

“Working towards a brighter future”

32nd Annual Businet Conference Programme

7th to 10th November 2018

**Wednesday 7th November**

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| **Time** | **Activity** | **Room** |
| 13.15 – 15.00 | **Newcomers Introduction**  *An introduction to Businet for new members and guests.*  *Led by the Businet Board* | Las Vegas |
| 15.15 – 17.15 | **International Relations Managers**  Led by Ria Slingerland | Las Vegas |
| 5 departures at  15.00  15.15  15.30  15.45  16.00 | **Introduction to Tallinn – optional tours**  *Five "introduction to the city" tours will start from the Hilton Hotel to provide delegates with the opportunity to discover the Medieval city of Tallinn. Delegates will explore the city and gain an insight into general historic and cultural information of the capital city of Estonia, Tallinn, before returning to the hotel.*  *(duration 1 hr 30 minutes)*  *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 Businet conference desk in the hotel foyer.* | Reception |
|  | **Official Conference Opening** |  |
| 18.30 | **Welcome and Global Aperitif**  *Delegates are asked to bring delicacies from their region / country in order to share with fellow delegates. An appropriate table for each country represented will be made available. The room for the Global Aperitif can be accessed at 18.00 for the set up of contributions to this event.* | Conference Foyer Area |
| 20.15 | **Dinner**  *A buffet with an Estonian flavour to welcome you to Tallinn*  *Close 22.30* | Ballroom |

**Thursday 8th November**

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| 08.45 | **Assemble in Main Conference Room** | Ballroom |
| 08.50 | **Welcome to the 32nd Annual Businet Conference**  ***Jean-Michel Grégoire***- Businet President | Ballroom |
| 09.00 | **Keynote Address:**  **Lorenzo Mule Stagno**  Dean, Malta Business School, Birkirkara, Malta  **“Innovation in Higher Education – Would we recognise it if hit us on the head?”**  Introduced by *Jean-Michel Grégoire -* Businet President | Ballroom |
| 09.45 | **Keynote Address:**  **Märt Aro** Co-Founder, DreamApply Co-Founder, Nordic EdTech Forum "N8" Co-Founder, European EdTech Associations Alliance  **“Hacking Education”**  Introduced by *David Taylor -* Businet General Manager  The session incorporates  **“The Nordic Village Education innovators to introduce educational products”**  Three Presentations of Nordic Entrepreneurs | Ballroom |
| 10.35 | **Introduction to Workshop Sessions**  *David Taylor -* Businet General Manager | Ballroom |
| 10.40 | **Coffee, tea and fresh juices**  **Nordic Village presenters will be present to discuss their products** |  |
| 11.10 - 12.05 | **Workshop Sessions: Best Practice in Businet** |  |
|  | ***Märt Aro****, Tallinn*  Co-Founder, DreamApply Co-Founder, Nordic EdTech Forum "N8" Co-Founder, European EdTech Associations Alliance  **“Innovating education and how could my uni participate in it”** | Ballroom 1 |
|  | ***Anne Hak****, Hong Kong*  Hutong School  **“The (digital) revolution of China”** | Atlantic City |
|  | ***Ian Charles, Colin Knapp and Magnus Rolf****, Stockholm*  FEI, Stockholm, Sweden  **“FEI FLEX - an innovative live flexible learning concept”** | Las Vegas 2 |

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|  | ***Roelijn Kok*** and ***Rob Maat****, Zwolle*  Windesheim University of Applied Sciences  **“Ready,set, g(r)o(w)!”** | Las Vegas 1 |
|  | ***Michael Joris****, Pretoria*Belgium Campus ITversity  **“How to create a purpose-built research and learning environment to optimise the living and learning experience of lecturers and students”** | Ballroom 2 & 3 |
|  | ***Maria Ángeles Sánchez Carrascal*** and ***Peter de Boer****, Leeuwarden*  NHL- / Stenden University of Applied Sciences  **“The road to international accreditation – a bottom up approach”** | Sydney |
| 12.05 – 13.05 | **Finger Buffet** | Foyer |
| 13.05 – 13.55 | **Workshop Sessions: Best Practice in Businet** |  |
|  | ***Tarun Anand****, Mumbai*  Universal Business School  **“The death of the Harvard Business School Case Study Method - Experiential Learning leading to Student Engagement”** | Sydney |
|  | ***Tiina Garcia****, Pori*  Satakunta University of Applied Sciences  **“License to learn by working- studyfying work”** | Atlantic City |
|  | ***Donald Ropes****, Haarlem*  Inholland University of Applied Sciences  **“Learning to Innovate Towards a Circular Economy”** | Las Vegas 1 |
|  | ***Gamze Karayaz****, Istanbul*  ISIK University  ***Lieven Theys*** and ***Corneel Theben Tervile****, Brugge*  Howest University College  **“KA2 project on consumer awareness”** | Las Vegas 2 |
|  | ***Barbara Brooijmans****, Brussels*  Haute École EPHEC University College  **“Implementing portfolios - a personal tool for building up skills – essential in universities?”** | Ballroom 1 |
|  | **“ENDIGICOM - Enhanced Digital Competencies for Business Usage”**  A EU funded project of Businet members and Social Media experts creating an international curriculum for Social Media. Session introduced and chaired by the Businet representative on the project ***Griet Barrezeele*** of University College Leuven-Limburg and the **EnDigiCom-Team** | Ballroom 2 & 3 |
| 14.00 – 17.00 | **Curriculum Working Group Activities** |  |
|  | **Business** **Law**  Facilitated by Nico Nijsten, Michael Jaensch and Martijn de Ruijter | Singapore |
|  | **Communication**  Facilitated by Brigitte Luyten | Las Vegas 1 |
|  | **Health**  Facilitated by Griet t'Servranckx, Sabien van Rampelberg and Mariana Pereira | Sydney |
|  | **Information and Computer Technology**  Facilitated by Griet Barrazeele and Sigrun Sigurjónsdóttir | Las Vegas 2 |
|  | **InterCom**  Facilitated by Barbara Broojimans and Marij Spiesschaert | Ballroom 1 |
|  | **Marketing and International Trade**  Facilitated by Eddy Brune and Hilde Evers  14.00 to 16.00 Marketing Meeting  16.00 to 17.30 Logistics Meeting  16.00 to 17.30 Trade Mission Meetings | Ballroom 2 & 3  Macao |
|  | **Tourism**  Facilitated by Anja Nagel, Sandra di Marcantonio and Marie‑France Boyer | Atlantic City |
|  | **Coffee, tea and fresh juice will be made available during the afternoon** |  |
| 18.50 | **Meet at Reception**  We will meet and walk as a group to the restaurant for the evening. It will be a 30 minute walk. If you prefer to take a taxi please notify the conference desk before 17.00 and arrangements will be made. | Reception |
| 19.30 | **Dinner at the "House of the Blackheads"**  The guildhall of the Brotherhood of Blackheads is unique. It is located in the heart of the old town and is one of the few remaining renaissance buildings in Tallinn.  Delegates can leave when they wish and make their own way back to their accommodation |  |

