

About Businet

Aims

To assist members in achieving their organisational aims and objectives associated with transnational activities.

To promote the development of a European curriculum for all students undertaking studies in the field of business education.

To provide opportunities for the staff employed in its member institutions to further their professional development.

To meet the needs of the European labour market for employees with appropriate business knowledge and linguistic and work related skills.

To achieve the aims of Businet and its members

Businet assists members in establishing networks for project work, and operational activities such as staff and teacher exchange, and student exchange.

Businet identifies and disseminates examples of good educational practice.

Businet helps facilitate European & International student exchanges and inter-institutional activities for students of Businet members.s.

Businet assists members with EU programmes such as Erasmus +.

Annual Conference

The Annual Conference is an essential networking opportunity for members. It is where many of the network activities take place and projects are conceived. Each Conference selects a theme to be explored through presentations by keynote speakers. This is complimented by the sharing of good practice in workshop sessions. The working groups meet to examine specific curriculum issues.

Student Conference

A student conference has been held every year since 1999. The aim of this conference is to bring students from a number of countries together to undertake activities surrounding a theme. Conference themes have incorporated cross cultural communication, preparation strategies for work experience outside of the home country and employability skills.

The current conference is entitled Thinking Employment and its key elements are:

- Employability Skills
- Emotional Intelligence
- Experiential Learning

Introducing the Organisation

Businet was established in 1987 by a group of higher education business institutions keen to develop European programmes in Business and to promote opportunities for Institutions of Higher Education, their staff, and their students. At the moment the organisation has 112 members and is represented in 31 countries.

It provides educational establishments, staff, industry and students, with a vehicle for networking, as well as providing the structure for effective co-operation.

Working Groups

Many activities of the organisation take place within the working groups of the network. These working groups are established by either curriculum area or by special interest. The HED prefix refers to one of the Qualifications validated by the Network - The Higher European Diploma (HED). Students studying in an approved programme who satisfy the assessment requirements of the specific certificate/diploma are awarded a Businet HEC/HED qualification.

The activities of these groups involve managing teacher and student exchanges, the conferment of Higher European Diplomas and Certificates, the organisation of intensive programmes bringing students from across Europe together, and the accessing of opportunities provided by European funding mechanisms.

Types of Membership

Ordinary membership shall be available to any educational institution delivering a business curriculum to full-time and/or part time students from the age of 16. Such institutions should normally be those recognised by the relevant national or regional education department.

Associate membership shall be available to any enterprise, either public or private, which supports the aims and objectives of the Association.

Businet has introduced a Group Membership where an organisation can register up to 10 members institutes from one group of institutes, under a single membership fee

Cooperating organisations

Businet cooperates with like-minded organisations to provide further opportunities for members. Currently there are agreements with the NIBS-Network of International Business Schools and ESA.

Businet members

A full membership list can be found on the Businet website at www.busetin.org.uk

About the Board

Agnes Dillien

President since November 2020



Agnes Dillien worked in internationalisation from the start of Erasmus in 1987 onward and was at the same time lecturer of Business English, French language and Intercultural Communication. She taught some courses to incoming Erasmus students, such as "Survival Dutch"

From 1999 until the end of 2016 she was international relations manager of Thomas More University of Applied Sciences. Agnes Dillien coordinated several European projects in the field of languages and participated in healthcare projects under Erasmus but also outside Europe. During her career, Agnes Dillien was co-author of "Internationalisation Handbook" and "Study and Placement Abroad", publications of Flanders Knowledge Area (www.flandersknowledgearea.be).

Agnes Dillien has recently retired but is still active in the management of BUSINET and as evaluator of European project applications. Apart from that she has taken up a few activities in the volunteer sector, started the study of a new language, Portuguese, and is attending a number of creative courses.

Agnes Dillien is one of the few people who has been with the Businet network from the start. Within Businet she has always taken up some responsibilities. She was co-chair of the MINT working group for quite a number of years, started up the HEALTH working group together with Griet t'Serfranckx and was its co-chair until her retirement.

From November 2016 onwards Agnes Dillien has been a member of the board of management of Businet. Agnes was elected President of the organisation in November 2020. As a member of the board of management she shares the responsibility of recruiting new members, and helps to organise the conference and the spring workshop.

