

13th to 16th November 2019

Hilton Hotel,
Belgrade, Serbia



(Net)working for
collaboration and
success

The 33rd Annual Businet Conference

www.busetin.org.uk

Conference Programme

Welcome to the New Members of Businet

Name of New Member Institute	City	Country
• International College of Management	Sydney	Australia
• Karel de Grote University of Applied Sciences	Antwerp	Belgium
• International School of Business	Dublin	Ireland
• Riga Technical University, Faculty of Engineering Economics and Management	Riga	Latvia
• Stage Malta	Nexxar	Malta
• WSB University Dabrowa Gornicza Dabrowa	Gornicza	Poland
• Singidunum University of Applied Sciences	Belgrade	Serbia
University Business Academy in Novi Sad (UBANS)	Novi Sad	Serbia
Actuado d.o.o.	Ljubljana	Slovenia
Faculty of Business Studies, Catholic Institute	Ljubljana	Slovenia
• Avans Hogeschool of Applied Sciences	Breda	The Netherlands
• Project Beyond Borders	Huddersfield	United Kingdom
• ExpLearn (Security Initiative Ltd.)	Linlithgow	United Kingdom

• *attending conference*

The 33rd Annual Businet Conference 2019

13th – 16th November 2019








Belgrade, Serbia

Welcome to Belgrade

The Board of Management of Businet would like to welcome you to the 33rd Annual Businet Conference at the Hilton Belgrade Hotel.

A badge system is in operation to assist delegates, particularly those attending the conference for the first time, to identify other delegates more easily.

The badge colour system is as follows:

-  For those who have attended past conferences
-  For Conference Speakers
-  For those involved in Conference organisation
-  For those who co-ordinate working groups
-  For those delegates who are first time attendees
-  For members of the Board
-  For accompanying persons

To support this, you will find pictures of the delegates in this conference handbook.

Enjoy the Conference!

On behalf of The Businet Board

Co-operating networks



President's Address

**Dear BUSINET delegates,
Dear colleagues and friends,**

It is my great pleasure to welcome you all to the 33rd edition of our annual conference.

Together with my colleagues of the BUSINET Board, we have strived to keep as one of our criteria for the choice of the location of our main annual event, to gather in a town where we could potentially recruit new members. This is certainly the case in a country where we are not yet or only weakly represented. If we combine this objective with the opportunity for our delegates to make a first-time discovery and experience, then the choice of Serbia and Belgrade perfectly illustrates our strategy.

The so-called Balkans are probably one of the European regions still too unknown and hidden to many of us. Or should I say one of the best kept secrets? In its 33 years of existence, BUSINET ventured in southeast Europe for its annual conference only on three occasions: Athens in 1990, Sinaia in 2003 and Zagreb in 2014, a mere 370 kms from here. We are therefore thrilled to offer you the opportunity to sample the richness of Serbia's culture and heritage, and we trust that by the end of our social tour on Saturday you will have been conquered.

Against such a stimulating cultural and geographical backdrop, BUSINET is particularly happy and thankful to welcome its second Serbian member institution in its expanding family. A warm welcome to Singidunum University and thanks to their students who are giving us a hand in welcoming us all in this hotel.

BUSINET as a network is thriving. If we are losing a few members every year for various reasons, the bright side is that new ones have again kindly joined our family. Since last year's conference we count a dozen new institutes in our ranks or welcome them here as guests, coming from Austria, Belgium, Ireland, Latvia, Malta, Poland, Slovenia, the Netherlands and the United Kingdom. Special congratulations should go to our delegate who has probably travelled the longest distance among us – all the way from Australia. A special welcome to all newcomers to the BUSINET family!

At the time of writing our network is stronger and more widely spread than ever, counting 112 member organizations spread over 31 countries. On behalf of the Board, I wish to thank all of those that actively promote the BUSINET label across the Globe!

We have not reshuffled the global structure of our conference, but year after year we want to make it even more interactive and participative. We wish every delegate to get inspired and benefit from all its components, be it from our expert keynote addresses or from the wide-ranging and stimulating workshops ahead.

BUSINET is your network, and the Board of Management counts on you to help us meet your new or evolving expectations. We will call upon you in the course of the next two days to fill in an "idea book" likely to nurture our strategy and actions in the years to come.



BUSINET is also a democratic network, and this year again an election is taking place to fill in a three-year position on the Board. We thank the candidates for their offer to dedicate time to the organisation and kindly remind all members of the key role they are playing in sustaining this democratic process.

The activities of our thematic working groups remain one of the nuclei of our network, and I am delighted to confirm that three years after its initial intentions of birth, a new group focusing on logistics is officially launched. I wish them all the best in developing fruitful projects for all to benefit from.

I first got involved with BUSINET 14 years ago, and what still impresses me is this incredible amount of faith and creativity displayed by its members and working group chairs. New tools and services are constantly being developed for all to enjoy. Best practice workshops will in particular highlight the ambitious "Endigicom" project and encourage the use of new communication tools such as "Zoom". Not to mention that BUSINET is also supporting EU initiatives such as the "3rd Way" project.

When did you last check our website? Over the last few months it was again expanded and remodelled to offer you more interactivity and keep you updated with the latest initiatives shared by my member institutes. Check out the brand new "calendar" and "blogs" sections and you will join me in sharing my congratulations to all who actively provide this added value!

My thanks obviously also go to my fellow Board members Agnes, Jantien and Neil for co-steering our paths and in particular to our General Manager, David Taylor, for his unabated personal involvement in the neat preparation of our conference as well as for the upcoming students conference at the end of this month in Edinburgh.

It is my sincere hope that all of you and in particular our newcomers will quickly feel at home within as well as outside the working group meetings thanks to the informal exchanges taking place during social moments throughout the day. Having everybody under one roof from sunrise to sunset and beyond is the perfect recipe to strengthen existing links and create new bridges for the benefit of your students and colleagues alike. This justifies the motto of our conference: "Networking for collaboration and success".

Dear BUSINET delegates and friends, let us work and network with passion and let us make of your 2019 conference in Belgrade an unforgettable one!



Jean-Michel Grégoire
BUSINET President

Welcome to the New Members of Businet

A special welcome is extended to those institutes who have joined the network since the Tallinn conference. We welcome guests to the conference from cooperating networks and institutes who are currently not members of Businet. We also extend a warm welcome to new delegates from "old members".

Name of New Member Institute	City	Country
• International College of Management	Sydney	Australia
• Karel de Grote University of Applied Sciences	Antwerp	Belgium
• International School of Business	Dublin	Ireland
• Riga Technical University, Faculty of Engineering Economics and Management	Riga	Latvia
• Stage Malta	Nexxar	Malta
• WSB University Dabrowa Gornicza	Dabrowa Gornicza	Poland
• Singidunum University of Applied Sciences	Belgrade	Serbia
University Business Academy in Novi Sad (UBANS)	Novi Sad	Serbia
Actuado d.o.o.	Ljubljana	Slovenia
Faculty of Business Studies, Catholic Institute	Ljubljana	Slovenia
• Avans Hogeschool of Applied Sciences	Breda	The Netherlands
• Project Beyond Borders	Huddersfield	United Kingdom
• ExpLeran (Security Initiative Ltd.)	Linlithgow	United Kingdom
• attending conference		

Cooperating Organisations

• ESA	Austria
• NIBS - Network of International Business Schools	Belgium
• Eurie	Turkey

Visitor Organisations Attending as Guests

• FH St. Pölten GmbH	Austria
• Hamburger Fremdsprachen- und Wirtschaftsschulen	Germany
• Euro Schulen Oldenburg	Germany
• Euro-Schulen Nordbayern GmbH	Germany
• JAK Eurotrading Ltd	Malta
• How to research trends	Netherlands
• GRAVIZ LABS	Sweden
• Richard Lewis Communication	United Kingdom

List of Businet Members

COUNTRY	MEMBER	CITY
Australia	International College of Management, Sydney	Sydney
Austria	EWS Vienna	Wien
Austria	University of Applied Sciences BFI Vienna	Vienna
Belgium	Artesis Plantijn Hogeschool Antwerpen	Antwerpen
Belgium	Artevelde University College	Gent
Belgium	Erasmus University College Brussels	Brussels
Belgium	Haute École de Namur, Liège, Luxembourg	Namur
Belgium	Haute École EPHC	Brussels
Belgium	Haute École Louvain en Hainaut - HELHA	Mons
Belgium	HELMO - Haute École Libre Mosane - Liège	Liège
Belgium	Hogest University of Applied Sciences West Flanders	Kortrijk
Belgium	Karel de Grote University of Applied Sciences and Arts	Antwerp
Belgium	PXL University College	Hasselt
Belgium	Thomas More Kempen	Geel
Belgium	Thomas More Mechelen-Antwerpen	Mechelen
Belgium	UC Leuven vzw	Heverlee
Belgium	UC Limburg vzw	Diepenbeek
Belgium	University College Ghent - HOGENT Faculty of Business and Information Management	Gent
Belgium	VIVES University of Applied Sciences	Brugge
Belgium	Vzw ADP	Kortrijk
Belgium	vzw Odisee	Brussels
China	Hutong School	Shanghai
Croatia	Business School Par	Rijeka
Cyprus	Cyprus Institute of Marketing	Nicosia
Czech Republic	College of Polytechnics Jihlava	Jihlava
Czech Republic	Mendel University Brno - Faculty of Business and Economics	Brno
Denmark	Dania Academy	Viborg
Denmark	International Business Academy	Kolding

Denmark	Niels Brock	Copenhagen
Denmark	UCL University College Denmark	Lillebaelt
Estonia	Estonian Entrepreneurship University of Applied Sciences	Tallinn
Finland	Centria University of Applied Sciences	Kokkola
Finland	HAAAGA-HELIA University of Applied Sciences	Helsinki
Finland	Lahti University of Applied Sciences Ltd.	Lahti
Finland	Laurea University of Applied Sciences	Vantaa
Finland	Satakunta University of Applied Sciences	Pori
Finland	Seinäjoki University of Applied Sciences	Seinäjoki
France	Groupe IGS	Paris
France	IAE Dijon (Université de Bourgogne)	Dijon
France	Catholic University of Vendée, ICES	La Roche sur Yon
France	Institut Mines-Télécom Business School (IMT-BS)	Evry
France	ISTEC	Paris
France	IUT Quimper	Quimper
France	IUT Senart Fontainebleau	Lieusaint
France	Jeanne d'Arc	Sainte Adresse
France	Lycée Notre Dame d'Espérance	Saint-Nazaire
France	Lycée Tézennas Du Montcel	Saint-Etienne
France	Université Paris 13	Villetaneuse
Germany	Business School Berlin, Hamburg Campus	Hamburg
Germany	Dr Buhmann Akademie	Hannover
Germany	Euro Akademie Hannover	Hannover
Germany	Euro-Schulen gemeinnützige Gesellschaft für berufliche Bildung und Beschäftigung mbH	Berlin
Germany	Euro Akademie Berlin Brandenburg mbH	Berlin
Germany	HTW Berlin	Budapest
Hungary	Corvinus University of Budapest	Mohali
India	CGC Technical Campus	Greater Mohali
India	Shri Guru Ram Das Educational Society Chandigarh Group of Colleges	Mumbai
India	Universal Business College	

Ireland	Athlone Institute of Technology	Co. Westmeath
Ireland	International School of Business	Dublin
Italy	Swiss School of Management University of Rome	Rome
Latvia	College of Accountancy and Finance	Riga
Latvia	Riga Technical University, Faculty of Engineering Economics and Management	Riga
Latvia	Vidzeme University of Applied Sciences - Faculty of Society and Science	Valmiera
Lithuania	Kauno Kolegija / Kaunas University of Applied Sciences	Kaunas
Malta	Malta Business School (Allied Consultants Ltd)	Malta
Malta	Stage Malta	Naxxar
Norway	University College of Southeast Norway	Kongsberg
Poland	College of Enterprise and Administration in Lublin	Lublin
Poland	WSB University Dabrowa Gornicza	Dąbrowa Górnicza
Poland	WSB University in Wrocław	Wrocław
Portugal	Escola Superior de Comunicação Social	Lisboa
Portugal	Instituto Politécnico Setúbal	Setúbal
Republic of Serbia	Singidunum University	Belgrade
Republic of Serbia	University Business academy in Novi Sad (UBANS)	Novi Sad
Romania	Universitatea Politehnica Timisoara	Timisoara
Slovenia	Actuado d.o.o.	Ljubljana
Slovenia	DOBA Faculty for Applied Business and Social Studies	Maribor
Slovenia	Faculty of Business Studies, Catholic Institute	Ljubljana
South Africa	Belgium Campus ITVersty	Pretoria
Spain	Camarabilbao University Business School	Bilbao
Spain	Cesine Design and Business School	Santander
Spain	EUSA Centro Universitario	Sevilla
Spain	Saint Charles College	Madrid
Spain	University of Navarra, ISSA School of Management Assistants	Pamplona
Spain	Villanueva University	Madrid
Switzerland	Bern University of Applied Sciences - Business School	Bern

Switzerland	Haute Ecole de Gestion de Genève	Carouge
The Netherlands	ATWORKSOLUTIONS	Klundert
The Netherlands	AvansUniversity of Applied Sciences	Breda
The Netherlands	AvansUniversity of Applied Sciences	s-Hertogenbosch
The Netherlands	Breda University of Applied Sciences	Breda
The Netherlands	Fontys University of Applied Sciences (Eindhoven ICT)	Eindhoven
The Netherlands	Fontys University of Applied Sciences (Eindhoven/Tilburg/Venlo)	Eindhoven
The Netherlands	Hanze University of Applied Sciences, School of Communication, Media and IT	Groningen
The Netherlands	Inholland University of Applied Sciences	Rotterdam
The Netherlands	Rotterdam University of Applied Sciences	Rotterdam
The Netherlands	Saxion University of Applied Sciences	Enschede
The Netherlands	Stenden University of Applied Sciences	Leeuwarden
The Netherlands	The Hague University of Applied Sciences - Academy of Marketing & Commerce (Dept. Of Commercial Economics)	The Hague
The Netherlands	Windesheim University of Applied Sciences	Zwolle
The Netherlands	Zuyd University of Applied Sciences	Sittard
Turkey	Dokuz Eylul University, Faculty of Business	Izmir
Turkey	FMV ISIK University	Şile/Istanbul
Turkey	Istanbul Aydin University	Istanbul
Turkey	Istanbul Kultur University	Istanbul
United Kingdom	Cardiff Metropolitan University	Cardiff
United Kingdom	ExpLearn (Security Initiative Ltd)	Llanelwyllog
United Kingdom	New College Durham	Durham
United Kingdom	Newcastle College	Newcastle
United Kingdom	OLC Europe LTD	Bolton
United Kingdom	Projects beyond Borders	Huddersfield
United Kingdom	University of Worcester Business School	Worcester

Associate Members

One of the most interesting and pleasing developments within Businet recently has been the establishment and growth of the Associate Membership category of members.

The Associate member category was established to introduce organisations into the network that can support the work of the network and its members, by providing opportunities and support services for them.

We would like to introduce 6 Associate Members who add so much to the network.

Actuado: helping companies grow

Actuado is a full-service digital marketing agency focused on inbound marketing & sales services to help businesses grow. We are a HubSpot Gold Agency Partner & a Drift Agency Partner, and we believe that using the right marketing stack is crucial for delivering results. Actuado is based in Slovenia and working mainly with international clients.

We are members of professional organizations, such as IABC (International Association of Business Communicators), Slovenian Marketing Association (DMS), CEED Slovenia (Center for Entrepreneurship and Development), Managers' Association of Slovenia and Businet.

Our services include:

- Inbound Marketing
- Marketing Automation With HubSpot
- Content Marketing
- Conversational Marketing – Chatbots
- Webinars
- Digital Strategies
- Inbound Sales
- Video Marketing
- Analytics
- Advertising
- Lead Generation & Nurturing
- Social Media
- Speaking & Trainings

We worked with several educational institutions, including Businet members, to help them:

- Understand main digital metrics
- Advertise on Facebook and Instagram
- Prepare mailings and workflows for lead generation and nurturing (marketing automation)
- Edit databases and preparing segments to better target the audiences
- Create webinars (planning, coaching, production)
- Plan and execute conversational marketing (chatbots and live chat) for better customer support and more sales
- Implement a free HubSpot CRM and onboard the client
- Create inbound marketing campaigns (landing pages, thank you pages, ads, social media posts, long-form content)
- Prepare the right marketing stack and teach clients how to best use the platforms such as HubSpot, Google Analytics, MailChimp, Zoom, Vidyad, Wistia, Drift, Canva, Slack
- And more...

More information:

Jasna Suhadolc, Founder & Managing Director

jasna@actuado.com

www.actuado.com

ADP

Internships in Vancouver (Can.) and Auckland (NZ)

The non-profit association ADP organizes internships in Vancouver and Auckland for students of colleges and universities.

We offer real-world , hands-on specialized experience in almost any area of activity, from management, communication , sales, events, PR, advertising, marketing... to social work, education, human resources , travel and tourism, engineering ,fashion, architecture and graphic and digital media or IT, we have it all.

More specifically, within the wide range of **business management activities** we are talking of operations management, business administration, finance, business development, business network and more.

Placements are tailor-made and usually a combination of project-related and day-to-day activities for the student to gain a fundamental overview of the company or organization. They are unpaid because we want to organize the best suitable opportunity for the trainees , not regarding them as cheap labour.

The students are coached both by the placement supervisor and a supervisor in the company or organization.

Of course the practicum is aligned to school requirements (credits!) and we ensure a good line of communication between our organization, the school and the employer

Upon arrival **orientation** is provided about the city, the transportation system, the climate, laws, taxes and customs.

There are also **weekly activities** and students can take part in trips as well.

We help the students find their own accommodation if necessary, but we prefer them to enrol in our **homestay program** (host family, own room, 3 meals a day, free wi-fi). The hosts regard the student as a part of the family and therefore there are different rules per house.

