

“Future Issues in Higher Education”  
**28<sup>th</sup> Annual Businet Conference Programme**

19<sup>th</sup> to 22<sup>nd</sup> November 2014

Sheraton Hotel Zagreb, Zagreb, Croatia

**Wednesday 19<sup>th</sup> November**

<b>Time</b>	<b>Event</b>	<b>Location</b>
14:00	<p><b>Newcomers Introduction</b>  <i>(An introduction to Businet for new members and guests)</i>  <i>Led by the Businet Board</i></p>	Grand Ballroom C
15:15	<p><b>International Relations Management Meeting</b></p>	Grand Ballroom C
15:30/16:45	<p><b>Introduction to Zagreb</b>            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><b>Coach 1 will leave at 15.30 and Coach 2 at 16.45.</b></p> <p>There is limited space on each coach and you must reserve a place at the conference desk prior to departure.            Places will be allocated on a first come first served basis.</p> <p><b>Official Commencement of Conference</b></p>	
18:30	<p><b>Welcome and Global Aperitif</b></p>	Ballroom Foyer
20:15	<p><b>A Croatian Buffet to welcome you to Zagreb</b></p>	Grand Ballroom A + B

## Thursday 20<sup>th</sup> November

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

	<p><b>Seeking accreditation in the US for your study programmes</b></p> <p><b>Jytte Mansfeld</b> Senior Executive Consultant Niels Brock International</p>	Zagreb
	<p><b>Students on Erasmus mobility “as a research challenge”</b></p> <p><b>Patrick De Mazière</b> Leuven University College</p> <p><b>Kim Janssens</b> Leuven University College</p> <p><b>Eva Abramuszkinová Pavlíková</b> Mendel University</p>	Grand Ballroom A
	<p><b>Academic Networking</b> <b>Case Study: BUSINET</b></p> <p><b>Nathalie Ormrod</b> Manchester Metropolitan University (Cheshire Campus)</p>	Grand Ballroom C
	<p><b>The “Sugar” project</b></p> <p><b>Innovation, entrepreneurship and internationalization in industrial business management</b></p> <p><b>Eivind Arne Fauskanger</b> Head of Department, Industrial Business Management/ School of Business and Social Sciences, Buskerud and Vestfold University College</p> <p><b>Heidi Tovsrud Knutsen</b> Head of International Relations, Buskerud and Vestfold University College</p>	Split/Dubrovnik
12:20 – 13:20	<b>Thinking out loud</b>	Grand Ballroom B
13:20 – 14:30	<b>Lunch</b>	Restaurant Fontana and King Tomislav
14:30 – 17:30	<b>Working Group Activities</b>	
	<p><b>3MBC</b> (formerly HEDBLIS – Business Languages and Information Systems)</p>	Grand Ballroom C
	<p><b>HEDFIN</b> Financial Services and Accounting</p>	Madrid
	<p><b>HEDICT</b> Information and Computer Technology</p>	London
	<p><b>HEDMINT</b> Marketing and International Trade</p>	Grand Ballroom B

	<b>HEDTOUR</b> Tourism	Grand Ballroom A
	<b>HEDCOM</b> Communication	Split/Dubrovnik
	<b>HEDLAW</b> Law	Milano
	<b>Health Business Group</b>	Paris
	<b>CECSEE</b> Continuing Education, Corporate Service and Export of Education (formerly LLL)	Opatija/Pula
	<b>DMF</b> Decision Makers Forum	Zagreb
	<b>Coffee, tea and fresh juice will be made available from 15:30</b>	Gallery level 1 Foyer and Ballroom Foyer
17:30 – 18:15	<b>Green IT Meeting</b>	Zagreb
19:10	<p><b>Meet in the reception of the Sheraton Hotel</b></p> <p>The restaurant is a leisurely 20 minutes walk from the hotel.</p> <p>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.</p> <p>Casual attire and comfortable shoes are recommended.</p> <p>Restaurant Vinodol Ulica Nikole Tesle 10 10000 Zagreb</p> <p>Enjoy a traditional Croatian dinner. This hearty meal will be served with Croatian wines and beer.</p> <p>The menu is:</p> <ul style="list-style-type: none"> <li>▪ „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)</li> <li>▪ cream of pumpkin soup served in bread</li> <li>▪ ½ veal under baking lid „peka“ with potatoes</li> <li>▪ Spit roast Suckling pig</li> <li>▪ Grilled vegetable</li> <li>▪ Mixed salad</li> <li>▪ Homemade bread</li> <li>▪ Homemade apple strudel with vanilla sauce</li> </ul>	Sheraton Reception