David Taylor

General Manager



David Taylor was the Head of International Partnerships at New College Durham, until his retirement in April 2016. His early background was in the travel industry where he worked in a variety of roles for over 12 years within the Thomas Cook Group.

He moved to New College Durham to head a programme called the Higher National Diploma in European Travel and Tourism Management (ETTM). The programme had been designed in conjunction

with Lycée Tezenas du Montcel in St Etienne and LPO Jeanne D'Arc in St Adresse, under the umbrella of the HEDTOUR group of Businet. Taking over the management of the ETTM meant that David was immediately introduced to the Businet network and what we fondly refer to as the Businet family. David became the chair of the Businet HEDTOUR working group and became more and more active in the Businet organisation. In April 2016 he retired from New College Durham. David continues to work for Businet, as well as following other interests.

Like Carina Saelen, his first Businet conference was the event held in Madrid in 1994. He has attended every conference since and has been involved in the organisation of every conference since 2000.

David was invited to become the General Manager of Businet in 1999, a position that he still holds. This position involves managing the day to day activities of the organisation, and putting into place the wishes of the membership as interpreted by the Board of the organisation. Unlike a Board position which is for a set term the position of General Manager is not time barred. David has worked with 7 different presidents since assuming the role of General Manager in 1999.

Board Members:



Ria Slingerland Rotterdam University of Applied Sciences

Ria Slingerland started her career as a lecturer of Spanish language acquisition and linguistic analysis at the department of Languages and Cultures of Latin-America of Leiden University. After 7 years, she moved to Hogeschool Rotterdam Business School

(before: School of Commerce), part of Rotterdam University of Applied Sciences, where she started working as a lecturer of Spanish, Cross Cultural Management and, later on, Sales and Account Management. In this role, she set up many different courses and was in the lead of the Second Languages and the Study Career Coaching programme for many years.

As an internship abroad coordinator, Ria set up the Internships in Emerging Latin-America programme, in which participated many students over the years. Later on, the results of this project formed the basis of a new internship approach at her institution.

In 2011, Ria started her position as Head of International Relations of the School of Commerce of Rotterdam University of Applied Sciences. This School merged, later on, with the School of Finance and the School of Management, which led to Hogeschool Rotterdam Business School, with currently more than 9000 students.

In this position, Ria is responsible for the Academic Partnerships, COIL and I@H, Quality Assurance and Study Abroad. Besides this, she coordinates the International Business and Career (exchange) programme and has been co-organizing the Global Entrepreneurship Week for many years.

During the pandemic, Ria started co-creating and co-lecturing across borders, which led to several COIL-projects with partner institutions from all over the world.

In the past years, Ria got really caught by the power of internationalization, in which traditional ways start making place for new ways of interconnecting people and sharing knowledge.

Ria has been an active extended board member of the Businet network, (co) chairing the International Relations Managers Working Group for several years. In 2020, she was elected as a Board Member. In this role, she now organizes / manages the Businet Brunch programme.



Nico Nijsten
University Colleges Leuven-Limburg

Nico Nijsten has been working in an international environment since his job at the Standing Committee of the EU Hospital Associations in 1992. It was not much of a surprise that when he joined UCLL (then KHLeuven) in 2003, he immediately became involved in internationalization. So he soon took up the role of Financial Manager and Chair of the Unit 'Work

placement Appraisal and Implementation' in Businet's Leonardo da Vinci project Framework.

Nico studied Education (1984), Economics (1995), Law (2000) and he obtained a certificate on Computer Systems and Networks in vocational training (1998).

Since 1988 Nico was involved into politics and started working as a personal staff member for the Flemish Minister for Public Works. In 1991 Nico became assistant to the Secretary-General of the Standing Committee of the EU Hospital Associations (now: European Hospital and Healthcare Federation). Since 2003 Nico works as a lecturer at KHLeuven, now UCLLeuven. In between he has also been a co-worker at his brothers Law firm.

For the last couple of years Nico has not only been teaching International Law, EU Law and Intellectual Property Law but he is also coordinating the Internationalization of the Law Program and he represents UCLLeuven staff in the UCLL Joint Consultative Committee.

