>Just Say Non.</i> <i>Resisting Short-Term Financial Pressure to Pursue Long-Term Reputational Gains</i> Dylan Kissane Director of Graduate Studies at Centre d'Etudes Franco-American de Management	Grand Ballroom A
	<i>To be advised</i> Jonathan Bostock People Matters Network	Grand Ballroom B
	<i>Delivery of Programmes outside of your home country</i> Jytte Mansfeld Vice President (retired) at Niels Brock International	Grand Ballroom C

	<p>Establishing an International Event – the Healthy Ageing at Home Project</p> <p>Griet t’Servranckx from Leuven University College</p> <p>Agnes Dillien from Thomas More Kempen</p>	Opatija/Pula
	<p>Publishing a “English for Project Management” Text Book</p> <p>The Challenges and rewards</p> <p>Ana Skledar Matijević</p> <p>from Baltazar Adam Krčelić University of Applied Sciences</p> <p>To be advised</p> <p>To be advised</p>	London
13:00 – 14:00	Working Lunch (buffet)	Restaurant Fontana and King Tomislav
14:00 – 16:00	Working Groups Meetings	
	<p>Research</p> <p>Eva Pavlikova from Mendel University</p>	Grand Ballroom A
	<p>Entrepreneurship</p> <p>Rob de With from Avans University of Applied Sciences</p>	Grand Ballroom C
	<p>Leadership</p> <p>Massimiliano Bracalé</p> <p>from Swiss School of Management European University of Rome</p>	Opatija/Pula
	Workshop Sessions: Incorporating Best Practices in Businet	
14:30 – 15:30	<p>Leen Van Tolhuysen Thomas More Mechelen</p> <p>Establishing online study programmes and the UNIQUe (European Universities Quality in Online Learning) international quality certification</p> <p>Mateja Geder</p> <p>from DOBA Faculty of Applied Business and Social Studies Maribor</p>	Zagreb Grand Ballroom B

14:30 – 16:00	cultureQ-s® - The Cultural Game to Educate All Francoise de Waele from Haute Ecole EPHEC	Split/Dubrovnik
16:00 – 17:00	Feedback Session Coffee/tea/fresh juice will be served during the afternoon Meeting Close	Grand Ballroom B Ballroom Foyer
19:30	Cocktail Reception	Ballroom Foyer
20:15	Gala dinner	Grand Ballroom

Saturday 22nd November

Time	Event	Location
08:30	<p>Departure for social day (meet in reception)</p> <p>The Saturday social tour will incorporate a morning visit to the traditional village of Samobor and a crystal factory, and Plesivica and the vineyards, which lie just outside of Zagreb. A light lunch will be served in this region.</p> <p>On return to Zagreb at 14.00 you may leave the tour.</p> <p>The rest of the tour (until 16.30) will be spent exploring the city by coach and foot.</p> <p>You may choose the option of a full day tour, a morning tour only (to 14.00), or an afternoon only tour.</p> <p>Reservations can be made via admin@businet.org.uk prior to the conference or at the conference desk, up to 13.00 on 20 November.</p>	
17:00 (approx.)	Arrival back at the hotel	