## Friday 21<sup>st</sup> November

Time	Event	Location
09:00	<b>Introducing the events of the day</b> <b>David Taylor</b>	Grand Ballroom B
09:10 – 09:50	<b>Keynote Address:</b> Creating and maintaining empowered and collaborative environments in higher education <b>Jonathan Bostock</b> Founder and engagement specialist People Matters Network, Fascilitator at TogetherWeCan communities	Grand Ballroom B
09:50 – 10:30	<b>Keynote Address:</b> Achieving the Three-Way Win: Guaranteeing Student Futures through Corporate Collaboration <b>Dr. Dylan Kissane</b> Director of Graduate Studies Centre d'Etudes Franco-American de Management	Grand Ballroom B
10:30 – 11:10	<b>Coffee/tea/fresh juice – networking activities</b>	Ballroom Foyer
11:10 – 12:00	<b>AGM including Election of Officers</b>	Grand Ballroom B
12:00 – 13:00	<b>Workshop Sessions: Incorporating Best Practices in Businet</b>  Just Say “Non.” Resisting Short-Term Financial Pressure to Pursue Long-Term Reputational Gains <b>Dr. Dylan Kissane</b> Director of Graduate Studies Centre d'Etudes Franco-American de Management	Grand Ballroom A
	<b>Businet's role in supporting transnational collaborations?</b> <b>Jonathan Bostock</b> Founder and engagement specialist People Matters Network, Fascilitator at TogetherWeCan communities	Grand Ballroom B
	<b>Delivery of Programmes outside of your home country</b> <b>Jytte Mansfeld</b> Senior Executive Consultant Niels Brock International	Madrid

	<p><b>Establishing an International Event – the Healthy Ageing at Home Project</b></p> <p><b>Griet t’Servranckx</b> Leuven University College</p> <p><b>Agnes Dillien</b> Thomas More University College</p>	Grand Ballroom C
	<p><b>Publishing a “English for Project Management” Text Book The Challenges and rewards</b></p> <p><b>Ana Skledar Matijević</b> Baltazar Adam Krčelić University of Applied Sciences</p>	London
	<p><b>The international office: 5 cases, more than 5 solutions?</b></p> <p><b>Leen Van Tolhuysen</b> Thomas More University College</p>	Zagreb
	<p><b>Organization of an International Mass Event on the basis of experience of Euro 2012 (Organization of a Major International Event on the basis of experience of Euro 2012)</b></p> <p><b>Jarosław Tomaszewski</b> Head of International Relations Office Wroclaw School of Banking</p>	Split/Dubrovnik
	<p><b>Exploring the economic, cultural, political issues and market conditions of a foreign market – working together for the common good</b></p> <p><b>Dr. Maša Magzan</b> Zagreb School of Economics and Management</p> <p><b>Antonio Garcia</b> Economic and Commercial Attaché Embassy of Belgium</p>	Opatija/Pula
13:00 – 14:00	<b>Working Lunch (buffet)</b>	Restaurant Fontana and King Tomislav
14:00 – 16:00	<b>Working Groups Meetings</b>	
	<p><b>Research</b></p> <p><b>Eva Abramuszkinová Pavlíková</b> Mendel University</p>	Grand Ballroom A
	<p><b>Entrepreneurship</b></p> <p><b>Rob de With</b> Avans University of Applied Sciences</p>	Grand Ballroom C
	<p><b>Leadership</b></p> <p><b>Massimo Bracalé</b> Swiss School of Management</p>	Opatija/Pula

<b>Workshop Sessions: Incorporating Best Practices in Businet</b>		
14:30 – 15:30	<p><b>What works online – Lessons learnt from 15 years of implementing online distance study programmes</b></p> <p><b>Mateja Geder</b> DOBA Faculty of Applied Business and Social Studies Maribor</p>	Grand Ballroom B
	<p><b>The Academy and The Bottle</b> Alcoholism, Addiction, Mental Illness, And How We Can Do Better</p> <p><b>Dr. Dylan Kissane</b> Director of Graduate Studies Centre d'Etudes Franco-American de Management</p>	Madrid
	<p><b>DOING BUSINESS IN THE BALKAN – The Mountain that leads to Heaven...if you walk on the right track</b></p> <p><b>Antonio Garcia</b> Economic and Commercial Attaché Embassy of Belgium</p>	Zagreb
14:30 – 16:00	<p><b>cultureQ-s® - The Cultural Game to Educate All</b></p> <p><b>Francoise de Waele</b> Haute Ecole EPHEC</p>	Split/Dubrovnik
16:00 – 17:00	<p><b>Feedback Session</b></p> <p><b>Coffee/tea/fresh juice will be served during the afternoon</b></p>	Grand Ballroom B Ballroom Foyer
17:00	<b>Meeting Close</b>	
19:30	<b>Cocktail Reception</b>	Ballroom Foyer
20:15	<b>Gala dinner</b>	Grand Ballroom

## Saturday 22<sup>nd</sup> November

Time	Event	Location
08:30	<p><b>Departure for social day (meet in reception)</b></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 14.15 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 14.15), or an afternoon only tour.</p> <p>Reservations can be made via <a href="mailto:admin@businet.org.uk">admin@businet.org.uk</a> prior to the conference or at the conference desk, up to 13.00 on 20 November.</p>	
17:00 (approx.)	<b>Arrival back at the hotel</b>	