Nico was elected in the Businet board for the first time from 2007 until 2011. In 2009 during the annual conference in Durham he started the Businet Law Group which he still chairs today. Since then John, Ingeborg, Rik, Jean-Pierre, Eija, Michael, Martijn, Pieter, Lucy, Chris, Massimo, Benedetta, Pilar, Roselien and lots of other representatives have helped tremendously in making the Law group successful. Nico also helped starting up the Health Group and the Internationalisation@home Group.



Yvonne Farrand
Project Beyond Borders

Yvonne has worked in education for over 20 years in a variety of Management roles. Yvonne has managed Student Service teams, including Admissions, Careers advice & guidance and funding. She was responsible for setting up an International division, designing systems to manage international student requirements from admissions and accommodation to immigration and pastoral care.

Active in the voluntary sector Yvonne has been involved in school governance and an Educational Trustee for many years. Advocating lifelong learning and a teacher of EFL she enjoys exploring new languages and cultures and is currently studying Arabic at the University of Manchester.

Yvonne joined the Board during the Virtual Annual Conference in November 2021 having been a member of Businet since 2017 attending her first conference in Vilamoura that year.

Yvonne is a Director of Projects Beyond Borders, one of the first SMEs to join the Businet network as associate member. She is member of the Entrepreneurship and Health and Social Working Groups, contributing to the development of a number of successful EU projects that include Businet as a partner. She is part of the Social Media team raising the profile of the network and promoting the benefits of membership through social communication channel.

Social Media and Businet



www.linkedin.com

Join our LinkedIn group called "Businet: A Network for the Development of Business Education Programmes."

The group allows you to discuss issues that are of common interest to the entire group. You'll be able to search, find, and contact fellow group members; it is an efficient way to recruit future project partners, to announce international weeks, to ask for advice and best practices, etc.



www.twitter.com/businet_board

Follow us @Businet_Board for breaking news from Businet and Businet related tweets. With twitter we send short messages about what we are doing and share relevant information with our (professional) followers, such as EU Funding information.



www.facebook.com

LIKE our page "Businet". Facebook is less work-related compared to Twitter and LinkedIn, although also used for professional reasons. You are welcome to share conference photos and to stay in touch with your Businet Friends.



Businet App

Download the the CrowdCompass Attendee app and have a look at the mobile version of the Conference programme, the supplementary activities as well as information about the venue and those attending the event. You are invited to upload information to support the networking with others. Information about the Businet app is distributed well in advance of the annual conference.

Businet Fellowships

At the anniversary conference in 2011 held in Istanbul, Businet fellowships were established.

It was decided that Businet Fellowships would be awards granted annually at the discretion of the Board. The criterion applied by the Board in determining the granting of a fellowship is that the individual nominated has in the unanimous opinion of the Board made an exceptional contribution in their support of the aims and work of the organisation.

At the 2011 event two well-respected and long-standing representatives of Businet member institutes were awarded the inaugural Businet Fellowships. The Fellowships were awarded to Maryline Chambat from Lycée Tézenas du Montcel and Agnes Dillien from Thomas More Kempen.

Since then further fellows have been established in subsequent events.

The full list of fellows is now

- Agnes Dillien
- Maryline Chambat
- Kurt Hans Kuehling (Deceased)
- Stefan Schenke
- John Ellison
- Paul Lesaffre
- Luc Vanhille
- Jytte Mansfeld
- Hans Van Oudheusden
- Griet t'Servranckx
- Petra Gillis
- Eddy Brune
- Carina Saelen
- Ingeborg Kuehling-Garfield
- Anja Nagel
- Nico Nijsten
- Rob de With
- Griet Barrezele
- Jean-Michel Gregoire
- Jantien Belt

Fellowships will be again awarded at this conference.