**Friday 9th November**

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| 08.50 | **Assemble at the Conference Room**  **Welcome and Introduction to today’s programme**  *David Taylor* - General Manager Businet | Ballroom |
| 09.00 – 09.35 | **Keynote Address:**  ***Jos Beelen***  The Hague University of Applied Sciences  **“Rethinking the international dimension of your study programme(s)”**  Introduced by *Agnes Dillien* - Businet Board Member | Ballroom |
| 09.35 – 10.10 | **Keynote Address:**  ***Nataša Ritonija***  DOBA Faculty for Applied Business and Social Studies  **“Exploring key elements of internationalisation”**  Introduced by *Agnes Dillien* - Businet Board Member | Ballroom |
| 10.10 – 10.45 | **Keynote Address:**  ***Jasna Suhadolc***  Managing Director of VirtuaPR  **“Effective Use of Digital Marketing in Education**  **Introducing Zoom”**  Introduced by *Anja Nagel -* Businet Board Member | Ballroom |
| 10.45 – 11.00 | **Announcements by David Taylor** | Ballroom |
| 11.00 – 11.30 | **Coffee, tea and fresh juice** |  |
| 11.30 – 12.15 | **AGM including Election of Officers**  Moderated by Jean-Michel Grégoire - Businet President and *David Taylor -* Businet General Manager | Ballroom |
| 12.15 – 13.15 | **Workshop Sessions: Best Practice in Businet** |  |
|  | ***Rob de With****, Breda*  ATWORKSOLUTIONS  **“Update on Game ShowYourTrueColours”** | Sydney |
|  | ***Jos Beelen****, The Hague*  The Hague University of Applied Sciences  **“Integrating transversal skills in the learning outcomes of business programmes”** | Ballroom 3 |
|  | ***Jean-Pierre Segers* Véronique Huybrechts**, *Hasselt*  PXL University College  **“Work based Learning in Level 5 (Associate Degree)”** | Las Vegas |

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|  | **“ENDIGICOM - Enhanced Digital Competencies for Business Usage”**  A EU funded project of Businet members and Social Media experts creating an international curriculum for Social Media. Session introduced and chaired by the Businet representative on the project ***Griet Barrezeele*** of University College Leuven-Limburg and the **EnDigiCom-Team** | Ballroom 2 & 3 |
|  | ***Irena A. Ravnik*** *and* ***Nataša Ritonija****, Maribor*  DOBA Faculty for Applied Business and Social Studies  **“The do’s and don’ts of distance learning”** | Las Vegas 2 |
|  | **Jasna Suhadolc**, *Ljubljana*  VirtuaPR  ***“*How to use video conferencing platform Zoom”** | Atlantic City |
| 13.15 – 14.15 | **Working Lunch (Buffet)** | Foyer |
| 14.15 – 16.00 | **Special Interest Group Activities** |  |
|  | **Entrepreneurship**  Facilitated by Rob de With | Ballroom 1 |
|  | **Interdisciplinary Group**  Facilitated by Barbara Broojimans and Marij Spiesschaert | Ballroom 2 + 3 |
|  | **Internationalisation at Home**  Facilitated by Irena A. Ravnik and Nataša Ritonija | Las Vegas 1 |
|  | **Private Institute Forum**  Facilitated by Lorenzo Mule Stagno | Atlantic |
|  | **Research Group**  Facilitated by Eva Abramuszkinova Pavlikova and Patrick de Mazière | Las Vegas 2 |
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| 16.00 – 16.30 | **Coffee, tea and fresh juices will be served** |  |
| 16.30 – 17.15 | **Conference Feedback Session** | Ballroom 2 & 3 |
| 17.15 | **Meeting Close** |  |
| 19.00  19.30 | Pre-Gala Dinner - photographs in the foyer area. Group and Individual photograph opportunities.  **Pre-Gala Dinner Drinks Reception**  Sponsored by **ESA International** | Foyer |
| 20.15 | **Gala Dinner** | Ballroom |

**Saturday 10th November**

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| 09.00 | **Departure for Social Day** | Reception |
| 17.00  (approx.) | **Arrival back at the hotel** |  |