Visa:

for regular enterprises the Working Holiday Permit is needed (to be obtained at your embassy); however this is not needed if we place students in a NGO or NPO (Non-Profit Organization), where mostly the same opportunities can be offered to the students.

The placements are **unpaid** and the students should have an **upper intermediate** level in English.

ADP helps the students throughout the placement procedure which usually takes a couple of months. In fact, finding the company which is suitable for all

the parties engaged (the student, his school, the company or NGO/NPO) is a process which takes time.

Which are the benefits for the students?

They put theory in practice, learn about local business and how to create a professional network, they improve their language skills and...validate credits.

Prices are as follows:

- registration: 170 €
- internship program: 995 €
- registration homestay: 170 €
- homestay: 25 € a day= 168 a week = 672 € a month

Contact and information:

jacques.allemeersch@scarlet.be

non-profit association ADP, Kleiputstraat 8, 8500 Kortrijk, Belgium

phone: +32 486 622 626

ADP is a member of Businet.

Colours Of The World

Sustainable Development Goals in education

"For sustainable learning and action"

ATWORKSOLUTIONS stands for a sustainable world.

The Sustainable Development Goals (Global Goals) are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. The Goals interconnect and in order to leave no one behind, it is important that we achieve each Goal and target by 2030.

Within ATWORKSOLUTIONS we are focusing on student's personal leadership in achieving a better life and a better world. With four specific training sessions, of which the first two can be held online at your institute at any time, we focus on connecting students personal qualities with the most suitable 6 or 7 Global Goals. After awareness is realized, a talent scan can help the student to choose direction, by using talents. Combined with a useful report and handy tools a student is able to come into action immediately.

CREATING AWARENESS - USING TALENTS

A team begins by bringing individual professionals together. Individual professionals starts at school or university. We strongly believe we are dependent on those who are part of that next generation. Let's support those students!

That's why part of our focus lays in providing educational institutes with learning material, for free. These learnings are the connection to the digital training modules and additional information for the participants.

Our COLOURS OF THE WORLD program provides you detailed insights into yourself and the way you can use your talents in the most effective way. In personal development, personal leadership, business and private situations.

ATWORKSOLUTIONS is associate member of the Businet family. Lots of members have already used one of the digital training sessions already. We would like to give you more insights about what we can do for you! And for your students!

ATWORKSOLUTIONS

Rob de With

+31-6 53915679

rdewith@atworksolutions.nl

www.atworksolutions.nl/education

ExpLearn

Over the past 9 years ExpLearn has been at the forefront of Experiential Learning development and delivery. Working with students from secondary, tertiary and further education institutes to enhance their Employability in an ever more competitive environment.

Whether you wish to explore new modules that can be developed or breath life into existing courses let ExpLearn guide you through a journey which can contextualise the learning and offer the participating students “an experience like no other” as they are taken out of their perceived comfort zone and immersed in a greater depth of learning within a safe and controlled environment.

ExpLearn have recently developed and delivered a very successful 16 week Masters program for University of Strathclyde involving Design and Manufacturing in a truly International setting.

Having been an integral partner in the three year Erasmus+ funded PEETS project (Promoting Excellence in Employability and Transversal Skills) ExpLearn has been able to work with a plethora of talented students who have referred to these intensive study periods as “remarkable” and “life changing”

We are again working with Haaga Helia, Finland and NHL Stenden to deliver a challenging program for their International Business and Marketing students and Hospitality and Tourism students. Whilst delivering a full day of the Businet Student Employability Conference where over 100 young professionals from across Europe will for the second year be placed into a scenario that will develop their 21st Century Skills and Emotional Intelligence whilst enhancing their future Employability and business English

Now being seen as experts within Experiential Learning delivery and having several papers and articles published on the topic: ExpLearn has the experience and capabilities to work across different faculties within single or multiple academic partners and locations utilising Erasmus+ mobility funding to ensure best value for institutes.

To discuss your institutes desired outcomes and the outputs that ExpLearn can deliver to attain these contact

dale.lyon@blueyonder.co.uk

Projects Beyond Borders Ltd (PPB Ltd)

Is an education consultancy based in the North West of England. PBB work with companies and educational institutions in the UK and overseas to establish partnerships and opportunities to develop products, services and educational courses for the International market.

The company Directors have over 80 years collective experience of working in the field of International education with an established and extensive network of contacts worldwide including China, Vietnam, Hong Kong, South Korea, Thailand, Singapore, Sri Lanka, India, Russia, Armenia, Azerbaijan, Georgia, Nigeria, South Africa, Middle East, New Zealand and Europe. The team has wide experience of working with European funding at both national and international level including the assessment of EU project applications for the European Commission.

Potential co-operation:

- Partnerships with overseas education providers/institutions in the public and private sector to develop collaboration and delivery of UK/International qualifications
- Internships with companies in the NW of England and targeted study visits focussed on different aspects of business and other curriculum areas.
- Recruitment of overseas students through extensive network of agents and sub agents.
- Collaboration on European or other funded projects e.g. we've just begun an Erasmus project 'The 3rd way' looking at embedding social entrepreneurship into traditional business graduate pathways.
- Our eLearning and webinar portal (in partnership with global company Mediasphere) offers Continuing Professional Development opportunities for staff and student to enhance and extend learning.
- Native speaker EFL teaching including Business and Specific or Academic Purposes.

Dr Allan Lawrence Allan

Has been involved in the development and management of many international education projects within the EU, Russia, India, Africa and the Far East. He has been an EU Assessor for over 18 years for funding applications on behalf of the EU's Erasmus Plus Programme. His special interest is training programmes that develop entrepreneurship, creativity and business skills, Allan is actively involved in projects with the growing social enterprise sector.

Yvonne Farrand

Has worked in education for over 20 years in a variety of Management roles. Yvonne has managed Student Service teams, including Admissions and

Careers advice & guidance along with a range of student support funding in excess of £1m pa. She was responsible for setting up an International division, designing policies and procedures to ensure staffing and systems were in place to manage international student requirements from admissions and accommodation to immigration advice and pastoral care.

She has extensive experience of helping institutions from Primary and secondary through to Further and Higher Education to establish robust systems and procedures to support and enhance the student journey.

Ronnie Todd

Has worked in secondary and further education in senior management for 40 years, including specific responsibility for capital infrastructure planning and implementation, regeneration and partnership developments. He is responsible for successful capital and revenue grant applications to Sport England, UK Government Regeneration Initiatives and procurement of EU structural funding awards of circa £1m pa. His contributions to the world of sport include establishment and growth of FE Sports Academies and College's International sports profiles.

Website:

<http://projectsbeyondborders.com>

Stage Malta

Being an Educator in an ever-changing globalised world is no mean feat and internationalisation, although imperative, carries its daily challenges. That is why, being part of the BusiNet Network allows this global community of individuals, dedicated to the internationalisation of higher education, to connect with like-minded professionals. It is STAGE MALTA's great pleasure to be an Associate Member of such a high-profile organisation such as BusiNet.

Over the years, STAGE MALTA has collaborated with numerous BusiNet members on international mobility of students and staff in the Mediterranean Island of Malta. Our focus has always been in assisting anyone whose aim is improving conditions and opportunities by creating a bridge between education and the global labour market and to support/contribute in the preparation and training through our non-formal education programmes.

For the past fourteen years, STAGE MALTA has been synonymous with Work Placement and Internship Programmes. It has been a catalyst in creating a safe and friendly environment for optimal mental, physical and emotional success throughout the journey of a stagiaire. In doing so, we give importance to equal opportunities and social responsibility through the engagement of diverse individuals, communities, organisations and other bodies with whom we build trust. Every effort is made to ensure that all processes and functions reflect equality, diversity and inclusion whilst reinforcing our commitment to environmentally friendly procedures for a more sustainable future. STAGE MALTA is committed to ensure that highest quality standards are maintained throughout programmes and activities and opportunities for improvements are consistently sought.

Students and graduates from all over the world have the opportunity to enhance their overall academic experience through a work experience in an English-speaking environment (being that English is one of Malta's official languages). Stagiaires have the opportunity to get a first-hand experience of the standard operating procedures of international and highly recognised companies based in Malta such as world-based accountancy, legal and logistic firms, hotels, schools, architecture firms, as well as State and Non-Governmental Organisations. Stagiaires are also introduced to intercultural communication and community living whilst savouring the Maltese lifestyle. Cultural visits, social events and full support throughout the programme enhance the experience.

The aim of STAGE MALTA is to build on past success and continue providing unique training experiences. In addition, STAGE MALTA has always considered Staff Mobility as an important means to share best practices while creating an opportunity to get to know colleagues and discuss collaboration in a formal yet friendly environment. STAGE MALTA has hosted numerous BusiNet

members for Research and Training Visits, Entrepreneur Programmes as well as Trade Visits. Apart from enhancing professional skills and expertise, the benefits of such visits are multiple and range from information dissemination to the development of strategies, networking to collaboration, project management to mobility activities.

STAGE MALTA would like to take this opportunity to thank all members and invite you to Malta for a few days to visit various businesses and hopefully enjoy some warm and sunny weather.

The 33rd Annual Businet Conference 2019



Programme

“(Net)working for collaboration and success”

33rd Annual Businet Conference Programme

13th to 16th November 2019

Wednesday 13th November

Time	Activity	Room
09.00 – 12.00	Extended Board Meeting for the Chairs of Working Groups and the Board	Tsar Dusan Section 1
13.15 – 15.00	Newcomers Introduction An introduction to Businet for new members and guests. Led by the Businet Board	Tsar Dusan Section 2 and 3
15.15 – 17.15	International Relations Managers Led by <i>Ria Slingerland</i>	Tsar Dusan Section 2 and 3
5 departures at 10:00 14:00 15:00 15.15 15:30	Introduction to Belgrade – optional tours Five "introduction to the city" tours will start from the Hilton Hotel to provide delegates with the opportunity to discover the heart of Belgrade. Delegates will explore the city and gain an insight into general historic and cultural information of the capital city of Serbia, Belgrade, before returning to the hotel. (duration 2 hours) 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 a Serbian flavour to welcome you to Belgrade	Tsar Dusan Ballroom
22.30	Close	

Thursday 14th November

08.45	Assemble in Main Conference Room	Tsar Dusan Ballroom
09.00 – 12.00	Welcome to the 33rd Annual Businet Conference <i>Jean-Michel Grégoire</i> - Businet President	Tsar Dusan Section 1
09.00	Keynote Address: <i>Els Dragt</i> How To Research Trends, Amsterdam, Netherlands Independent trend researcher, lecturer and author "Prepare for tomorrow, explore the future today" Introduced by <i>Jantien Belt</i> - Businet Board Member	Tsar Dusan Ballroom
09.40	Keynote Address: <i>John Widdowson CBE</i> Principle and Chief Executive New College Durham, UK "The changing landscape of Higher Technical Education in England: new opportunities, new challenges." Introduced by <i>Neil White</i> – Businet Board Member	Tsar Dusan Ballroom

www.businet.org.uk

13.05 – 13.55

**Workshop Sessions:
Best Practice in Businet**

Jantien Belt and Sushy Mangat
The Hague University of Applied Sciences,
The Hague

Conference
Room 2

**"Nearby, Active and Practical:
a skills-based approach"**

Rob de With

AtWork Solutions

Conference
Room 2

**"Colours of the World, the SDG's
in Action"**

Sect. B

Ingeborg Kuehling-Garfield

EWS Vienna

Conference
Room 3

"Progressing Together"

• Level 5 to 6

• Level 6 to 7

Richard Lewis

Richard Lewis Communication,
Southampton

Tsar Dusan
Section 2 and 3

**"NATO and the EU – Culture problems
in the Workplace"**

Jan Wostyn

Hutong School

Conference
Room 1

**"Short-term mobility programs to China:
creating awareness on the importance
of China in the 21st century"**

Sect. A

14.00 – 17.00

Curriculum Working Group Activities

Business Law

Facilitated by *Nico Nijsten, Michael
Jaensch and Martijn de Ruijter*

Boardroom

Communication

Facilitated by *Brigitte Luyten*

Conference
Room 2

Health

Facilitated by *Griet t'Servranckx,
Sabien van Rampelberg and
Mariana Pereira*

Conference
Room 1
Sect. B

**Information and Computer
Technology**

Facilitated by *Griet Barrezele
and Lucienne Wijergangs*

Conference
Room 3

	InterCom Facilitated by <i>Barbara Brooijmans</i> and <i>Marij Spiesschaert</i>	Tsar Dusan Sect. 1
	Logistics Facilitated by <i>Marco Mosselman</i> and <i>Lieven Theyn</i>	Conference Room 1 Sect. A
	Marketing and International Trade Facilitated by <i>Eddy Brune</i> and <i>Hilde Evers</i> 14.00 to 16.00 Marketing Meeting 16.00 to 17.30 Trade Mission Meetings	Tsar Dusan Section 2 and 3
	Tourism Facilitated by <i>Anja Nagel</i> and <i>Marie-France Boyer</i>	Conference Room 1 Sect. C
15.30	Coffee, tea and fresh juice will be made available in the foyer	Foyer
18.50	Meet at Reception	Reception
19.30	Dinner at Kalemegdanska Terasa Meet at the Hilton hotel reception at 18.50. Coaches will transport delegates to the venue. Dinner at the Kalemegdanska Terasa Restaurant. This is located in the most beautiful area of Belgrade, Kalemegdan, and completely integrated in the fortress walls. The location is within the Fortress complex. The terrace overlooks the convergence of the Danube and Sava rivers. Coaches will return to the hotel at 22.45.	

Friday 15th November

08.50	Assemble at the Conference Room Welcome and Introduction to today's programme <i>David Taylor</i> - General Manager Businet	Tsar Dusan Ballroom
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09.00 – 09.40	Keynote Address: <i>Frederique Pirenne</i> CTO, Head of Analytics and Founder Graviz LABS, Stockholm, Sweden "Business Education in the Tinder Economy" Introduced by <i>Agnes Dillien</i> - Businet Board Member	Tsar Dusan Ballroom
09.40 – 10.15	Keynote Address: <i>Diederich Bakker</i> Hanze University of Applied Sciences, Groningen, Netherlands "The role of branding in Higher Education" Introduced by <i>Jean-Michel Grégoire</i> – Businet President	Tsar Dusan Ballroom
10.15 – 10.30	To Be Announced	
10.30 – 10.40	Announcements by David Taylor	Tsar Dusan Ballroom
10.40 – 11.10	Coffee, tea and fresh juice	Foyer
11.15 – 12.05	AGM include ing Election of Officers Moderated by <i>Jean-Michel Grégoire</i> – Businet President and <i>David Taylor</i> – Businet General Manager	Tsar Dusan Section 2 and 3
12.05 – 13.00	Workshop Sessions: Best Practice in Businet <i>Patrick De Mazière</i> University College Leuven-Limburg, Leuven "Data Visualisation" <i>Frederique Pirenne</i> Graviz Labs, Stockholm Data has a better idea <i>Dale Lyon</i> ExpLearn (Security Initiatives Limited), Linlithgow Using Erasmus+ funding to enhance programmes though the inclusion of experiential learning	Conference Room 2 Conference Room 3 Tsar Dusan Section 1

	<p><i>John Widdowson CBE</i> New College Durham "The changing face of Higher Education in England"</p> <p><i>John Arnold</i> International Media and Entertainment Business at Thomas More Mechelen "How existing students can support your international recruitment"</p> <p><i>Tijs Van Es</i> Breda University of Applied Sciences, Breda "Enhancing innovation and industry connection, the Breda case study!"</p>	<p>Tsar Dusan Section 2 and 3</p> <p>Conference Room 1 Sect. B</p> <p>Conference Room 1 Sect. A</p>
13.00 – 13.55	Working Lunch (Buffet)	Foyer
14.00 – 16.00	Special Interest Group Activities	
	<p>Entrepreneurship Facilitated by <i>Rob de With</i></p> <p>Interdisciplinary Group Facilitated by <i>Barbara Brooijmans</i> and <i>Marij Spiesschaert</i></p> <p>Internationalisation at Home Facilitated by <i>Sven Cerulus</i> and <i>Nina Turcin</i></p> <p>Private Institute Forum Facilitated by <i>Lorenzo Mule Stagno</i></p> <p>Research Group Facilitated by <i>Eva Abramuszkinova Pavlikova</i> and <i>Patrick de Mazière</i></p>	<p>Conference Room 1</p> <p>Tsar Dusan Section 1</p> <p>Tsar Dusan Section 2 and 3</p> <p>Conference Room 2</p> <p>Conference Room 3</p>
16.00 – 16.20	Coffee, tea and fresh juices will be served	Foyer
16.20 – 17.15	Conference Feedback Session	Tsar Dusan Section 2 and 3
17.15	Meeting Close	

19.00	Pre-Gala Dinner - photographs in the foyer area. Group and Individual <i>photograph opportunities.</i>	Foyer
19.30	Pre-Gala Dinner Drinks Reception Sponsored by <i>ESA</i> International 	
20.15	Gala Dinner Enjoy the final meal with new friends and old. Dancing ends at 3am	Tsar Dusan Ballroom

Saturday 16th November

08.30	Departure for Social Day Saturday Social Tour will include the city of Novi Sad, Petrovaradin fortress and the town of Sremski Karlovci. Further details can be found in the next section of the conference Booklet.	Reception
19.00 (approx.)	Arrival back at the hotel	



Saturday Social Tour

Leave Hilton Hotel at 08.30

Travel directly to the Petrovaradin fortress.

The second fortress in Europe built on the banks of the river Danube over 300 years ago, the Petrovaradin fortress is now an Arts and Culture centre.