Basecamp For Businet

General Remarks

Within Basecamp one can create Teams & Projects. The person that creates one, becomes automatically the owner. Teams & projects do have quite identical tools. Within the Businet context, we will use them as follows:

- **Teams**
 - To group people together
 - Excellent to represent WGs, SIGs etc. Also the Businet community itself
- **Projects**
 - To group people together with respect to a "project"
 - Excellent to represent an Annual Meeting, Spring Workshop, BusIT week, Moot Court, Trade Fair, ...
 - An additional tool of Projects is that external people can be informed as well (= Clientside) without being member of Businet/Basecamp

Within the remainder of this tutorial, all screenshots are made using the Windows Desktop application. Albeit that the application, the website and the app differ only slightly in layout, we just want to stress this point as some views might be different from the one you are using.

Naming convention for teams & projects

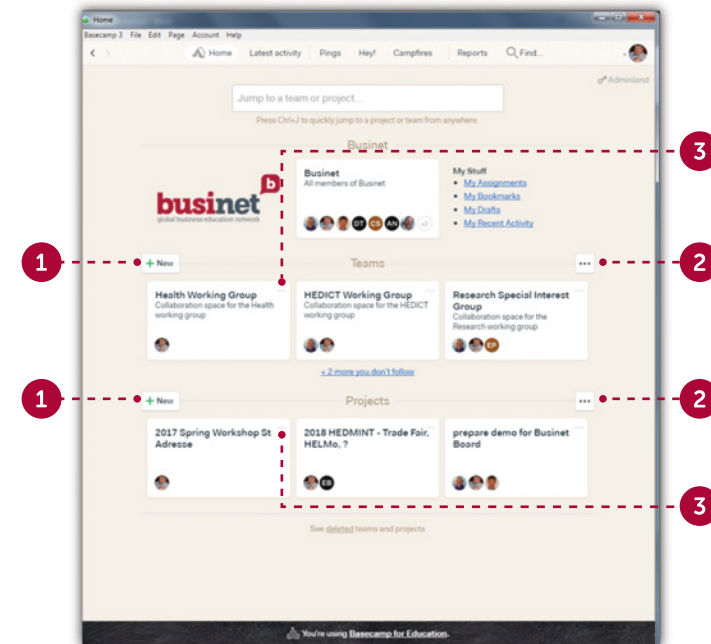
To keep the overview, we suggest to adopt the following naming convention. For teams, which will be limited in amount, the naming can be quite straightforward: name of working group/special interest group, followed by the type of group. As an example: Health Working Group, Research Special Interest Group, HEDMINT Working Group, ...

With respect to projects, we suggest the following approach:

- General Businet meetings:
[B-YYYY] [Spring/Annual], Place
Examples:
 - B-2017 Spring, St Adresse
 - B-2016 Annual, Malta
- WG/SIG related things
[(main responsible)WG/SIGname-YYYY] event name, organising/responsible HEI, place
Examples:
 - HEDMINT-2017 Trade Fair, Corvinus, Budapest
 - HEDICT-2016 BusIT Week, UCLL, Leuven
 - HEALTH-2014, Active Healthy Ageing @ Home Symposium, UCLL, Leuven

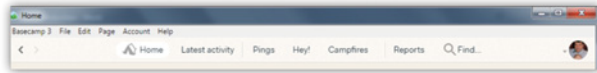
As such, it should be easy to quickly find back specific events. Of course, past events can be archived within Basecamp.

General View



- 1 Click on "+ New" to create a new team or a new project (from scratch or from a template)
- 2 Click on these dots to switch between card and list view within the respective overviews
- 3 Click on the dots in the right upper corner of projects/teams to pin it (put it at first place). (If you're owner of it, you can rename/delete/archive it)

Actions, always possible

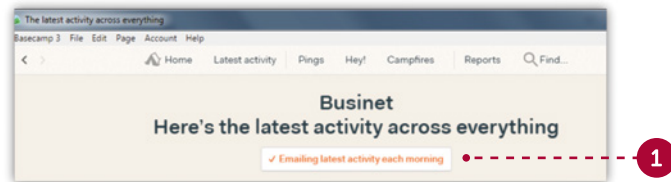


Home

Takes you back to the overall overview of Businet teams and projects

Latest Activity

Shows you the latest activity (reversely chronologically ordered) with respect to the teams & projects you're member off. By default this activity will be e-mailed to you on a daily basis. You can turn this off by clicking that message on top within the "Latest Activity" Page:



- 1 Clicking this one disables the daily mail

Pings

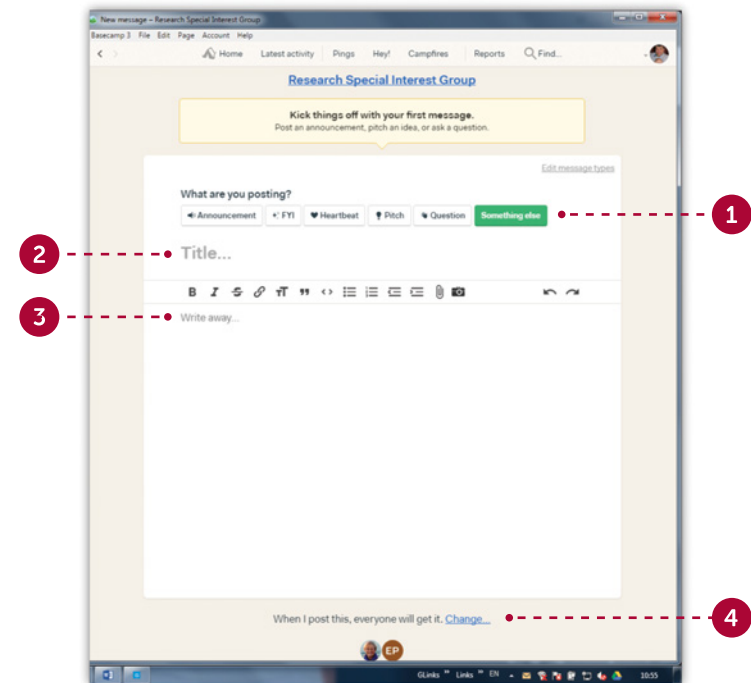
To send short messages privately to one single person, which is member of Businet of course. Consider it as a one-to-one mailer. Unlike messages and campfires (see next), they are independent of teams and/or projects and can be initiated from whatever screen you're at.

Hey! / Message Board

Pressing "Hey!" (or "Campfires") on the Home screen will give you an overview of past messages (campfires, respectively). To initiate one, you have to be within a team or project environment. Such an environment can be entered by clicking of a team's or project's name.

Within a team (project), you can initiate a message by opting for the message board and start typing there your (formatted) message. By default, this

message will be send to everyone member of this team (project), but you can change this and have it send to a limited number of people as well.

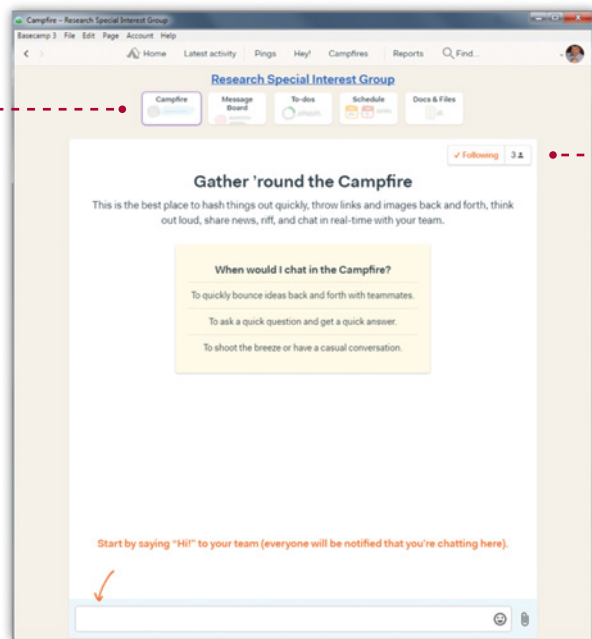


- 1 Select type of message to be sent. (Admins can change/add types: "Edit message types" top right corner)
- 2 Type the message's title here
- 3 Type your text here, using the available formatting possibilities
- 4 Select the addressees. By default: all members. But this can be changed easily

Messages can be used to inform, question, ... all (or a selection) of the people within this team (project).