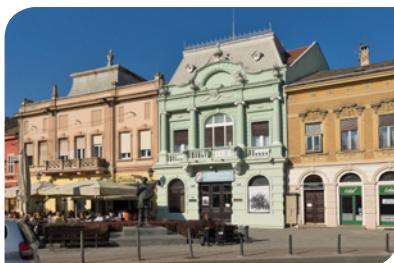
According to a legend the name of Petrovaradin fortress consists of three words meaning "the city on a rock strong as faith". Furthermore, due to its strategic position and the significance that the fortress had for the Habsburg monarchy, it was called "the Gibraltar on the Danube". It consists of Upper and Lower city rising above the Danube and representing the symbol of Novi Sad.

From the fortress we will transfer to the city centre of Novi Sad, the second largest city of Serbia.

Novi Sad is reputed to be one of the most beautiful cities in this part of Europe. Novi Sad is also known as "the Serbian Athens" due to its remarkable culture and history. According to legend, the city was founded by 12 soldiers and 20 craftsmen (bakers, butchers and others).

Novi Sad has a population of around 300,000 people of various ethnicities and is the capital of the autonomous province of Vojvodina.





It was that diversity (cultural, ethnic, religious etc.) that has made tolerance and open-mindedness for new things and ideas the key features of the city.

Here there will be a 1 hour long guided tour, followed by one hour of free time to explore the old heart of the city.

The guided walk through the city centre will take us to the Synagogue, the Serbian National Theatre, Freedom Square with the Catholic church, City Hall, ZJovina street, the Saint George Orthodox Cathedral and Dunavska street with Danube Park and Banovina building - the seat of the northern Serbian Autonomous province of Vojvodina.

We will then have a traditional Serbian lunch around 13.30.

The tour will then take us to Sremski Karlovci. A town which over the centuries has had many rulers, making it very diverse and rich in culture. It lies in the oldest wine region of Serbia. Wine was said to have been brought to this region by the Romans more than 1700 years ago.

There will be a guided tour in Sremski Karlovci followed by a visit to a local winery (15 minutes' walk from the centre).

Here we will taste 5-7 different types of local wine including the protected "Bermet dessert" wine (which was included on Titanic's menu) and local honey.

From Sremski Karlovci we will travel back to Belgrade, with an anticipated arrival time of 18.30 to 19.00.

A very full and varied day.

The 33rd Annual Businet Conference 2019

Delegates



Delegates

List of delegates

NAME	SURNAME	CITY	INSTITUTION, POSITION	E-MAIL
AUSTRALIA				
• Huyer	Helena	Sydney	International College of Management, Sydney European Relations Manager	hhuyer@icms.edu.au
• Sachs	Sabine	Sydney	International College of Management, Sydney CMS Head European Office	sabine.sachs@gmx.de
• Shiell	Don	Sydney	International College of Management, Sydney Associate Vice President (International Development)	dshiell@icms.edu.au
AUSTRIA				
• Erd	Johanna	St. Pölten	FH St. Pölten GmbH, International Coordinator	johanna.erd@fhstp.ac.at
• Binneyei	Birgit	Vienna	Europa Wirtschaftsschulen, International Relations	birgit.binneyei@ews-vie.at
• Kuehling-Garffield	Ingeborg	Vienna	Europa Wirtschaftsschulen, Director	ikg@ews-vie.at
• Redtenbacher	Claudia	Vienna	University of Applied Sciences BFI	claudia.redtenbacher@fh-vie.ac.at
BELGIUM				
• Cornil	Koen	Antwerp	Artesis Plantijn Hogeschool Antwerpen Program Director Communication and Journalism	koen.cornil@ap.be
• De Knop	Guy	Antwerp	Artesis Plantijn Hogeschool Antwerpen Vice Dean Department Management and Communication	guy.deknop@ap.be
• Leens	Rosellen	Antwerp	Artesis Plantijn Hogeschool Antwerpen Program Director Bachelor in Law	rosellen.leens@ap.be
• Van Riel	Karolien	Antwerp	Artesis Plantijn Hogeschool Antwerpen, Lecturer/Int. Coordinator	karolien.vanriël@ap.be
• Verreth	Marleen	Antwerp	Artesis Plantijn Hogeschool Antwerpen Dean Management and Communication	marleen.verreth@ap.be
• Plette	Cynthia	Antwerp	Karel de Grote University of Applied Sciences & Arts KdG University of Applied Sciences & Arts	cynthia.plette@kdg.be
• Theben Tervile	Cornel	Brugge	Howest University of Applied Sciences West Flanders Head of Bachelor Applied Computer Sciences	cct@howest.be
• Theys	Lieven	Brugge	Howest University of Applied Sciences West Flanders International Coordinator Business Management	lieven.theys@howest.be
• Baisipoint	Thibaut	Brussels	Haute École EPHEC, Head of International Trade Department	t.baisipoint@ephec.be

• Newcomer • Previous Attendee • Speaker • Organizer • Working Group Co-ordinator • Board Member

NAME	SURNAME	CITY	INSTITUTION, POSITION	E-MAIL
• Brooijmans	Barbara	Brussels	Haute École EPHEC, Head Bachelor Marketing	b.brooijmans@ephec.be
• Buelens	Astrid	Brussels	Haute École EPHEC, Outgoing Mobility Officer	A.buelens@ephec.be
• Grégoire	Jean-Michel	Brussels	Haute École EPHEC, Institutional Erasmus Coordinator	jm.gregoire@ephec.be
• Marsiat	Isabelle	Brussels	Haute École EPHEC, Campus Director	i.marsiat@ephec.be
• Tryssesoon	Els	Brussels	Odisee University College Brussels, Accountancy Coordinator	els.tryssesoon@odisee.be
• Van Rampelberg	Sabien	Brussels	Odisee University College Brussels Health Care Management Coordinator	sabien.vanrampelberg@odisee.be
• Huybrechts	Chris	Diepenbeek	UCLL University Colleges Leuven-Limburg International Relations Advisor	chris.huybrechts@udl.be
• Plevoets	Kim	Diepenbeek	UCLL University Colleges Leuven-Limburg Programme Director Management	kim.plevoets@udl.be
• Dillien	Agnes	Geel	Businet, Board Member	agnesdillien@gmail.com
• Tielemans	Kathleen	Geel	Thomas More Kempen International Coordinator Office Management	kathleen.tielemans@thomasmore.be
• Verreydt	Sabine	Geel	Thomas More Kempen International Coordinator Business Management	sabine.verreydt@thomasmore.be
• Delrue	Inge	Ghent	Artevelde University College, Programme Manager Bachelor of International Business Management	Inge.delrue@arteveldehs.be
• Scheerlinck	Eef	Ghent	Artevelde University College, Lecturer (International) Business Management	eef.scheerlinck@arteveldehs.be
• Vanneste	Liesje	Ghent	Artevelde University College, Programme Manager	liesje.vanneste@arteveldehs.be
• Verkempinck	Mathieu	Ghent	Artevelde University College, Programme Manager	mathieu.verkempinck@arteveldehs.be
• Vervaecke	Heidi	Ghent	Artevelde University College, Programma Manager International Entrepreneurship	heidi.vervaecke@arteveldehs.be
• Van den Bossche	Tanja	Ghent	University College Ghent - HOGENT, Lecturer	tanja.vandenbossche@hogent.be
• Madalijns	Rudi	Ghent	University College Ghent - HOGENT, Head of business degree programme	rudi.madalijns@hogent.be
• Momie	Fabienne	Ghent	University College Ghent - HOGENT Senior lecturer - Academic International Coordinator	fabienne.momie@hogent.be
• Cleuren	Johan	Hasselt	PXL University College, International coordinator PXL-IT	johan.deuren@pxl.be
• Gerrits	Joeri	Hasselt	PXL University College, Head of Associat Degree Programs of Network Administration and IoT	Joeri.Gerrits@PXLBE

• Huybrechts	Véronique	Hasselt	PXL University College, Head of evening courses	veronique.huybrechts@pxl.be
• Luyten	Brigitte	Hasselt	PXL University College, Departmental International Relations Coordinator	brigitte.luyten@pxl.be
• Maenen	Christel	Hasselt	PXL University College, International Relations Coordinator	christel.maenen@pxl.be
• Segers	Jean-Pierre	Hasselt	PXL University College, Dean	jean-pierre.segers@pxl.be
• Thiry	Maarten	Hasselt	PXL University College, Head of Marketing and Sales Programmes	maarten.thiry@pxl.be
• Vandevoorde	Joke	Hasselt	PXL University College, Departmental Coordinator Internationalisation	joke.vandevoorde@pxl.be
• Pertry	Isabelle	Kortrijk	Howest University of Applied Sciences West Flanders Director of International Affairs	isabelle.pertry@howest.be
• Van Tomme	Isabelle	Kortrijk	Howest University of Applied Sciences West Flanders International Coordinator Communication Management and Tourism and Leisure Management	isabelle.van.tomme@howest.be
• Cotyn	Johan	Kortrijk	VIVES University College, Head International Office	johan.cotyn@vives.be
• Szermuszyn	Anna	Kortrijk	VIVES University College, International Office - Outgoing Students	anna.szermuszyn@vives.be
• Van Deynse	Anne	Kortrijk	VIVES University College, International Office - Incoming Students	anne.vandeynse@vives.be
• Allemeersch	Jacques	Kortrijk	Vzw ADP, President	jacques.allemeersch@scarlet.be
• Barzezele	Griet	Leuven	UCLL University Colleges Leuven-Limburg, Lecturer & International Mobility Officer	griet.barzezele@udl.be
• Cerulus	Sven	Leuven	UCLL University Colleges Leuven-Limburg International Relations Coordinator	sven.cerulus@udl.be
• De Mazière	Patrick	Leuven	UCLL University Colleges Leuven-Limburg, Head of Digital Solutions	patrick.demaziere@udl.be
• Delauré	Elaine	Leuven	UCLL University Colleges Leuven-Limburg, Lecturer	eline.delauré@udl.be
• Evers	Hilde	Leuven	UCLL University Colleges Leuven-Limburg, Lecturer	hilde.evers@udl.be
• Nijsten	Nico	Leuven	UCLL University Colleges Leuven-Limburg, Lecturer	nico.nijsten@udl.be
• Spiesschaert	Marij	Leuven	UCLL University Colleges Leuven-Limburg, Lector - Mobility officer	marij.spieesschaert@hotmail.com
• t'Servanckx	Griet	Leuven	UCLL University Colleges Leuven-Limburg International Office Coordinator Social Studies	griet.t.servanckx@gmail.com
• Flechet	Joan	Liège	Helmo University College, Lecturer	j.flechet@helmo.be
• Hendrix	Nicolas	Liège	Helmo University College, International coordinator	n.hendrix@helmo.be

• Newcomer • Previous Attendee • Speaker • Organizer • Working Group Co-ordinator • Board Member

NAME	SURNAME	CITY	INSTITUTION, POSITION	E-MAIL
• Jans	Pieter	Liège	Helmo University College, International coordinator	p.jans@helmo.be
• Messina	Laurence	Liège	Helmo University College, International coordinator	l.messina@helmo.be
• Rouwette	Dominique	Liège	Helmo University College, International coordinator	d.rouwette@helmo.be
• Arnold	John	Mechelen	Thomas More Mechelen, IMEB Course Coordinator	john.arnold@thomasmore.be
• Michiels	Martine	Mechelen	Thomas More Mechelen, International coordinator	Martine.Michiels@thomasmore.be
• Van Caeneghem	Elisabet	Mechelen	Thomas More Mechelen, Project Manager	elisabet.vancaeneghem@thomasmore.be
• Van Goethem	Veerle	Mechelen	Thomas More Mechelen, International Coordinator	Veerle.Vangoethem@thomasmore.be
• Van Rompaey	Gunter	Mechelen	Thomas More Mechelen, Programme Manager	gunter.vanrompaey@thomasmore.be
• Verswijvel	Saskia	Mechelen	Thomas More Mechelen, Lecture	Saskia.Verswijvel@thomasmore.be
• Duroisin	Sylvie	Mons	HELHa - Haute École Louvain en Hainaut, Department Director	duroisins@helha.be
• Genevrois	Nora	Mons	HELHa - Haute École Louvain en Hainaut, Junior Lecturer	genevroisn@helha.be
• Jaunard	Anne-Louise	Mons	HELHa - Haute École Louvain en Hainaut, Lecturer and Erasmus Local Coordinator	jaunardal@helha.be
• Lambrette	Céline	Mons	HELHa - Haute École Louvain en Hainaut, International Coordinator	lambrettec@helha.be
• Laurent	Anne-Brigitte	Mons	HELHa - Haute École Louvain en Hainaut, Lecturer	laurentab@helha.be
• De Jong	Els	Namur	Haute École de Namur-Liège-Luxembourg International relations officer	international.iesn@henallux.be
• Leonard	Laurence	Namur	Haute École de Namur-Liège-Luxembourg International relations officer	laurence.leonard@henallux.be
• Ropson	Dominique	Namur	Haute École de Namur-Liège-Luxembourg International relations officer	international.iesn@henallux.be
CHINA				
• Wostyn	Jan	Shanghai	Hutong School, Managing Director	jan.wostyn@hutongschool.com
CZECH REPUBLIC				
• Černá	Martina	Jihlava	College of Polytechnics Jihlava, Lecturer, Deputy-head of department	martina.cerna@vspj.cz
• Chalupova	Martina	Jihlava	College of Polytechnics Jihlava, Lecturer	martina.chalupova@vspj.cz
DENMARK				
• Sigurjónsdóttir	Sigrún	Kolding	International Business Academy, International Coordinator	sis@iba.dk

• Schäfer	Dorn Nadja	Odense	Lillebaelt Academy of Higher Professional Learning Associate lecturer and International coordinator Tourism & Hospitality	nascc@ud.dk
• Winther	Allan	Odense	Lillebaelt Academy of Higher Professional Learning Assistant Lecturer & International Coordinator for Business	alwi@ud.dk
• Andersen	Flemming K.	Randers	Dania Academy, Head of International Mobility	fla@eadania.dk
• Pilkjær Jacobsen	Mari Britt	Randers	Dania Academy, Director of Research and Development	mpj@eadania.dk
ESTONIA				
• Olvik	Anu	Tallinn	Estonian Entrepreneurship University of Applied Sciences Head of Curriculum (Financial Management)	anu.olvik@eek.ee
• Vaigu	Aire	Tallinn	Estonian Entrepreneurship University of Applied Sciences Study and Research Coordinator	aire.vaigu@eek.ee
FINLAND				
• Haukka	Maarit	Helsinki	HAAGA-HELIA University of Applied Sciences International Coordinator	maarit.haukka@haaga-helia.fi
• Kuusisto	Miika	Lahti	Lahti University of Applied Sciences Ltd., Senior Lecturer	miika.kuusisto@lamk.fi
• Mäkinen	Osmo Antero	Seinäjoki	Seinäjoki University of Applied Sciences Head of Degree programme	osmo.makiniemi@seamk.fi
FRANCE				
• Benabid	Myriam	Evry	Institut Mines-Télécom Business School (IMT-BS) Director Bachelor Program	myriam.benabid@imt-bs.eu
• Bougrier	Melissa	Evry	Institut Mines-Télécom Business School (IMT-BS) Erasmus+ Coordinator	melissa.bougrier@imt-bs.eu
• Cezard	Perrine	Evry	Institut Mines-Télécom Business School (IMT-BS) International Development and Inbound Mobility Manager	perrine.cezard@imt-bs.eu
• Breville	Mathieu	La Roche sur Yon	Catholic University of Vendée, ICES, Head of International Relations	ambremigayrou@yahoo.fr
• Migayrou	Anne	Lieusaint	IUT Séniart Fontainebleau, International Coordinator	jennifer.ford@univ-brest.fr
• Ford	Jennifer	Quimper	IUT Quimper, Teacher/International Relations Manager	mariefrance.boyer@wanadoo.fr
• Boyer	Marie-France	Sainte-Adresse	LPO JEANNE D'ARC, International Coordinator	j.levet@tezenas.org
• Levet	Jerome	Saint Etienne	Lycee Tézénas Du Montcel, Higher education head of department	

NAME	SURNAME	CITY	INSTITUTION, POSITION	E-MAIL
● Merel	Dany	Saint-Nazaire	Lycée Notre Dame d'Espérance, Teacher	dany.merel-hannelluc@lycee-notredame.fr
● Perrais	Sébastien	Saint-Nazaire	Lycée Notre Dame d'Espérance, Teacher	sebastien.perrais@lycee-notredame.fr
● Vabre	Patrick-Michel	Paris	ISTEC, Manager of International Partnerships	p.vabre@istec.fr
GERMANY				
● Bahies	Michael	Berlin	BSP Business School Berlin, Programme Director	michael.bahies@businessschool-berlin.de
● Webermann	Carina	Berlin	BSP Business School Berlin, International Office Coordinator	carina.webermann@businessschool-berlin.de
● Gruen	Petra	Berlin	Euro Akademie Berlin, Head of Foreign Languages	gruen.petra@euroakademie.de
● Jaensch	Michael	Berlin	HTW Business School, Academic International Coordinator	michael.jaensch@htw-berlin.de
● Miller	Sally	Hamburg	Hamburger Freundschaften- und Wirtschaftsschulen Head of English	miller.sally@eso.de
● Vieth	Christian	Hannover	Businet, Intern	vieth-christian@gmx.de
● Waldstein	Franziska	Hannover	Businet, Intern	franziska.waldstein@outlook.de
● Limbach	Matthias	Hannover	Dr. Buhmann Akademie, Headmaster	limbach@buhmann.de
● Nagel	Anja	Hannover	Euro Akademie Hannover, Principal	nagel.anja@euroakademie.de
● Clausen	Susanne	Oldenburg	Euro Schulen Oldenburg, Director	clausen.susanne@euroakademie.de
● Catling	Elizabeth	Würzburg	Euro-Schulen Nordbayern GmbH	Catling.Elizabeth@dolmetscher-schule.de
INDIA				
● Anand	Tarun	Mumbai	Universal Business School, Chairman	tarun@ubs.org.in
IRELAND				
● Johnston	Tony	Athlone	Athlone Institute of Technology Head of Hospitality, Tourism & Leisure	ajohnston@ait.ie
● Ross	Owen	Athlone	Athlone Institute of Technology Head of Business and Management Department	oross@ait.ie
● O Briain	Darragh	Dublin	International School of Business, Academic Director	darragh@isb.ie
ITALY				
● Bracalé	Massimo	Rome	Swiss School of Management, President	massimo.bracale@ssmrome.com
● Magnanti	Serena	Rome	Swiss School of Management, Vice President	serena.magnanti@ssmrome.com
● Podestà	Benedetta	Rome	Swiss School of Management, Lecturer	benedetta.podesta@ssmrome.com