Campfires

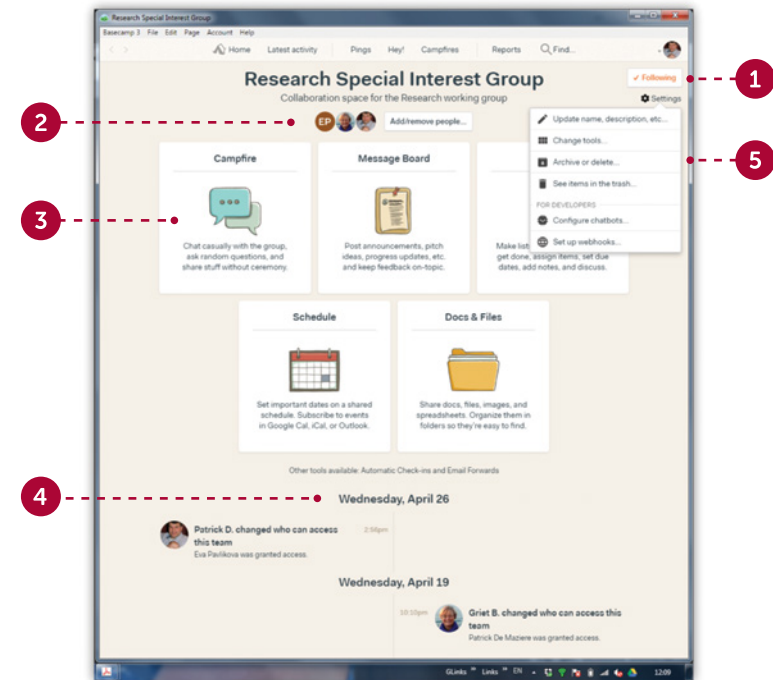
Sometimes posting a message isn't necessary, and you want to chat in real time. Then pick Campfires within the team (project) environment. Like "Hey!" they are always team/project related. Campfires can be considered as "the good old" messengers like AOL, ICQ,



- 1 By clicking "Following", you can decide that you no longer wish to be notified when a campfire starts (which is not advised of course). Next to it, the number tells you how many (which) people will be notified when you initiate a campfire
- 2 Whenever you are in a tool environment (Campfire, Message Board, ...) of a team (project), you can easily access the other tools available within this team (project) by clicking one of these icons.

General Tools (both teams & projects)

As the Message Board and Campfires are already discussed, we limit this part to the remaining tools and options available from the team (project) screen.



- 1 Whether you want to get notifications or not from this team (project)
- 2 Members
- 3 All available tools
- 4 Last activity within this team (project)

5 As team (project) owner you have also access to settings:

- change name/description
- select which tools are available
- archive/delete team (project)
- see items being trashed

EntreMWB – Entrepreneurship Mental Well Being Project

A European Erasmus+ project
(In which Businet is a partner)



Co-funded by the
Erasmus+ Programme
of the European Union

The Entre-MWB project started in January 2021 and seeks to support young entrepreneurs across Europe and to ensure the effectiveness and efficiency of European start-ups by developing supportive educational materials that encourage reflection, understanding, diagnosis and ensure mental resilience and are directly supportive of their health and wellbeing.

The project proposal was developed during the working group sessions of the last 'face to face' Annual Businet Conference in Belgrade in November 2019. The project spans two working groups, and Social Matters and Entrepreneurship with members of both groups collaborating on the on the project.

Recent research and publications have publicised the relationship between entrepreneurship and mental illness in a range of forms. This was brought to international attention by a range of presentations to the World Economic Forum (WEF) in Davos in 2019. Entrepreneurs provide economic benefit to any society in which they operate yet little consideration has been given to their mental well-being (MWB) in an increasingly challenging business environment.

The partnership is made up of three universities, two SMEs, two associations and two social enterprises, their focus of innovation is to provide unique self-help and self supportive training materials that will support young entrepreneurs in understanding the qualitative dimension of entrepreneurship; prepare young start-ups for the challenges and demands of entrepreneurship in advance and provide a resource that can add value to an existing vocational programme of business and/ or enterprise studies and add value to the business start-up support that is currently provided.

The final training materials will be available to start-up and would-be entrepreneurs, business and enterprise undergraduates and alumni, and will be made available to partners and associated partners that provide business support to start-up companies.