LATVIA

- Gaile-Sarkane Elna Riga Riga Technical University, Dean of Faculty of Engineering Economics and Management
- Seulovs Deniss Riga Riga Technical University, Associate professor, Director of Institute of Business Engineering and Management
- Andersons Agars Valmiera Vidzeme University of Applied Sciences, Dean

LITHUANIA

- Lioračaitė-Šukienė Aušra Kaunas Kauno Kolegija/ Kaunas University of Applied Sciences, Lecturer
- Samuolaitis Mindaugas Kaunas Kauno Kolegija/ Kaunas University of Applied Sciences Head of Career Center
- Lioračaitė Aušra Kaunas Kauno Kolegija/ Kaunas University of Applied Sciences, Lecturer

MALTA

- Caniana Christine Birklirara Malta Business School, Programme Manager
- Mule Stagno Lorenzo Birklirara Malta Business School, Owner and Dean
- Ellul Rita Hamrun JAK Eurotrading Ltd, Business Development Manager
- Barbara Galeann Hamrun JAK Eurotrading Ltd, Operations Manager
- Gaudi Marthia-Marie Naxxar Stage Malta, Head of Internationalisation

NETHERLANDS

- de Jong Veronique Breda Avans University of Applied Sciences, International Coordinator
- de Ruijter Cyndra Breda Avans University of Applied Sciences, Coordinator International Relations School of Communication and User Experience
- Leijen Liliane Alkmaar Hogeschool Inholland, Teacher
- Springorum Marlies Alkmaar Hogeschool Inholland, International Coordinator
- De Wirth Rob Breda Avans University of Applied Sciences, Lecturer & Account Manager
- van Es Tijs Breda Breda University of Applied Sciences Program manager Connection to Industry
- van Latum John Diemen Hogeschool Inholland, Lecturer
- Busch Mailke Eindhoven Fontys Hogeschool ICT, Lecturer International Marketing
- Huyskens Ineke Eindhoven Fontys Hogeschool ICT, International Coordinator
- Wijgergangs Lucienne Eindhoven Fontys Hogeschool ICT, Lecturer

NAME	SURNAME	CITY	INSTITUTION, POSITION	E-MAIL
• Dieteren	Sylvie	Eindhoven	Fontys University of Applied Sciences (Eindhoven/Tilburg/Venlo), Teacher	s.dieteren@fontys.nl
• Sars	Mark	Eindhoven	Fontys University of Applied Sciences (Eindhoven/Tilburg/Venlo), Teacher	m.sars@fontys.nl
• Dragt	Els	Eindhoven	How to research trends	els@howtoresearchtrends.com
• Huisman	Julia	Emmen	NHL Stenden University, Internationalisation Coordinator	julia.huisman@nhlstenden.com
• Bakker	Dieterich	Groningen	Hanze University of Applied Sciences	d.j.o.bakker@pl.hanze.nl
• Van der Vee	Froukje	Groningen	Hanze University of Applied Sciences	f.van.der.vee@pl.hanze.nl
• Moes	Ingrid	Haarlem	Hogeschool Inholland, Director of Education	ingrid.moes@inholland.nl
• Moselma	Marco	Haarlem	Hogeschool Inholland, International Coordinator	marco.moselma@inholland.nl
• Ropes	Donald	Haarlem	Hogeschool Inholland, Professor	donald.ropes@inholland.nl
• van Dam	Kees	Haarlem	Hogeschool Inholland, Entrepreneurship Coordinator	kees.vandam@inholland.nl
• Sánchez Carrascal	María Angeles	Leeuwarden	NHL Stenden University, Senior Lecturer	maria.angeles.sanchez.carrascal@nhlstenden.com
• Bajlovic	Danijela	Rotterdam	Hogeschool Inholland, Manager Business & Finance	danijela.bajlovic@inholland.nl
• Maffiolo del Castelletto	Elizabeth	Rotterdam	Hogeschool Inholland, Lecturer (Faculty Business & Finance)	elizabeth.maffiolidelcastelletto@inholland.nl
• Stouten	Conja	Rotterdam	Hogeschool Inholland, Lecturer (Faculty Business & Finance)	conja.stouten@inholland.nl
• de Jong	Paul	Rotterdam	Rotterdam University of Applied Sciences, Senior Lecturer Marketing & Sales	p.b.m.de.jong@hr.nl
• Jansson	Miranda	Rotterdam	Rotterdam University of Applied Sciences, Teacher	m.jansson@hr.nl
• Hoogendoorn	Ruben	Rotterdam	Rotterdam University of Applied Sciences, Lecturer	r.e.c.hoogendoorn@hr.nl
• Slingerland	Ria	Rotterdam	Rotterdam University of Applied Sciences Head of International Relations	a.a.slingerland@hr.nl
• Westerweel	Janneke	Rotterdam	Rotterdam University of Applied Sciences, Lecturer	j.g.westerweel@hr.nl
• Zeynep	Azar	Rotterdam	Rotterdam University of Applied Sciences, Lecturer	e.z.azar@hr.nl
• Demouge	Koen	s-Hertogenbosch	Avans University of Applied Sciences, Innovation & Entrepreneurship lecturer, coordinator internationalisation	k.demouge@avans.nl
• Looljse	Pieter	s-Hertogenbosch	Avans University of Applied Sciences, Study Abroad Coordinator	pl.looljse@avans.nl
• van Noort	Edgar	s-Hertogenbosch	Avans University of Applied Sciences, Program Manager	erj.vannoort@avans.nl

• de Ruijter	Martijn	Sittard	Zuyd University of Applied Sciences, Teammanager	martijn.deruijter@zuyd.nl
• Belt	Jantien	The Hague	The Hague University of Applied Sciences, Board Member	j.belt@hhs.nl
• Mangat	Sushy	The Hague	The Hague University of Applied Sciences, Teamleader	s.mangat@hhs.nl
• Warringa	Dinand	Zwolle	Windesheim UAS, International Relations Lecturer	d.warringa@windesheim.nl
POLAND				
• Tomaszewski	Jaroslav	Wrocław	WSB University in Wrocław, Head of the Centre for International Cooperation	jaroslav.tomaszewski@wsb.wroclaw.pl
• Czerniak	Dominika	Dąbrowa Górnica	WSB University Dąbrowa Górnica, International Relations Coordinator	dczerniak@wsb.edu.pl
• Urgacz	Paweł	Dąbrowa Górnica	WSB University Dąbrowa Górnica, Director of International Relations Office	purgacz@wsb.edu.pl
PORTUGAL				
• Miranda	Sandra	Lisboa	Escola Superior de Comunicação Social, Vice President	smiranda@escs.ipl.pt
• Sendin	André	Lisboa	Escola Superior de Comunicação Social, CEO	asendin@escs.ipl.pt
• Bogusława	Sardinha	Setúbal	Instituto Politécnico Setúbal, Dean of Business School	bogusława.sardinha@esce-ips.pt
• Pereira	Mariana	Setúbal	Instituto Politécnico Setúbal, Mobility Coordinator for Nursing Department	mariana.pereira@ess-ips.pt
ROMANIA				
• Turi	Attila	Timisoara	Universitatea Politehnica Timisoara, Assistant Professor in Logistics	attila.turi@upt.ro
SERBIA				
• Borovčanin	Dušan	Belgrade	Singidunum University, Teaching Assistant	dborovcanin@singidunum.ac.rs
• Gajić	Jelena	Belgrade	Singidunum University, Associate Professor	jgajic@singidunum.ac.rs
• Prodanović	Bojana	Belgrade	Singidunum University, Erasmus + Coordinator	bprodanovic@singidunum.ac.rs
• Đorđević				
• Radojević	Tijana	Belgrade	Singidunum University, Vice-Dean	tradojevic@singidunum.ac.rs
• Vučković	Tanja	Belgrade	Singidunum University, Associate in the Rectorate	tvuckovic@singidunum.ac.rs

NAME	SURNAME	CITY	INSTITUTION, POSITION	E-MAIL
SLOVENIA				
• Letonja	Marina	Maribor	DOBA Fakulteta, Assistant professor, Head of International relationship	marina.letonja@doba.si
• Turčin	Nina	Maribor	DOBA Fakulteta, International Relations	nina.turcin@doba.si
SOUTH AFRICA				
• Jacobs	Enrico	Pretoria	Belgium Campus Tiversity, CEO	enrico@belgiumcampus.ac.za
SPAIN				
• Gutiérrez Breñosa Jorge		Santander	CESINE Design & Business School, Head of International Relations	jorgegutierrez@cesine.com
SWEDEN				
• Pirenne	Frederique	Stockholm	GRAVIZ LABS, Founder	frederique@graviztelescope.se
SWITZERLAND				
• Vogel	Claudia	Bern	Bern University of Applied Sciences - Business School Head of Business Administration International Programme	claudia.vogel@bfh.ch
UNITED KINGDOM				
• Bamber	Chris	Bolton	OLC Europe Ltd, Managing Director	cbamber@olceurope.com
• Tryfona	Catherine	Cardiff	Cardiff Metropolitan University, Head of Department for Applied Computing and Engineering	ctryfona@cardiffmet.ac.uk
• Acton	Christopher	Durham	New College Durham, Lecturer	christopher.acton@newdur.ac.uk
• Coltman	Clare	Durham	New College Durham, International Business Development Manager	clare.coltman@newdur.ac.uk
• Fairlamb	Dawn	Durham	New College Durham, Vice Principal	dawn.fairlamb@newdur.ac.uk
• Maddison	Kathryn	Durham	New College Durham, Curriculum Manager in Hospitality and Tourism	katy.maddison@newdur.ac.uk
• Morrison	Peter	Durham	New College Durham, Head of School	peter.morrison@newdur.ac.uk
• Spowart	Veronica	Durham	New College Durham, Advanced Curriculum Manager: Computing & Digital Industries	veronica.spowart@newdur.ac.uk
• Wade	Craig	Durham	New College Durham, Curriculum Manager Health	craig.wade@newdur.ac.uk
• White	Neil	Durham	New College Durham, Businet Board Member	neil.white@newdur.ac.uk



• Widdowson	John	Durham	New College Durham, Principal and Chief Executive	john.widdowson@newdurac.uk
• Farrand	Yvonne	Huddersfield	Projects Beyond Borders Ltd, Director	yvonne@projectsbeyondborders.com
• Lawrence	Allan	Huddersfield	Projects Beyond Borders Ltd, Director	allan@projectsbeyondborders.com
• Lyon	Dale	Linlithgow	Exp Learning, Chief Executive	dale.lyon@blueyonder.co.uk
• Lewis	Richard	Southampton	Richard Lewis Communication, Founder and Chairman	secretary@riversdown.net
• Taylor	David	Sunderland	Businet, General Manager	businet@gmx.com



AUSTRALIA ▼

Helena Huyer
International
College of
Management,
European Relations
Manager
Sydney



**Ingeborg
Kuehling-
Garfield**
Europa
Wirtschaftsschulen,
Director
Vienna



Sabine Sachs
International
College of
Management, CMS
Head European
Office
Sydney



**Claudia
Redtenbacher**
University of
Applied Sciences
BFI
Vienna



Don Shiell
International
College of
Management,
Associate
Vice President
(International
Development)
Sydney



BELGIUM ▼

Koen Cornil
Artesis Plantijn
Hogeschool
Antwerpen,
Program Director
Communication
and Journalism
Antwerp



AUSTRIA ▼

Johanna Erd
FH St. Pölten
GmbH,
International
Coordinator
St. Pölten



Guy De Knop
Artesis Plantijn
Hogeschool
Antwerpen, Vice
Dean Department
Management and
Communication
Antwerp



Birgit Binnyei
Europa
Wirtschaftsschulen,
International
Relations
Vienna



Roselien Leens
Artesis Plantijn
Hogeschool
Antwerpen,
Program Director
Bachelor in Law
Antwerp



Karolien Van Riel
Artesis Plantijn
Hogeschool
Antwerpen,
Lecturer/Int.
Coordinator
Antwerp



Thibaut Baisipoint
Haute École
EPHEC,
Head of
International Trade
Department
Brussels



Marleen Verreth
Artesis Plantijn
Hogeschool
Antwerpen, Dean
Management and
Communication
Antwerp



Barbara Brooijmans
Haute École
EPHEC,
Head Bachelor
Marketing
Brussels



Cynthia Plette
Karel de Grote
University of
Applied Sciences &
Arts, KdG University
of Applied Sciences
& Arts
Antwerp



Astrid Buelens
Haute École
EPHEC,
Outgoing Mobility
Officer
Brussels



Corneel Theben Tervile
Howest University
of Applied Sciences
West Flanders,
Head of Bachelor
Applied Computer
Sciences
Brugge



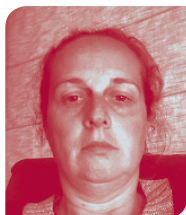
Jean-Michel Grégoire
Haute École
EPHEC,
Institutional
Erasmus
Coordinator
Brussels



Lieven Theys
Howest University
of Applied Sciences
West Flanders,
International
Coordinator
Business
Management
Brugge



Isabelle Marsiat
Haute École
EPHEC,
Campus Director
Brussels



Els Tryssoone
Odisee University
College Brussels,
Accountancy
Coordinator
Brussels



Kathleen Tielemans
Thomas More
Kempen,
International
Coordinator Office
Management
Geel



Sabien Van Rampelberg
Odisee University
College Brussels,
Health Care
Management
Coordinator
Brussels



Sabine Verreydt
Thomas More
Kempen,
International
Coordinator
Business
Management
Geel



Chris Huybrechts
UCLL University
Colleges Leuven-
Limburg,
International
Relations Advisor
Diepenbeek



Inge Delrue
Artevelde
University College,
Programme
Manager Bachelor
of International
Business
Management
Ghent



Kim Plevoets
UCLL University
Colleges Leuven-
Limburg,
Programme
Director
Management
Diepenbeek



Eef Scheerlinck
Artevelde
University College,
Lecturer
(International)
Business
Management
Ghent



Agnes Dilliën
Businet,
Board Member
Geel



Liesje Vanneste
Artevelde
University College,
Programme
Manager
Ghent



Mathieu Verkempinck
Artevelde
University College,
Programme
Manager
Ghent



Johan Cleuren
PXL University
College,
International
coordinator PXL-IT
Hasselt



Heidi Vervaecke
Artevelde
University College,
Programma
Manager
International
Entrepreneurship
Ghent



Joeri Gerrits
PXL University
College, Head
of Associat
Degree Programs
of Network
Administration and
IoT
Hasselt



Tanja Van den Bossche
University College
Ghent - HOGENT,
Lecturer
Ghent



Véronique Huybrechts
PXL University
College,
Head of evening
courses
Hasselt



Rudi Madalijs
University College
Ghent - HOGENT,
Head of
business degree
programme
Ghent



Brigitte Luyten
PXL University
College,
Departmental
International
Relations
Coordinator
Hasselt



Fabienne Mornie
University College
Ghent - HOGENT,
Senior lecturer
- Academic
International
Coordinator
Ghent



Christel Maenen
PXL University
College,
International
Relations
Coordinator
Hasselt



Jean-Pierre Segers
PXL University
College
Dean
Hasselt



Johan Cottyn
VIVES University
College,
Head International
Office
Kortrijk



Maarten Thiry
PXL University
College
Head of Marketing
and Sales
Programmes
Hasselt



Anna Szermuszyn
VIVES University
College,
International
Office - Outgoing
Students
Kortrijk



Joke Vandevoorde
PXL University
College
Departmental
Coordinator
Internationalisation
Hasselt



Anne Van Deynse
VIVES University
College
International
Office - Incoming
Students
Kortrijk



Isabelle Pertry
Howest University
of Applied Sciences
Director of
International Affairs
Kortrijk



Jacques Allemeersch
Vzw ADP,
President
Kortrijk



Isabelle Van Tomme
Howest University
of Applied Sciences
International
Coordinator
Communication
Management
and Tourism
and Leisure
Management
Kortrijk



Griet Barrezele
UCLL University
Colleges Leuven-
Limburg,
Lecturer &
International
Mobility Officer
Leuven



Sven Cerulus
UCLL University
Colleges Leuven-
Limburg,
International
Relations
Coordinator
Leuven



**Marij
Spiesschaert**
UCLL University
Colleges Leuven-
Limburg,
Lector - Mobility
officer
Leuven



**Patrick
De Mazière**
UCLL University
Colleges Leuven-
Limburg,
Head of Digital
Solutions
Leuven



**Griet
t'Servranckx**
UCLL University
Colleges Leuven-
Limburg,
International
Office Coordinator
Social Studies
Leuven



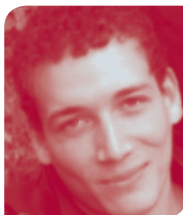
Eline Delauré
UCLL University
Colleges Leuven-
Limburg,
Lecturer
Leuven