The five measurable objectives of the project are:

- To engage with entrepreneurs to identify the key areas where support is needed for the maintenance of mental health and work-life balance.
- To identify European good practice and implement best and proactive practices of mental health support supported by published case study materials for disseminate to a range of target groups.
- Assess effective approaches to ensure health and well being that are practised in Europe and publish such findings throughout Europe.
- Deliver training and awareness programmes covering all aspects of mental health and well-being to support new entrepreneurs.
- Publish case study materials, teaching cases, training materials, fact sheets that support the mental health and well being of entrepreneurs to ensure 24/7 access.

Project Partners:



Want to learn more?

Visit the project website at <https://entremwb.eu> or get in touch with one of the team.

DigAge+

A European Erasmus+ project
(In which Businet is a partner)



Background:

It was on Sep 13th of 2016 when the EU Parliament voted in Strasbourg the Resolution 2016/2017 on creating labor market conditions favorable for work-life balance, fostering quality employment and supporting smart working as an approach to organizing work. Since then, the incidence of flexible workers, ‘teleworking tsunami’ has been growing, varying substantially in the EU28 (June 2020): Belgium (66%), Slovenia (33%), France (55%), Poland (38%) and Sweden (46%)¹.

Several laws have been issued on national levels, but there is no doubt that digital distance working has never been such a hot topic worldwide as nowadays, since the pandemic of coronavirus has led to its largest mass exercise, with significant impacts on the employability and work-life-stress balance agenda. The group of workers particularly touched by this unexpected change are senior adults (aged 50+), a treasured source of talent for organizations and companies across the globe. During decades of their professional occupation, they groomed important professional experience, skills, and values (loyalty, reliability, commitment, high standards of relations and a strong work ethic) contributing to the success and development of their companies. Since COVID-19 has accelerated the digital shift, some aged workers with not sufficient digital skills experience longer working hours and negative effects on their health and well-being. Some of them not having access before to appropriate training opportunities to improve their digital capacity and understanding were left behind on the wrong side of the digital divide. Therefore, the pandemic-related and simultaneously ongoing global digital transition is for them a stressful change perceived often as a risk to their professional development and employability. Afraid of losing their jobs 10-15 years before retirement, they are afraid to request necessary training from employers what makes them vulnerable as they are not only falling out of touch with a new professional world but also put their professional future and employability at risk. Even though it is more economical and effectual to train current 50+ employees for the new skills prerequisite for digital transformation and distance working than obtaining new employees necessitating more resource and money to train and acquire other skills conditioning their future professional performance, numerous companies prefer to hire young employees, fully equipped in digital competences.

¹ Eurofound and the International Labour Office (2019), Working anytime, anywhere: The effects on the world of work, Publications Office of the European Union, Luxembourg, and the International Labour Office, Geneva.

Objective

The project is aimed to give people (senior adults) opportunities to learn at any stage in life and targets both skilled professionals as well as less-experienced workers, including those looking for a professional change and novel job opportunities.

Furthermore, the project is aimed to enhance:

- digital skills by developing a flexible ICT-based learning environment and by providing specific training on digital skills necessary to improve professional performance as dealt with by the EU DigComp Framework, such as communication and collaboration, safety and problem-solving skills.
- entrepreneurial skills, including creativity, critical thinking and problem solving, by taking advantage of the EU EntreComp Framework and providing specific training contents and resources.
- skills and competences needed to promote sustainable development and sustainable, inclusive, and equal working approaches, to meet UN SDGS 4, 5 and 8 (Agenda 2030, 2015), and personal, social and learning to learn competence (EU Council, 2018).

Result

A virtual platform as a comprehensive model dedicated to both the ageing workforce and their employers. It will come out with an assessment tool useful for monitoring results and impacts of the proposed training on both direct target groups and indirect target groups (employers, managers, other workers and staff members), including impacts produced on MSMEs, with recorded encouraging effects on their digital transition.

Partners

UCLL – Belgium

Fundacja Digital Creators - Poland

IPRA MEDEF -France

Businet – Belgium

DOBA - Slovenia



**Co-funded by
the European Union**