**Joan
Flechet**
Helmo University
College,
Lecturer
Liège



Hilde Evers
UCLL University
Colleges Leuven-
Limburg
Lecturer
Leuven



**Nicolas
Hendrikx**
Helmo University
College,
International
coordinator
Liège



Nico Nijsten
UCLL University
Colleges Leuven-
Limburg,
Lecturer
Leuven



**Pieter
Jans**
Helmo University
College,
International
coordinator
Liège



Laurence Messina
Helmo University
College,
International
coordinator
Liège



Veerle Van Goethem
Thomas More
Mechelen,
International
Coordinator
Mechelen



Dominique Rouwette
Helmo University
College,
International
coordinator
Liège



Gunter Van Rompaey
Thomas More
Mechelen,
Programme
Manager
Mechelen



John Arnold
Thomas More
Mechelen,
IMEB Course
Coordinator
Mechelen



Saskia Verswijvel
Thomas More
Mechelen,
Lecture
Mechelen



Martine Michiels
Thomas More
Mechelen,
International
coordinator
Mechelen



Sylvie Duroisin
HELHa - Haute
École Louvain en
Hainaut,
Department
Director
Mons



Elisabet Van Caeneghem
Thomas More
Mechelen,
Project Manager
Mechelen



Nora Genevrois
HELHa - Haute
École Louvain en
Hainaut ,
Junior Lecturer
Mons



Anne-Louise Jaunard
HELHa - Haute École Louvain en Hainaut,
Lecturer and Erasmus Local Coordinator
Mons



Dominique Ropson
Haute École de Namur-Liège-Luxembourg,
International relations officer
Namur



Céline Lambrette
HELHa - Haute École Louvain en Hainaut,
International Coordinator
Mons



CHINA ▼
Jan Wostyn
Hutong School,
Managing Director
Shanghai



Anne-Brigitte Laurent
HELHa - Haute École Louvain en Hainaut,
Lecturer
Mons



CZECH REPUBLIC ▼
Martina Černá
College of Polytechnics
Jihlava, Lecturer,
Deputy-head of department
Jihlava



Els De Jong ▼
Haute École de Namur-Liège-Luxembourg,
International relations officer
Namur



Martina Chalupova
College of Polytechnics
Jihlava,
lecturer
Jihlava



Laurence Leonard
Haute École de Namur-Liège-Luxembourg,
International relations officer
Namur



DENMARK ▼
Sigrún Sigurjónsdóttir
International Business Academy
International Coordinator
Kolding



Dorn Nadja Schäfer
Lillebaelt Academy
of Higher
Prof. Learning,
Associate lecturer/
International
coordinator
Odense



Aire Vaigu
Estonian
Entrepreneurship
University
of Applied
Sciences, Study
and Research
Coordinator
Tallinn



Allan Winther
Lillebaelt Academy
of Higher
Prof. Learning,
Associate lecturer/
International
coordinator
Odense



FINLAND ▼
Maarit Haukka
HAAGA-HELIA
University of
Applied Sciences,
International
Coordinator
Helsinki



Flemming K. Andersen
Dania Academy,
Head of
International
Mobility
Randers



Miika Kuusisto
Lahti University of
Applied Sciences
Ltd., Senior
Lecturer
Lahti



Mai Britt Pilkjær Jacobsen
Dania Academy,
Director of
Research and
Development
Randers



Osmo Antero Mäkinen
Seinäjoki
University of
Applied Sciences,
Head of Degree
programme
Seinäjoki



ESTONIA ▼
Anu Olvik
Estonian
Entrepreneurship
University of Applied
Sciences, Head
of Curriculum
(Financial
Management)
Tallinn



FRANCE ▼
Myriam Benabid
Institut Mines-
Télécom Business
School (IMT-BS),
Director Bachelor
Program
Evry



Melissa Bougrier
Institut Mines-
Télécom Business
School (IMT-BS),
Erasmus+
Coordinator
Evry



**Marie-France
Boyer**
LPO JEANNE
D'ARC,
International
Coordinator
Sainte-Adresse



Perrine Cezard
Institut Mines-
Télécom Business
School (IMT-BS)
International
Development and
Inbound Mobility
Manager
Evry



Jerome Levet
Lycée Tézenas Du
Montcel, Higher
education head of
department
Saint Etienne



**Matthieu
Brecville**
Catholic University
of Vendée,
ICES, Head of
International
Relations
La Roche sur Yon



Dany Merel
Lycée Notre Dame
d'espérance,
Teacher
Saint-Nazaire



**Anne
Migayrou**
IUT Sénart
Fontainebleau,
International
Coordinator
Lieusaint



Sébastien Perrais
Lycée Notre Dame
d'espérance,
Teacher
Saint-Nazaire



Jennifer Ford
IUT Quimper,
Teacher/
International
Relations Manager
Quimper



**Patrick-Michel
Vabre**
ISTEC, Manager
of International
Partnerships
Paris

GERMANY ▼



Michael Bahles

BSP Business
School Berlin
Programme,
Director
Berlin



Christian Vieth

Businet, Intern
Hannover



**Carina
Webermann**

BSP Business
School Berlin,
International
Office Coordinator
Berlin



**Franziska
Waldstein**

Businet, Intern
Hannover



Petra Gruen

Euro Akademie
Berlin, Head of
Foreign Languages
Berlin



**Matthias
Limbach**

Dr. Buhmann
Akademie,
Headmaster
Hannover



Michael Jaensch

HTW Business
School,
Academic
International
Coordinator
Berlin



Anja Nagel

Euro Akademie
Hannover,
Principal
Hannover



Sally Miller

Hamburger
Fremdsprachen-
und
Wirtschaftsschulen,
Head of English
Hamburg



Susanne Clausen

Euro Schulen
Oldenburg,
Director
Oldenburg



Elizabeth Catling
Euro-Schulen
Nordbayern
GmbH
Würzburg



ITALY ▼
Massimo Bracalé
Swiss School of
Management
President
Rome



INDIA ▼
Tarun Anand
Universal Business
School,
Chairman
Mumbai



Serena Magnanti
Swiss School of
Management,
Vice President
Rome



IRELAND ▼
Tony Johnston
Athlone Institute of
Technology,
Head of Hospitality,
Tourism & Leisure
Athlone



Benedetta Podestà
Swiss School of
Management,
Lecturer
Rome



Owen Ross
Athlone Institute of
Technology,
Head of Business
and Management
Department
Athlone



LATVIA ▼
Elina Gaile-Sarkane
Riga Technical
University,
Dean of Faculty
Riga



Darragh O Briain
International
School
of Business,
Academic Director
Dublin



Deniss Sceulovs
Riga Technical
University,
Associate professor,
Director of Institute
of Business
Engineering and
Management
Riga



Aigars Andersons
Vidzeme University of Applied Sciences, Dean
Valmiera



Rita Ellul
JAK Eurotrading Ltd, Business Development Manager
Hamrun



LITHUANIA ▼
Aušra Liorančaitė-Sukienė
Kauno Kolegija/ Kaunas University of Applied Sciences, Lecturer
Kaunas



Galeann Barbara
JAK Eurotrading Ltd, Operations Manager
Hamrun



Mindaugas Samuolaitis
Kauno Kolegija/ Kaunas University of Applied Sciences, Head of Career Center
Kaunas



Martha-Marie Gauci
Stage Malta, Head of Internationalisation
Naxxar



MALTA ▼
Christine Caruana Malta Business School, Programme Manager
Birkirkara



NETHERLANDS ▼
Veronique de Jong
Avans University of Applied Sciences, International Coordinator
Breda



Lorenzo Mule Stagno
Malta Business School, Owner and Dean
Birkirkara



Cyndra de Ruijter
Avans University of Applied Sciences, Coordinator International Relations School of Communication and User Experience
Breda



Liliane Leijen
Hogeschool
Inholland, Tectaer
Alkmaar



Maike Busch
Fontys Hogeschool
ICT, Lecturer
International
Marketing
Eindhoven



Marlies Springorum
Hogeschool
Inholland,
International
Coordinator
Alkmaar



Ineke Huyskens
Fontys Hogeschool
ICT,
International
Coordinator
Eindhoven



Rob De With
Avans University of
Applied Sciences,
Lecturer &
Account Manager
Breda



Lucienne Wijgengangs
Fontys Hogeschool
ICT, Lecturer
Eindhoven



Tijs van Es
Breda University of
Applied Sciences,
Program manager
Connection to
Industry
Breda



Sylvie Dieteren
Fontys University of
Applied Sciences
(Eindhoven/
Tilburg/Venlo),
Teacher
Eindhoven



John van Latum
Hogeschool
Inholland, Lecturer
Diemen



Mark Sars
Fontys University of
Applied Sciences
(Eindhoven/
Tilburg/Venlo),
Teacher
Eindhoven



Els Dragt
How to research
trends
Eindhoven



Marco Mosselman
Hogeschool
Inholland,
International
Coordinator
Haarlem



Julia Huisman
NHL Stenden
University,
Internationalisation
Coordinator
Emmen



Donald Ropes
Hogeschool
Inholland,
Professor
Haarlem



Dieterich Bakker
Hanze University of
Applied Sciences
Groningen



Kees van Dam
Hogeschool
Inholland,
Entrepreneurship
Coordinator
Haarlem



Froukje Van der Vee
Hanze University of
Applied Sciences
Groningen



María Angeles Sánchez Carrascal
NHL Stenden
University,
Senior Lecturer
Leeuwarden



Ingrid Moes
Hogeschool
Inholland,
Director of
Education
Haarlem



Danijela Bajlovic
Hogeschool
Inholland,
Manager Business
& Finance
Rotterdam



Elizabeth Maffiolo del Castelletto
Hogeschool Inholland, Lecturer
(Faculty Business & Finance)
Rotterdam



Ria Slingerland
Rotterdam University of Applied Sciences, Head of International Relations
Rotterdam



Conja Stouten
Hogeschool Inholland, Lecturer
(Faculty Business & Finance)
Rotterdam



Janneke Westerweel
Rotterdam University of Applied Sciences, Lecturer
Rotterdam



Paul de Jong
Rotterdam University of Applied Sciences, Senior lecturer
Marketing & Sales
Rotterdam



Azar Zeynep
Rotterdam University of Applied Sciences, Lecturer
Rotterdam



Miranda Jansson
Rotterdam University of Applied Sciences, Techaer
Rotterdam



Koen Demouge
Avans University of Applied Sciences, Innovation & Entrepreneurship lecturer, coordinator internationalisation
s-Hertogenbosch



Ruben Hoogendoorn
Rotterdam University of Applied Sciences, Lecturer
Rotterdam



Pieter Looijse
Avans University of Applied Sciences, Study Abroad Coordinator
s-Hertogenbosch



Edgar van Noort
Avans University of
Applied Sciences,
Program Manager
s-Hertogenbosch



**Martijn
de Ruijter**
Zuyd University of
Applied Sciences,
Team manager
Sittard



Jantien Belt
The Hague
University of
Applied Sciences,
Board Member
The Hague



Sushy Mangat
The Hague
University of
Applied Sciences,
Teamleader
The Hague



**Dinand
Warringa**
Windesheim UAS,
International
Relations Lecturer
Zwolle



POLAND ▼
**Jaroslaw
Tomaszewski**
WSB University,
Head of the Centre
for International
Cooperation
Wrocław



**Dominika
Czerniak**
WSB University,
International
Relations
Coordinator
Dąbrowa Górnicza



Paweł Urgacz
WSB University,
Director of
International
Relations Office
Dąbrowa Górnicza



PORTUGAL ▼
Sandra Miranda
Escola Superior
de Comunicação
Social, Vice
President
Lisboa



André Sendin
Escola Superior
de Comunicação
Social, CEO
Lisboa



**Sardinha
Boguslaw**
Instituto
Politecnico
Setubal, Dean of
Business School
Setubal



**Bojana
Prodanović
Đorđević**
Singidunum
University,
Erasmus +
Coordinator
Belgrade



Mariana Pereira
Instituto
Politecnico
Setubal, Mobility
Coordinator
for Nursing
Department
Setubal



Tijana Radojević
Singidunum
University,
Vice-Dean
Belgrade



ROMANIA ▼
Attila Turi
Universitatea
Politehnica
Timisoara,
Assistant Professor
in Logistics
Timisoara



**Tanja
Vučković**
Singidunum
University,
Associate in the
Rectorate
Belgrade



SERBIA ▼
**Dušan
Borovčanin**
Singidunum
University
Teaching Assistant
Belgrade



SLOVENIA ▼
Marina Letonja
DOBA Fakulteta,
Assistant
professor, Head
of international
relationship
Maribor



Jelena Gajić
Singidunum
University,
Associate
Professor
Belgrade



Nina Turčin
DOBA Fakulteta,
International
Relations
Maribor



SOUTH AFRICA ▼

Enrico Jacobs
Belgium Campus
iTiversity, CEO
Pretoria



Catherine Tryfona
Cardiff
Metropolitan
University Head of
Department
Cardiff



SPAIN ▼

Jorge Gutierrez Breñosa
CESINE Design &
Business School,
Head of
International
Relations
Santander



Christopher Acton
New College
Durham, Lecturer
Durham



SWEDEN ▼

Frederique Pirenne
GRAVIZ LABS,
Founder
Stockholm



Clare Coltman
New College
Durham,
International
Business
Development
Manager
Durham



SWITZERLAND ▼

Claudia Vogel
Bern University of
Applied Sciences
- Business School,
Head of Business
Administration Int.
Programme
Bern



Dawn Fairlamb
New College
Durham, Vice
Principal
Durham



UNITED KINGDOM ▼

Chris Bamber
OLC Europe Ltd,
Managing Director
Bolton



Kathryn Maddison
New College
Durham,
Curriculum
Manager in
Hospitality and
Tourism
Durham



Peter Morrison
New College
Durham, Head of
School
Durham



Yvonne Farrand
Projects Beyond
Borders Ltd,
Director
Huddersfield



Veronica Spowart
New College
Durham, Advanced
Curriculum
Manager:
Computing &
Digital Industries
Durham



Allan Lawrence
Projects Beyond
Borders Ltd,
Director
Huddersfield



Craig Wade
New College
Durham,
Curriculum
Manager Health
Durham



Dale Lyon
Exp Learning,
Chief Executive
Linlithgow



Neil White
New College
Durham, Businet
Board Member
Durham



Richard Lewis
Richard Lewis
Communication,
Founder
and Chairman
Southampton



John Widdowson
New College
Durham,
Principal and Chief
Executive
Durham



David Taylor
Businet,
General Manager
Sunderland

The 33rd Annual Businet Conference 2019



Speakers

Speaker Profiles

Speaker profiles and synopsis of presentations

Els Dragt

Independent trend researcher,
lecturer & author at How to Research Trends

Netherlands

About Els

Els is fascinated by change and how it impacts people's daily lives, now and in the future. Her mission is to empower you and everyone around the globe to become more open to change instead of scared away. This will enable you to cope with a world in flux and guides you to take an active part in creating your personal or organisations' future.

Els is an independent trend researcher, lecturer and author with over 18 years of experience. She loves to demystify the trend research process and help people, teams and organisations how to research trends themselves.

Els holds a master's degree in Communication Studies from Twente University in the Netherlands. She has worked at several research agencies and explores futures for a multitude of clients. From non-profit to commercial ones, such as Viacom, NIKE, ABN AMRO bank, Manchester City Football Group and the Dutch Ministry of General Affairs. Els is a published author, her latest book is titled 'How to Research Trends' (BIS Publishers). As a guest lecturer, she shares her trend expertise with students and teachers around the globe.

About her keynote address

Did you ever wonder how you can research the future? Trend research is a powerful method to detect change at an early stage. But the world of trend research, trend watching, trend forecasting or whatever label you put on it, is quite a mystery.



This presentation gives you a behind-the-scenes look on trend research and awakens your inner trendwatcher. By following a three-step method you spot signs of change yourselves, understand what these trends mean and apply them to a personal or organisational challenge. Yes, you can do it too!

How does this relate to education? Hope for the future is an important predictor of success. By teaching future-oriented subjects, like trend research, you equip students to face uncertainty, empower them to envision a preferred future and develop the agency to bring it about. Learning trend research skills will make you more future literate and help anyone in education, from managers to lecturers to students, to create the future together.

John Widdowson, CBE

Principal & Chief Executive
New College Durham

United Kingdom

About John

John began his career as a lawyer but has worked in Further and Higher Education for over forty years, the last twenty-one of which have been as Principal of New College Durham. John has recently been appointed as Chair of Trustees at the Workers Educational Association and he also Chairs the Mixed Economy Group of Colleges. John was President of the Association of Colleges from August 2015 to July 2016 and has served on the Boards of the Association of Colleges and the Higher Education Funding Council for England. John has published papers and articles on a range of education subjects and has spoken regularly at national and international conferences. He has a particular interest in the development of college-based HE to provide alternatives to traditional approaches to higher education.



About his keynote address

"The changing landscape of Higher Technical Education in England: new opportunities, new challenges."

Abstract

This keynote address will consider the current state of higher education in England. It will describe the changing landscape both actual and planned and examine the implications of the UK's imminent (possible/potential) departure from the European Union.

Issues to be considered will include:

- The response from universities to an increasingly competitive market place for higher education and the implications for non-university higher education providers
- The review of funding for Post 18 Qualifications; who should pay?

- The link between research, scholarly activity and industrial updating
 - Making Higher Technical Qualifications (HTQs) matter for employers
 - Making HTQs available to a more diverse range of students
 - Creating a flexible and accessible system open to all throughout their lives
 - Achieving the right balance between Bachelors Degrees and other short cycle qualifications
 - Ultimately, what is the purpose of Higher Education?
 - Explore the latest position on Brexit and the anticipated implications
-

Frederique Pirenne

CTO, Head of Analytics

Sweden

About Frederique

Belgian born and raised across Europe, Fred started his career in Barcelona, Spain working for Flanders Investment & Trade. After a short stint in his home country, he continued building an international career from Stockholm holding various positions within the Electrolux Group. His last position there was Global Brand Director for the AEG brand. Currently he is CTO and Head of Analytics at Graviz Pirenne Labs, an Artificial Intelligence company set out to democratize data and automate the business consultancy industry.



Using a mix of perception data, behavioural economics and macro trends, the Graviz Telescope tool by Graviz Pirenne Labs provides clear actionable advice on how to close the gap between market expectations and company delivery to maximize organic growth. Frederique loves history and geopolitics speaks fluently 6 languages and is member of the Belgian national Underwater hockey team, with which he is currently training for the next World Championships in Australia 2020.

About his keynote address

Have consumers started to adopt interpersonal relationship characteristics with companies, or did interpersonal relationship fall prone to consumerism? The fact is that globalization and digitalization have changed the ways people interact with each other, but also caused significantly more stress. Not only is there more competition, it has also caused exponential increase in the number of decisions we have to take each day. The speed with which we feel we have to do this, and spirit of this new behaviour is best captured in the dating app Tinder, where we make the supposedly life-changing decision of finding a partner with a simple swipe to the left (dislike) or the right (like).

We clearly see similar behaviour take place in regular consumerism, but also within student selection of higher education institutes. Faced with an exponentially larger offer of online and offline education possibilities, the decision process for students has become harder, and institutes risk being swept left faster than ever before.

During this presentation we will investigate what different drivers one can use to increase their chances to be swept right.

The key is two fold: understanding the different drivers on the one hand, secondly use data to monitor their interaction and make the best possible decision for optimization.

The drivers have been around and practiced for numerous years. The big difference is that we've never had as much data at our disposal to really study what are the biggest drivers, but also how they influence each other.

Dieterich Bakker

Hanze University of Applied Sciences

Netherlands

About Dieterich

Diederich Bakker studied Business Administration, majoring in International Management, and holds a Doctorate in Marketing. His professional background lies in marketing communications and market research. Diederich has over 15 years experience in higher education and has worked and lived in the USA, Australia, Germany, France and the Netherlands. His research focuses on international business, digital marketing, and branding. Diederich has been teaching and researching at the Hanze International Business School, the Netherlands, and prior to that at the University of Canberra, Australia. He is an elected leadership member of the European Association for International Education (EAIE) and serves on the Board of Directors of NIBS, the Network of International Business Schools. Diederich is Head of Internationalisation at the Hanze International Business School and was appointed Professor of International Business in 2016.



About his keynote address

Every college and university – big or small – has its own brand, whether it has already been defined or not. In other words, every institution has a reputation and an image that will be recognised. By creating and marketing a strong brand, HE institutions can raise their profile and create a personality that prospective students will identify with, aspire to and buy into. But university brands are also relevant for other stakeholders such as potential employees, the public sector, and so on. The brand is just a reflection of who you are. It should appeal to and attract the people you want it to and should include a proposition that gives a unique, relevant and compelling reason to come and study or work with you.

In this keynote the relevance of branding as a strategic management task will be introduced. The

benefits of branding for HE institutions will be examined and some of the tools necessary to build strong university brands will be discussed. The results can then be presented to university stakeholders and help answer vital questions including what attracts people to your brand? What do they like? What concerns do they have? Where do the most ideal students come from? The value of meaningful and insightful branding will be exemplified through case studies.

The 33rd Annual Businet Conference 2019



Workshops

Workshops and Thematic groups

Learning to Innovate Towards a Circular Economy

Don Ropes, PhD

Lector/Professor of Learning and Development in Organisations
Business Research Centre
Inholland University of Applied Sciences
Netherlands



Date and Time:

Thursday, 14th November, 11.10 - 12.05

Location:

Conference Room 3

A circular economy is the ultimate expression of sustainability. The term blends processes from the natural world with the technical world. In nature, everything is reused without any spilling or waste: a tree grows using nutrients from the soil, water, air and sunshine. After the tree dies, it decomposes into nutrients, etc. and is used by other plants for growth. And once that plant dies, it goes back into nature. This is a continuous cycle that has, in theory, no end if left alone. In the technical world, this type of cycle is not natural, and the process needs to be developed and guided. This is what the notion of circular economy is about. Sometimes known as 'cradle to cradle', circular economy is the only way to assure that we do not use up all our natural resources while polluting the environment beyond repair.

In this workshop we present a Busidays International to be held next year in Haarlem, The Netherlands. The Busidays International will be about finding ways to promote a circular economy through re-introducing waterway transport in the old city of Haarlem. Students will work on a real-life problem that local government and industry is struggling with, namely, how to assure that goods and refuse are gathered over existing waterways using methods that are technically, financially and socially feasible. Workshop takeaways are related to the idea of circular economy and designing ways to help students to learn to deal with the complexity of the processes involved in furthering it.

How to integrate future exploring into education

Els Dragt

Independent trend researcher,
lecturer & author at How to Research Trends
The Netherlands

Date and Time:

Thursday, 14th November, 11.10 - 12.05

Location:

Tsar Dusan Section 1



Want your school, study program, lecturers and students to become more future literate?

Hope for the future is an important predictor of success. By teaching futures-oriented subjects, like trend research, you equip students to face uncertainty, empower them to envision a preferred future and develop the agency to bring it about. Learning trend research skills will make you more future literate and help anyone in education, from managers to lecturers to students, to explore and create the future.

Join this workshop and hear practical examples on ways to integrate futures thinking and trend research into the DNA of your school, from strategy to curriculum to actual class exercises. Ask any questions you have on this topic and share your own experiences.

Let's create the future together!

The Value of International Field Based Learning in Developing Entrepreneurial Characteristics in Undergraduate Students

Dr Tony Johnston

Head of Department of Hospitality, Tourism and Leisure,
Athlone Institute of Technology
Ireland

Date and Time:

Thursday, 14th November, 11.10 - 12.05

Location:

Conference Room 2



The workshop has two aims. The first aim is to explore the development of entrepreneurial attributes among students participating in international field based learning. International field based learning will be broadly defined for the purposes of this workshop as any experience which facilitates international student mobility. This could be for example, short residential field visits, international internships or Erasmus semester or year abroad programmes.

Field based learning makes a profound impact on the undergraduate business student experience.

For the student there is the opportunity to:

- Improve language skills
- Develop entrepreneurial attributes
- Transfer knowledge
- Develop connections and networks

For educators the opportunity to deliver international field based learning can:

- Reduce attrition and improve progression rates
- Improve students' communications skills
- Inspire students to achieve their potential
- Reengage faculty with international issues

Capitalising on these benefits would not be possible without collaboration from host schools, colleges and universities who help organise activities, site visits, lectures and workshops for visiting partners. This workshop will provide an opportunity to develop contacts and networks for exchanges, progression and fieldtrips, while also offering the opportunity to exchange good practice guidance on enhancing international student experiences.

BC iTversity, an inclusive educational model for effective regional development

Enrico Jacobs, CEO

Belgium Campus iTversity, Pretoria
South Africa

Date and Time:

Thursday, 14th November, 11.10 - 12.05

Location:

Conference Room 1 Section A



Belgium Campus (BC) iTversity operates an integrated concept of knowledge valorisation through the **Participative Development Model** for Education (PDM) and the **Collaborative Innovation Model for Regional Development** (CIM). It offers students a learning journey throughout the value chain of knowledge valorisation, acquiring global competences and to be ready to face today's challenges.

This workshop will evaluate the required graduate's profile in order to be skill-apt for the challenges of the rapidly changing world. We will discuss the roll of higher education in the Knowledge-Era, and how to ensure that the students acquire the correct knowledge, skills and attitudes. Elements that will be discussed are:

- South Africa, as an emerging country, has a need for talent with the right knowledge, skills and attitudes to be resilient to change. We will demonstrate our approach.
- As the world is changing rapidly, there is a need for an integrated approach within the Quadruple Helix.
- The PDM offers a relevant curriculum driven by entrepreneurial learning. This includes experiential learning and knowledge-transfer opportunities in a so-called Learning Factory environment including elements such as:
 - action-based learning,
 - student-to-student learning,
 - rapid prototyping,
 - industry internships,
 - internationalisation at home and international/intercultural competences.
- The CIM is an innovation ecosystem nurturing a co-creative collaborative approach that equitably involves all stakeholders, i.e. academia, students from different disciplines, corporates and SMEs, the community, to create and capture new value.
- Developing international and intercultural competences (ICOMs) through a network of local, national and international collaboration in teaching and knowledge valorisation.

To Zoom or not to Zoom



Griet Barzezele
Organiser of an
International
Hackathon
*UCLL University
College Leuven-
Limburg
Belgium*



Nina Turcin
Organiser of an
International
Hackathon
International
Relations
DOBA Business
School
Slovenia

Date and Time:

Thursday, 14th November, 11.10 - 12.05

Location:

Tsar Dusan Section 2 and 3

Zoom is a communication platform for video and audio conferencing.

The aim of the workshop is to present Zoom and the variety of options on how to use it.

We will present Zoom and our experience using it for the International Innovation Hackathon. We will share best practices and explain how you can use it in teaching, projects and international collaboration. We will also provide you with tips and guidelines on virtual communication.

Please bring a laptop or a mobile device, and if possible a headset, because the workshop will be hands-on.

If you don't know Zoom it is a very useful tool and this is your opportunity to see it in action.

If you attend you will need to bring a laptop to get the most from the session.

'Houston, We Have a Lift-Off' Work-based learning in practice



Jean-Pierre Segers

Dean
PXL University of
Applied Sciences
& Arts
Belgium



Veronique Huybrechts

Deputy Director
PXL University of
Applied Sciences
& Arts
Belgium



Maarten Thiry

Head of Cluster
Marketing
PXL University of
Applied Sciences
& Arts
Belgium

Date and Time:

Thursday, 14th November, 11.10 – 12.05

Location:

Conference Room 1 Section B

Building on the ideas and results of the first meeting of the working group in Tallinn, we will now focus on the lift-off of the new programmes with benchmarks from across Businet member countries.

Major themes to further explore are :

- Program design
- Work-based and situated learning built in at program design stage
- Network relationships with government and business
- Accreditation issues
- Quality frameworks
- International exchange

Nearby, Active and Practical (NAP): a skills-based didactic approach



Jantien Belt
Teamleader, The
Hague University
of Applied
Sciences Board
Member Businet
Netherlands



Shusy Mangat
Teamleader, The
Hague University
of Applied Sciences
Netherlands

Date and Time:

Thursday, 14th November, 13.05 – 13.55

Location:

Conference Room 2

A new type of student, a fast-changing profession and a growing need for graduates with a highly-developed skill set, these were some of the motivating factors driving us to completely re-shape our curriculum and didactic approach. Nearby, Active and Practical (NAP) is a model designed by lecturers of the Marketing Management programme at The Hague University of Applied Sciences which replaces the traditional educational approach with its strict structure of lessons and transfer of knowledge with a dynamic skills-based approach that focuses on the process of learning rather than just the results.

Terms such as a sense of urgency, a meaningful context, cumulative testing and professional behaviour are key to this approach. In addition, intensive guidance and mentoring as well as the continuous interaction with a direct community are important motivating factors for the student as well as the lecturer.

In this workshop we would like to tell you more about the NAP-model and how we have integrated it into our curriculum. We will discuss the challenges as well as the success that we have undergone after the first year and a half of implementation. We will also present the outcomes of the initial qualitative research we have done amongst the students with the aim of measuring the rating and the effects of the curriculum renewal.

Colours of the world

Rob de With

Owner of ATWORKSOLUTIONS
Netherlands

Date and Time:

Thursday, 14th November, 13.05 – 13.55

Location:

Conference Room 1, Section B



During the workshop we will show you how to implement digital learning material in your existing curricula. We will go through the first (of four) training modules and show you how you can help to set students in a sustainable action mode. During the Businet conference, workshop participants will go home with free access for team meetings to show the material at your home institute.

The Sustainable Development Goals (Global Goals) are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. The Goals interconnect and in order to leave no one behind, it is important that we achieve each Goal and target by 2030.

Within ATWORKSOLUTIONS we are focusing on personal leadership or personal development for our students in achieving a better life and a better world. The strength of our training modules lies in the combination of elements of Myers & Briggs, Jung and talent development, based on an experienced and proven coaching format. You can use our portfolio to train students and teams.

A digital scan is connecting personal qualities with the most suitable goals. Combined with useful reports and handy tools you are able to start action to better the world.

Our COLOURS OF THE WORLD program provides detailed insights in yourself and the way you can use your talents in the most effective way. In personal development, personal leadership, business and private situations the results are very useful. For students, it's already used for taking direction towards the perfect company match for internships or first jobs too.

Progressing Together - Level 5 to 6 - Level 6 to 7

Ingeborg Kuehling-Garfield

Europa Wirtschaftsschulen

Director

Austria



Date and Time:

Friday, 15th November, 12.05 – 13.00

Location:

Conference Room 3

There are many (degree awarding) institutes within the Businet network that offer "top up" programmes at level 6 or level 7. Likewise there are, both public and private, institutes that need partners to offer their students the opportunity to progress onto level 6 and 7 programmes.

The aim of this workshop is to bring together the "senders" and "receivers", in order that they can get together to pursue first and higher degree-study possibilities. We want to explore progression opportunities

This workshop is for you. It is the perfect opportunity to meet potential partners in a supportive environment. The workshop will be moderated by Ingeborg Kuehling-Garfield of EWS-Vienna, who has vast experience with "top up" studies.

Nato and the EU – Culture problems in the Workplace

Richard Lewis

Richard Lewis Communications
United Kingdom



Date and Time:

Thursday, 14th November, 13.05 – 13.55

Location:

Tsar Dusan Section 2 and 3

The workshop is based on a series of specialist seminars commissioned by NATO from RLC.

These seminars examined the cultural issues to consider when NATO are working together with the EU. Hence the title of the workshop. The workshop will look at a series of issues including:

- “Cultural Issues in EU Cooperation”
- Values and Concepts
- Communication Patterns
- Listening Habits
- Categorising Cultures (linear-active, multi-active, reactive)
- Establishing Trust
- Motivation
- Space and Time
- Macro and Micro Cultures

This workshop will look at the above and you will be able to question Richard about the issues and his experiences.

Short-term mobility programs to China: Creating awareness on the importance of China in the 21st century

Jan Wostyn

Managing Director, Hutong School
China



Date and Time:

Thursday, 14th November, 13.05 – 13.55

Location:

Conference Room 1 Section A

During this workshop, we will have a look at the opportunities that exist for universities to increase student awareness on the importance of China in the 21st century, by organising a short-term mobility trip to China, ideally for 2nd year bachelor students.

Whether students are taking a Bachelor in IT, business, entrepreneurship, tourism, automotive engineering, media and entertainment, or almost any other major, China is likely to be one of the key players in each of those areas in the coming decades, as part of the China 2025 plan to become a leading player in innovation and setting new standards in several key industries. The increasing purchasing power of the Chinese middle class also means they will have a profound impact on industries such as tourism and media/entertainment, overtaking Western consumers as the key growth driver for many companies.

Through a 10-15 day short mobility trip to China, students will get the chance to experience with their own eyes the incredible transition of China from the cheap factory of the world, to a key innovator in many industries, already overtaking the West in areas such as mobile payments and e-commerce, and likely to set the future standards for electrical vehicles and artificial Intelligence.

In this workshop, all practical considerations regarding such trips to China will be looked at, including:

- Program set-up and balance between educational activities, cultural activities, sightseeing and social events
- Pre-departure preparation and visa applications
- Possibility to offer ECTS credits
- Total price tag

Get to know your data. Also for non data geeks!

Patrick De Mazière

Head of Digital Solutions of UCLL Research & Expertise
Belgium

Date and Time second Session:

Friday, 15th November, 12.05 – 13.00

Location:

Conference Room 2



Currently we all have access to a lot of data and we have to deal with that, both with its size and on how to interpret it. Without claiming to be the best or ultimate guide, this workshop aims to hand over some very simple tools and tricks to visualise data and give you insights into whether there are interesting patterns (hidden) in the data, or not, to avoid having to make decisions using your gut feeling only.

In addition for we are all no data analytics geeks, I will illustrate these tricks/ tools using simple daily /open source data so that it costs you almost nothing: Excel, Palladio (an online tool), Sliver (a free standalone tool) and others. This workshop will not turn you into a data wizard or scientist but it will give you a better look inside your data. That's the aim of this workshop.

Remarks: As this is really a hands-on workshop, please take your laptop with you. A link with possible other software to be installed will be communicated in due time through Basecamp.

Data has a better idea

Frederique Pirenne

CTO, Head of Analytics

GRAVIZ LABS

Sweden



Date and Time:

Friday, 15th November, 12.05- 13.00

Location:

Conference Room 3

Data is considered the new gold, yet we don't treat it that way. Most companies, educational institutes and even governments struggle to collect, structure, analyze and deploy data.

We will look at how we can turn every person within our organization into a data hunter gatherer. There is much more data widely available than one might think, it's just a matter of seeing them when they are right in front of us.

Furthermore we'll look at the complexity of collecting "reality data". In order to obtain a full picture of reality, we need to be able to capture data from multiple vantage points and piece all these points together. This is easier said than done, we'll undergo some practical tests and see how we can trust what we see.

Using Erasmus+ Funding to Enhance Programs through the Inclusion of Experiential Learning

Dale Lyon

Director
ExpLearn
United Kingdom



Date and Time:

Friday, 15th November, 12.05 - 13.00

Location:

Tsar Dusan Section 1

Dale Lyon has been an innovative teaching professional for over 20 years in several different faculties. Over the past few years he has been lecturing across Europe on Experiential Learning and the impact it has on the participants and outputs and outcomes that can be achieved. After developing a Customised Award at SCQF Level 5 Dale has now collaborated on several Erasmus + projects and acts as a guest lecturer through Erasmus funding throughout Europe.

Now having recently devised, delivered and concluded a new Masters program for University of Strathclyde, ExpLearn has shown how a tired program can be brought back to life by collaboration between academia and industry to bring a context to the learning whilst the inclusion of an intensive study period including experiential learning activities will create an immersive learning environment.

This workshop will look at the mechanics behind successful collaboration and how Erasmus+ funding can be utilised to Fund an innovative approach to contextualised experiential learning.

The changing face of Higher Education in England

John Widdowson CBE

Principal & Chief Executive
New College Durham
United Kingdom

Date and Time:

Friday, 15th November, 12.05 – 13.00

Location:

Tsar Dusan Section 2 and 3



This workshop will consider the changes currently proposed for Higher Technical and Vocational Education in England. It will consider the proposals to enhance the role played by sub-Bachelors degree programmes, changes to the processes to achieve degree awarding powers, the introduction of new Institutes of Technology and the creation of “T” levels to provide a high quality access route to these qualifications. It will also assess the role played by Higher and Degree Apprenticeship.

This against a background of strong competition from Universities as demography impacts on student numbers.

The workshop will describe the changes and explore what they are intended to achieve. It will look at new opportunities particularly for non-university institutions, employer engagement and the needs of students, including the new Office for Students. Attendees will have the opportunity to consider the challenges facing colleges in delivering this exciting but demanding agenda.

In considering issues such as value for money, employer perceptions of higher education and the relationship between education and skills, the national debate has raised fundamental questions about the purpose of higher level study.

How existing students can support your international recruitment

John Arnold

Course Coordinator / Lector: IMEB
Recruitment / Lector: ICM
Thomas More University of Applied Sciences
Belgium



Date and Time:

Friday, 15th November, 12.05 – 13.00

Location:

Conference Room 1 Section B

Recruitment for international students amongst universities and university colleges is fierce. Everyone is targeting the same group of (shrinking) students. How does one university differentiate itself from others? The answer for The Media School at Thomas More is simple and readily available: existing students! In this session, we will explore the present methods of recruitment and how they may not be the most effective methods. And then we explore some best practices that we at The Media School have developed over the last few years, which has led to higher than expected number of students in our international degrees, including a 50% rise in our International Media and Entertainment Business program. There will also be time to discuss the best practices of your institutions.

Enhancing innovation and industry connection, the Breda case study!

Tijs Van Es

Program manager Connection to Industry,
Breda University of Applied Sciences
Netherlands



Date and Time:

Friday, 15th November, 12.05 – 13.00

Location:

Conference Room 1 Section A

In the Netherlands there is a lot of attention for the quality of higher education. This fits in with the importance of good higher education for our economy and our society; and the need of people to optimally develop their talents. Higher education must stimulate creativity and innovative thinking.

A strong connection with relevant industry and an innovative power are indispensable in this regard. Therefore Breda University of Applied Sciences has dedicated 1200 m² of space in their new campus especially for fostering innovation and in service of it's strategic pillar "connection to industry", called **The innovation square**.

The innovation square is the place where relevant industry partners are welcome and where innovative initiatives from all fields have a place and active cross-overs are facilitated. The innovation square community acts as a catalyst for innovation and contributes directly to the strategic pillar "connected to industry and social institutions".

In this workshop I will present the case of the innovation square, the struggles in the realisation and challenges overcome as well as the vast amount of opportunity that lies ahead, afterwards we will hold a debate about the sense and nonsense of industry connection, innovation and valorisation for universities of Applied Sciences.

The 33rd Annual Businet Conference 2019



Working Groups

Working Groups

There are currently 14 working groups. The Chair of each group is listed below:

Curriculum groups

Business Law	Nico Nijsten Michael Jaensch Martijn de Ruijter
Communication	Brigitte Luyten Maike Busch Cyndra de Ruyter
Health and Social Matters	Griet t'Servranckx Sabien van Rampelberg Mariana Pereira
Information and Computer Technologies	Griet Barrazeele Lucienne Wijgergangs
Intercultural Competences	Maria Ángeles Sánchez Carrascal
Logistics	Marco Mosselman Lieven Theys
Marketing and International Trade	Eddy Brune Hilde Evers
Tourism	Anja Nagel Marie-France Boyer

Special interest groups

Entrepreneurship	Rob de With
Interdisciplinary	Barbara Broojimans Marij Spiesschaert
International Relations Managers	Ria Slingerland Jantien Belt
Internationalisation at Home	Nina Turcin Sven Cerulus
Private Institute Forum	Lorenzo Mule Stagno
Research Group	Eva Abramuszkina Patrick de Mazière

Aims and Objectives of the Working Groups

Working Group Title

HEDLAW – Law & Business Law

Name of Working Group Chair / Co Chairs

Nico Nijsten / Michael Jaensch / Martijn de Ruijter

Contact Details

website: <https://sites.google.com/site/businetlawgroup>

email to the (co)chairs: law.group.businet@gmail.com

Nico Nijsten, University College Leuven Limburg, Campus Leuven,
nico.nijsten@ucll.be

Michael Jaensch, Hochschule für Technik und Wirtschaft Berlin (HTW-Berlin), michael.jaensch@htw-berlin.de, +49 30 5019 2278

Martijn de Ruijter, ZUYD Hogeschool, Faculty Management and Law
martijn.deruijter@zuyd.nl, +31 46 420 7185

Aims of Working Group

To facilitate Businet members offering law studies at a professional Bachelor level in as many ways as possible...

- Student / Teacher exchange
- Networking
- Staff and student mobility
- Internationalisation@home
- IP's or International Law Weeks
- Certificates to reward students after an international Law experience
- Law (research) Projects
- Moot Court – pleading competition

Profile of Working Group Members

- Teaching staff
- (International) Programme managers
- Lecturer and international coordinator

Activities in past 12 Months

- 7th Businet International Law Game (online)
- 4th Businet Moot Court (Liège) in cooperation with HELMo
- Bilateral intensive weeks (Rome, Leuven) in cooperation with Businet Law Group partners
- See Law Group Website

Planned activities for 2019/2020 (September 2019 to June 2020)

- 8th Businet International Law Game (online, December 2019)
- 5th Businet Moot Court (Madrid, 23-27 March 2020) in cooperation with CU Villanueva
- Bilateral intensive weeks in cooperation with Businet Law Group partners
- See Law Group Website

Working Group Title

HEDCOM (Communications working group)

Name of Working Group Chair

Brigitte Luyten

Co-chairs for 2019-2020

Cyndra de Ruijter / Maïke Busch

Contact Details

Brigitte Luyten brigitte.luyten@pxl.be
+32 496 79 88 36

Cyndra de Ruijter cpc.deruijter@avans.nl
Maïke Busch m.busch@fontys.nl

Aims of Working Group

- The elaboration of common projects for members of the communications working group (HEDCOM)
- Teaching staff mobility
- Joint course development

Profile of Working Group Members (for example teaching staff, programme managers etc.)

- Mostly teaching staff/some-international relations coordinators and programme directors

Activities in past 12 Months (to August 2019)

- Spring meeting of the communications working group in Durham, April 2019
- The Beamish project, Durham, April 2019 (hosted by New College Durham)

Planned activities for 2019-2020 (September 2019 to July 2020)

- Fall meeting of the communications working group at the annual Businet conference in Belgrade. Presentation of the new project proposal.
- The new project will take place in Breda in April 2020 and will be organised by Avans Breda and Fontys Venlo.

Working Group Title **Health and Social Matters**

Name of Working Group Chair / Co Chairs
Griet t'Servranckx / Mariana Pereira / Sabien Van Rampelberg

Contact Details
Griet t'Servranckx
International Relations Coordinator,
UCLL (UC Leuven-Limburg)
Griet.tservranckx@uccl.be Tel. + 32 (0)16 375 122
Skype: Primus140

Mariana Carolino Pereira
International Relations Coordinator for Nursing Department, School of
Health, Polytechnic Institute of Setubal
mariana.pereira@ess.ips.pt Tel.: (+351) 265 709 387
Skype: mariana.pereira or mariana.carolino.pereira1

Sabien Van Rampelberg
Office Management, Health Care Management Coordinator, Odisee
sabien.vanrampelberg@odisee.be, Tel. + 32 (0) 53 72 71 65
Skype: Sabien.kaho2011

Profile of Working Group Members

- All professionals (teaching staff, program managers, researchers, international officers) involved with students in the field of Health and/or Medical or Social Work topics/issues, related to Business

Activities in past 24 Months

- Bringing together students/staff/researchers interested in health and social topics, related to Business
 - To work together and develop common projects
 - To stimulate the development of intercultural, soft, professional and employability skills
 - To transfer and exchange knowledge and experiences

Activities in past 24 Months

- Presentation of existing Health/Social Work topics/Search for common projects
- Organisation of Busiskills, a common International Pilot project on the topic of wellbeing@work (March 2019). The project started with virtual cooperation of mixed student teams (multidisciplinary) and ended with a student/staff week organized in Sainte-Adresse, France. A focus on language training was implemented.

- Participants: international incoming students UCLL Belgium (F, D, E), Henallux Belgium (F), Lycée Jeanne D'Arc Sainte- Adresse France (F), Odisee Belgium (NL)

Planned activities for 2019-2020 (August 2019 to July 2020)

- Organisation of the multidisciplinary project: H&SM Busiskills (March 2020)
 - A virtual semester course cooperation between students on topics related to wellbeing@work that will be finalised by an international week in Namur, hosted by Henallux..

Objectives:

- Comparing the situation on specific wellbeing@work topics in the different countries per profession and searching for best practices (topics such as burn-out, motivational training, absenteeism, people management, SDG issues (gender and health).
- Develop foreign language skills and knowledge on these topics by starting up multilingual vocabulary lists and exercises
- Getting an overview of and sharing information on international study programs and weeks related to Health and Social Issues
- Promoting staff/student mobility between members
- Investigating possibilities of future common international projects

Working Group Title

HEDICT - Information and Computer Technologies

Name of Working Group Chair / Co Chairs

Griet Barrezele / Lucienne Wijergangs

Contact Details

Griet Barrezele

UC Leuven-Limburg, campus Proximus (Leuven)

griet.barrezele@ucll.be

LinkedIn

Lucienne Wijergangs

Fontys ICT

l.wijergangs@fontys.nl

LinkedIn

Aims of Working Group

- Sharing best practices on delivering projects with students
- More curriculum development together
- Improve student mobility
- Keep the network alive: we see each other twice or 3 times a year
- Increase and improve teaching exchanges
- Sharing information experience (also from other networks)
- Sharing experiences on networks of companies (traineeships): how to involve industry in our working group
- Organising an international staff week (timing best in spring)

Profile of Working Group Members

- Teaching staff, international coordinators

Activities in past 12 Months (to July 2019)

- Organisation of 14 BusIT Weeks, international project weeks for students
- Improved communication between HEDICT participants (Basecamp, ...)
- Lecturers mobility between Institutions

Planned activities for 2019 (August 2019 to July 2020)

- Organisation and promotion of 15 BusIT Weeks
- Organising international virtual student projects
- Developing a shared course (intercultural communication)
- Inventory of specialisations for each HEDICT participant to improve staff exchange

Working Group Title

InterCom: Intercultural Competences

Name of Working Group Chair / Co Chairs

María Angeles Sánchez Carrascal

Contact Details

email to the (co)chairs: maria.angeles.sanchez.carrascal@nhlstenden.com

María Angeles Sánchez Carrascal, NHLStenden University of Applied Sciences

Leeuwarden Campus

Aims of Working Group

To support our institutions in the development of our students and staff necessary intercultural knowledge, skills and attitudes to enable them to communicate and interact effectively across cultures through an

internationalized curriculum and international learning activities @home and abroad.

1. to integrate international, intercultural, and global perspectives into the curriculum
 - joint-curriculum development
 - benchmarking
 - quality assurance
2. to provide intercultural learning experiences to help students and staff to further develop their intercultural knowledge and skills
 - increase student and staff mobility
 - initiate projects
 - short track projects
 - virtual projects

Profile of Working Group Members (for example teaching staff, programme managers, etc.)

- Teaching Staff, International Officers, Coaches and Programme Managers

Activities in past 12 Months

- Project MAC2Warsaw (managing across cultures Warsaw) 6th edition October 2018
- Project MAC2Kaunas 3rd edition March 2019
- Project @home Intercultural Communication and virtual teams 3th March 2019
- Project Madrid Experience 4th edition Spanish for Business May 2019
- Businet Spring Conference 2019

Planned activities for 2019/2020 (September 2019 to June 2020)

- Project MAC2 (managing across cultures) 7th edition October 2019
 - Project MAC2Kaunas 2nd. edition March 2020
 - Project @home Intercultural Communication and virtual teams 4th March 2020
 - Project: WOWRabat 1st edition March 2020
 - Project Madrid Experience 5th edition Spanish for Business May 2020
 - Expected Project: Bootcamp! How intercultural are you? January 2020, Helsinki
 - Project to be discussed: JAP project: Job Application Process
-

Working Group Title **Logistics**

Name of Working Group Chair / Co Chair

Marco Mosselman, InHolland University of Applied Sciences
Lieven Theys, HOWEST

Contact Details

Lieven.theys@howest.be and marco.mosselman@inholland.nl,

Aims of Working Group

The general objectives for this new group will be discussed in the workshop

Profile of Working Group Members

To be established

Activities in past 12 Months

New Group

Planned activities for 2019/2020 (September 2019 to June 2020)

- Meeting during the annual conference
-

Working Group Title

HEDMINT - Marketing and International Trade

Name of Working Group Chair / Co Chairs

Eddy Brune, Hilde Evers

Contact Details

Eddy Brune
e.brune@helmo.be

Hilde Evers
hilde.evers@ucll.be

Aims of Working Group

- Exchange of good practices concerning student and teacher mobility
- Looking for new ideas for the HEDMINT study area and internationalisation
- Organisation of "Busidays" in different universities. (Busidays are low cost, short intensive programmes, bringing together students from different institutions across the network)
- Organisation of the International Trade Mission to Lisbon (Portugal)

Profile of Working Group Members

Teaching staff, international coordinators dealing with students and teachers in the field of marketing and international trade.

Activities in past 12 months (to August 2019)

- Working group at Tallinn Conference 2018
- Spring Workshop in Leuven (May 2019)
- "Busidays" activities in different universities.
- Virtual meetings to follow-up on the Trade Mission projects
- International Trade Missions in Bangkok (Thailand) and Durham (UK) (March 2019)
- Change

Planned activities for 2019-2020 (August 2019 to July 2020)

- Working group meetings at Belgrade conference (November 2019)
- "Busidays" and international weeks in different universities
- Virtual follow-up meetings on the Trade Mission project
- International Trade Mission in Lisbon (Portugal) (7-13 March 2020)
- Spring workshop (Spring 2020)

Working Group Title HEDTOUR – Tourism

Name of Working Group Chair / Co Chairs

Anja Nagel / Marie-France Boyer

Contact Details

Anja Nagel
Euro Akademie Hannover
nagel.anja@euroakademie.de
+49 511 336 179 333

Marie-France Boyer
LPO Jeanne d'ARC St Adresse
mariefrance.boyer@wanadoo.fr

Aims of Working Group

- Supporting the acceptance of tourism management as an academic discipline and profession
- Involving neighbouring disciplines: leisure management, hospitality management, event management
- Liaising with employers at conferences and spring workshops and inviting tourist boards, hotels or tour operators on a regular basis to these events

- Identifying and following emerging trends in tourism
- Exchanging information with employers on qualification trends and career prospects and thus reviewing and developing programmes and curricula
- Increasing student and staff mobility opportunities through projects and intensive programmes
- Developing a tourism glossary in cooperation with language teachers
- Sharing teaching materials, case studies, project ideas, exam papers

Profile of Working Group Members

Teaching staff in tourism/events/hospitality management and/or languages, programme managers, international managers/coordinators

Activities in past 12 Months (to August 2019)

- Academic pathways and student exchange opportunities within the network
- Internationalisation for level 5 programmes, top-up opportunities, intensive programmes
- Projects on employability skills, tourism trends (e.g. cruises), student research
- Erasmus+ partnerships
- Conference 2018
- Spring workshop 2019

Planned activities for 2019/20 (August 2019 to July 2020)

- Project - continued: "The Political Dimensions of Tourism – Intercultural Encounters, Memorials, Peace and Peace-Keeping"
- Cruise Days EBC Hamburg
- Busidays Spring 2020
- Staff Exchanges under Erasmus+
- Spring workshop 2020

Working Group Title **Entrepreneurship**

Name of Working Group Chair / Co Chairs

Rob de With

Contact Details

Rob de With

Rp.dewith@avans.nl

T: 0031 – 6 53 91 56 79

Aims of Working Group

Selecting, completing and discussing the following questions:

- Value definition of entrepreneurship education
- How do we set up education for the next entrepreneur?
- Educating business ownership or educating business attitude?
- A changing world and the effect on education.
Where does the student land?
- Research on the qualified reflective entrepreneur / professional
- Setting up an international lean start up event

Profile of Working Group Members

Teaching staff, programme managers and people with an entrepreneurial mind

Activities in past 12 months (to August 2019)

- Working group at Tallinn Conference in 2018
- Spring Workshop in Leuven
- Activities around EU funding in projects
- Urban Entrepreneurship week in Breda

Working Group Title

INTERDISCIPLINARY – Interdisciplinary Working Group

Name of Working Group Chair / Co Chairs

Barbara Brooijmans / Marij Spiesschaert

Contact Details

Barbara Brooijmans
b.brooijmans@ephec.be

Marij Spiesschaert
marij.spiesschaert@ucll.be

Aims of Working Group

The aim of the working group is to provide a forum where interdisciplinary issues can be discussed and interdisciplinary projects can be set up

Profile of Working Group Members

People (teaching staff, programme managers, researchers) believing that interdisciplinary teaching and projects increase student learning and student skills.

Activities in past 12 months (until August 2019)

- Working group at Tallinn Conference 2018
- Spring Workshop in Leuven (May 2019)

- Setting up of first Interdisciplinary Virtual Project "Let Elderly people live longer at home" (project – rules – assessment)
- Discussion about a project for a second Interdisciplinary Virtual Project "Re-design a sustainable object" (Spring 2020)

Planned activities for 2019-2020

- Working group meetings at Belgrade Conference (November 2019)
- First Interdisciplinary Virtual Project "Let Elderly people live longer at home": assessment at mid-project (November 2019) & debriefing
- Preparation of second Interdisciplinary Virtual project (November 2019) Redesigning a sustainable object (November 2019)
- Setting up of a physical Interdisciplinary project in 2020-2021
- Discussion about how to motivate students to participate

Working Group Title

IRM - International Relations Managers Working Group

Name of Working Group Chair / Co Chairs

Jantien Belt

(The Hague University of Applied Sciences, The Hague)

Ria Slingerland

(RUAS, School of Commerce, part of Rotterdam Business School, Rotterdam)

Contact Details

j.belt@hhs.nl

a.a.slingerland@hr.nl

Aims of Working Group

The general objectives are:

- To discuss and gather information about internationalisation at institutional or departmental level
- To provide information to the International Relations Managers on issues they have to deal with in their day to day task package (for example: information about European programmes, about accreditation and evaluation of international programmes/courses, etc.)
- To discuss and brainstorm about the issues mentioned above and about how people deal with them in different countries
- To discuss specific problems and possible solutions in the field of student and staff mobility
- To share best practices
- To develop a toolkit for study and internships abroad (Toolkit project)

Profile of Working Group Members

International Relations Managers (departmental and/or central level)

Activities in past 12 Months

- Meeting at Annual Conference in Tallinn, 2018
- Meeting at Spring Workshops in Leuven, 2019

Planned activities for 2019-20

- Meeting during the annual conference
- Meeting during the spring workshop

Working Group Title

I@H – Internationalisation@home

Name of Working Group Chair / Co Chairs

Nina Turčin / Sven Cerulus

Contact Details

Nina TURČIN, DOBA Business School,
nina.turcin@doba.si

Sven CERULUS, UCLL, Campus Leuven,
sven.cerulus@ucll.be

Aims of Working Group

I@H has been defined as ...the purposeful integration of international and intercultural dimensions into the formal and informal curriculum for all students within domestic learning environments (Beelen & Jones, 2015).

A focal point of I@H is the internationalisation of curricula design, pedagogy, assessment and learning outcomes, co-curricular programmes and services. Further, it is about the variety of pedagogic tools, instruments, and activities that can be performed 'at home' for all students. This way higher education institution supports students in developing a global mind-set and competencies necessary to operate successfully in a globally integrated economic environment as well as competencies employers are increasingly looking for in graduates.

- Facilitate the dialogue/discussion on Internationalisation@home.
- Provide an exchange of knowledge, learning from each other.
- Provide online collaboration of various kinds.
- Share ideas and best practices on technologies (e.g. platforms, tools) used to support Internationalisation@home.

- Provide short online webinars/training for how to deal with cultural differences in the classroom etc.
- Investigate the possibilities of future common shorter and/or longer projects to support Internationalisation@home.
- Investigate the possibilities of future common trans-institutional virtual and/or F2F projects to support Internationalisation@home.
- Investigate the possibilities of joint curriculum development.
- Share ideas and best practices e.g. on how to internationalise the formal and informal curriculum, outcomes, assessment, concepts, activities and instruments used to support Internationalisation@home (not copy paste as each programme area would have its own specifics).
- Quality issues.

Profile of Working Group Members

- Teaching staff
- (International) Programme managers
- International coordinator
- Researchers and any other professionals involved in internationalisation

Activities in past 12 Months

The I@H working group was created during the annual conference of 2018 in Tallinn.

Planned activities for 2019 (September 2019 to June 2020)

Will be discussed during the annual conference in Belgrade.

Working Group Title

PIF: Private Institute's Forum

Name of Working Group Chair / Co Chairs

Lorenzo Mule Stagno

Contact Details

LMS@mbs.edu.mt
Malta Business School
www.mbs.edu.mt

This is a new working group, established to explore the needs of non-state institutions and following on from impromptu meetings held at the 2017 conference. The aims below are an indication of what the aims could be, they will be discussed during this session and amended / adapted accordingly.

Aims of Working Group

- To provide a discussion forum for leaders and decision makers of private education institutions and similar-minded organisations, tackling strategic opportunities and challenges related to their organisations.
- To explore growth and sustainability issues of the institutions
- To explore current problems and/or opportunities with the aim for collaboration and sharing best practices

Profile of Working Group Members

Decision makers who have a say in the strategic direction of their institution or unit. Ideally members would be from private or publicly funded institutions who are geared towards a commercial mentality/ commercial interests while still retaining a "student-centric" perspective. Examples: Owners, Principals/Deans/CEOs, Chancellors/Vice-chancellors/ Provosts, Vice Deans and Associate Deans, among others.

Working Group Title

Research - Special Interest Group Research

Name of Working Group Chair / Co Chairs

Eva Abramuszkinova Pavlikova (Mendel University, Brno; CZ)

Patrick de Mazière (UCLL University College Leuven-Limburg, Leuven, B

Contact Details

Eva Abramuszkinova Pavlikova: eva.pavlikova@mendelu.cz

Patrick de Mazière: patrick.demaziere@ucll.be

Aims of Working Group

- To develop international research cooperation between Businet members
- To formulate priority areas for research based on members capacity
- To share research practice among members, including how to organise practice-oriented research at UC/UAS
- To establish a research team that works on specific tasks
- To develop cooperation leading to (academic) publications
- To collect and spread information about research at Businet institutions (research agenda, tools, publication opportunities, calls for proposals, etc.)
- To collaborate on participation in EU funded (research) projects
- To develop Teaching Staff or Research Mobility

Profile of Working Group Members (for example teaching staff, programme managers etc.)

All Businet members are welcome, especially those:

- Willing to investigate specific issues and/or
- That will exchange ideas, competences, proposals, etc. related to research and/or
- Building consortia for projects and looking for additional parties and/or
- Looking for collaborators for interesting projects and/or
- Looking for dissemination of project results into other countries/regions and/or
- Willing to share information about other useful networks

We are looking not only for those interested in fundamental research, but definitely also for those working on real life problems for which (urgent) solutions are necessary or the society can benefit from. As such, the Special Interest Group Research is not only committed to the research itself, but rather to the facilitation of research and bringing (complementary) people together to build promising research/project consortia. In case of individual researchers, it can open serious cooperation aiming to outputs in ranked academic journals.

Planned activities for 2019-2020 (September 2019 to July 2020)

- This group has no upcoming events!
-



The 33rd Annual Businet Conference 2019



Annual Meeting

Agenda

Businet Annual General Meeting 2019

Ballroom, Hilton Hotel, Belgrade
Friday, 15th November 2019 at 11.15

- **Approval of the minutes of the last Annual General Meeting**
- **Consideration of Resolutions submitted in advance by members**
David Taylor, General Manager
- **Constitutional Issues**
David Taylor, General Manager
- **Annual Report of the President**
Jean-Michel Gregoire, the President reports on the work and activities of the Board of Management since the last Annual Meeting, and looks to the year ahead
- **Election of Board Member**
David Taylor, General Manager
- **Financial Report**
David Taylor, General Manager
 - Presentation of accounts
 - Issues arising from 2018/2019 financial performance
 - Appointment of auditors
- **Consideration of Draft Budget 2019/20**
David Taylor, General Manager
- **Appointment of Finance Manager / Administrative Officer**
David Taylor, General Manager
- **Appointment of General Manager**
President
- **News of 2020 Annual Conference**

Minutes Annual General Meeting Tallinn, Estonia

9 November 2018 – 11.30 am – 12.15 pm

Minutes

Venue: Hilton Hotel Tallinn
Presentation: Jean-Michel Grégoire, David Taylor
Minute taker: Agnes Dillien

Approval of the minutes of last year

The minutes of last year are approved as a true record of last year's annual meeting.

Consideration of Resolutions submitted in advance by members

By David Taylor

No resolutions submitted in advance by members.

Annual report of the President

on the work and activities of the Board of Management since the last Annual Meeting and for the year ahead.

By Jean-Michel Grégoire

Annual report 2017-2018 Activities of the Board

The board met on following occasions in 2018

- Brussels 15 January
- Breda 13 May before the spring workshop
- Hannover 6-7 September
- Tuesday and Wednesday morning 6-7 November in Tallinn

There were additional meetings between the board members and between the General Manager and the President in Belgium and the Netherlands.

• Strategic issues

- The board was represented as a sign of support at a number of events organised by Businet members, such as:
 - The Trade Mission in Bilbao
 - The 1st International Week in Rome
 - The International Week for tourism in Pori
 - The Law Moot Court in Maastricht
- The board was represented at the annual meetings/workshops of associated networks such as:
 - EURASHE in Tallinn
 - NIBS in Romania (25th conference in Cluj Napoca)

- ACA in Brussels
- EDCOM in Brussels
- EAIE in Geneva
- ESA
- EURIE in Istanbul and London
- Guest lecturing as a MOOC in Maribor

- The board was represented at meetings of the ENDIGICOM project , coordinated by EWS Vienna. (Enhancing Digital Communication Skills for Business).
- 3 Businet representatives will join the launch of the 1st work package in Maribor in January 2019.
- The board has established links with a new network, EURIE, based in Istanbul. A special announcement is given at the end of the AGM (www.eurieeducationsummit.com).

• **Communication**

- A Whatsapp group was initiated for the use between the Board Members
- A questionnaire has been designed to poll the opinion of conference delegates and will be distributed for the 1st time for Tallinn.
- A totally new website is planned within 2 or 3 years, but as a first step the existing website has been updated and revamped including a smartphone version. New functionalities were added and Vlogs (small films) posted as testimonials.
- The app has been updated in view of the Tallinn conference. It should be used for another 2 years contractually.
- The newsletters have been slightly multiplied to enable sharing information on last minute events communicated by members.
- Measures have been enforced to comply with the new European GDPR (General Data Protection Regulation).
- The board has proposed to test ZOOM as a new tool for virtual meetings for the working groups and decided to use it as well, to replace at least one physical board meeting.
- The use of social media such as Facebook will be intensified. The Facebook page BUSINET is now the one to be used (instead of the Facebook group Businet Board).
- Conference booklet: the order of the chapters has been adapted and the list of delegates now mentions their key position in their organisation.
- Certificates of membership are again available in print upon request.

• **Strategic issues**

- 107 members.
- New members from Australia, Belgium, Finland, France, India, Romania, Spain and Italy.

- We are losing members as well, in particular when mergers take place or within complex organisations such as in Germany. So recruitment and promotion remain essential.
- **Conferences and organisational structure/logistics**
- 2017 UNITE Conference attracted 90 students and was a great edition.
- There was rebranding of the UNITE Student Conference and adaptation of the registration options for institutions. The VISA issue needs to be underlined for non-EU participants.
- The Breda Spring Workshop hosted by AVANS in May 2018 was well attended by some 80 delegates. For the 1st time we used an online registration tool.
- Decisions have been made for the location of our 2019 Conference and serious options made for 2020.
- It was decided to launch two new special interest groups as from the Tallinn conference:
 - Internationalisation at Home
 - Private Institutes Forum
- It was decided to have 2 “pop-up” banners produced that are transportable and re-usable, contrary to solid single use banners.
- A speeddating session was proposed for the newcomers session and tried out in Tallinn.
- Two institutes generously offered to host the spring workshop. It was decided to go for Leuven in 2019 and Lahti in 2020.
- Past president Carina Saalen has kindly offered to continue helping the Businet Board and e.g. digitalise some archives.
- The board will look into the matter of membership fees for groups of institutes (double of the current fee). This is accepted unanimously by the membership.

Election of 1 Board Member

Led by David Taylor

There are 3 candidates for the Board position: Jennifer Ford, Cristhian Mestre and Neil White. A majority of the members has voted for Neil White. He will remain a Board Member for the next 3 years.

The members discharge the Board

The president wishes to explicitly thank Anja Nagel for her work as a Board member during the past 6 years.

Financial Report

By David Taylor

Financial Report 2017/2018

• 2017/2018 Financial Position

Excess of income over expenditure on year 2017/2018 : **16792 €**

Factors:

- Surplus on Vilamoura Conference
- Underspend on proposed budgets
- Positive impact of Endigicom project

• Financial reserve

- **132015 €** as on 31.07.2018
- Record level of reserves (previous high of 129221 € in 2016)
- Allows the network to invest money in working group initiatives
- Allows for development activities

• The current year 2017/2018

Guided by the principle of giving something back

- Access to Zoom for working groups to facilitate virtual activities
- Increase budget for supporting working group activities
- Maintain and amend existing initiatives
 - Discounted Membership fees for early payment
 - 1 year "special membership fee" for all countries in the first year of their membership
 - 85 % of members have paid fees at the early bird rate (~ 54000€)

• Draft Budget 2018/2019

Principles:

- Budget based on growth in Membership (but more institutes paying early bird fees)
- Cost of Diplomas 30 €
- Cost of Certificate 30 €
- Certificate of Industrial Practice 30 €
- Providing more services for members
- Income from European project Endigicom (6000 € over 2 years)

Full details of the 2018/2019 budget is printed in the Conference Handbook:

• Total Income	73730 €
• Total Expenditure	77200 €
• Deficit	3470 €

• **Membership Fees 2019/2020**

No change to fees for 2019/2020

- | | | |
|--|--------------|----------------------------|
| • Full Member | EU (15), EFA | 970 € |
| • Full Member | Wider EU | 550 € |
| • Early Bird | EU (15), EFA | 790 € |
| • Early Bird | Wider EU | 440 € |
| • Associate Member fee | | 450 € |
| • Policy for countries outside of EU, members charged at the wider EU rate | | |
| • Group fee | | - 1580 € Early Bird |
| | | - 1940 € Full Fee |

The members agree on the draft budget 2018/2019.

Appointment of Auditors

By David Taylor

Rewise has been appointed auditors 2018/2019.

Appointment of Financial Manager/ Administrative Officer

By David Taylor

Petra Gillis is appointed as Financial Manager for the next year (2019/2020).

Appointment of Financial Manager/ Administrative Officer

By Jean-Michel Grégoire

David Taylor is appointed as General Manager for the next year (2019/2020).

Conference 2019

By David Taylor

The 33rd Annual Businet Conference will be held in Belgrade (Serbia) from 13 to 16 November 2019.



BUSINET INCOME AND EXPENDITURE 2018/2019

INCOME	Note	Budget 2018/2019	Actual 2018/2019
Membership	1	64,000	62,955
Interest		130	131
Accreditation		600	450
Annual Conference excess		0	1723.46
Student Conference excess			222.69
Miscellaneous		1,000	278.96
European Projects Endigicom and Third Way	7	8,000	5930
TOTAL INCOME		73,700	71,691.11
EXPENDITURE		Budget 2018/2019	Actual 2018/2019
General Management		19,950	19,950
Financial operating systems and management		8,800	7,278.45
Working group activity	2	7,200	7,665.17
Executive Committee Meetings	3	6,500	6,972.65
Travel/Subsistence + GM operating expenses		3,000	890.72
Administration and operating expenses	4	7,300	6,769.72
Businet News & PR material	5	5,000	4,705.68
External auditing		1,850	1,694
Development fund incorporating spring workshop	6	6,600	3,061.79
Conference excess expenditure		2,500	
Student conference excess expenditure	7	2,000	
European Projects		6,500	7,075.45
TOTAL EXPENDITURE		77,200	66,063.63
NET EXCESS OF INCOME OVER EXPENDITURE		-3,470	5,627.48

BUSINET BUDGET 2019/2020

INCOME	Note	Budget 2018/2019	Budget 2019/2020
Membership	1	64,000 €	65,500 €
Interest		130 €	150 €
Accreditation		600 €	400 €
Annual Conference excess		0 €	2,000 €
Miscellaneous		1,000 €	1,000 €
European Projects Endigicom and Third Way	7	8,000 €	7,500 €
TOTAL INCOME		73,730 €	76,550 €
EXPENDITURE		Budget 2018/2019	Budget 2019/2020
General Management		19,950 €	19,950 €
Financial operating systems and management		8,800 €	7,400 €
Working group activity	2	7,200 €	8,250 €
Executive Committee Meetings	3	6,500 €	8,050 €
Travel/Subsistence + GM operating expenses		3,000 €	2,000 €
Administration and operating expenses	4	7,300 €	8,800 €
Businet News & PR material	5	5,000 €	5,100 €
External auditing		1,850 €	1,650 €
Development fund incorporating Spring workshop	6	6,600 €	7,500 €
Conference excess expenditure		2,500 €	
Student Conference excess expenditure	8	2,000 €	5,000 €
European Projects	7	6,500 €	5,200 €
TOTAL EXPENDITURE		77,200 €	78,900 €
NET EXCESS OF INCOME OVER EXPENDITURE		-3,470 €	-2,350 €

Note

- 1 Based on increasing membership numbers and fees for associate members. Takes account of the trend for "early bird" payments and first year "introductory fee"
- 2 Increased number of working groups and provision for support and the cost of Zoom usage
- 3 Prudent estimate as geographical location of one positions unknown and an additional meeting in September 2019 for planning purposes
- 4 Increased admin support because of growth of network and number of activities administered by Businet
- 5 Businet Website development maintenance, and hosting, Businet News and PR material incorporated
- 6 Development fund incorporates attendance of associate network conferences, supporting working group development and projects and subsidising the Spring workshop
- 7 European Project funds (EnDigiCom and the Third Way)
- 8 Incorporates provision for effects of a no deal Brexit on Edinburgh Conference

The 33rd Annual Businet Conference 2019



About Businet

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.

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.busetnet.org.uk

About the Board



Jean-Michel Grégoire

Jean-Michel was born and educated in Brussels.

He holds a Master in Germanic Languages & Literatures from Brussels Free University.

After a few years as a lecturer of Dutch and English in secondary schools and adult education he joined EPHEC (now EPHEC University College) in 1988.

He further specialised in languages, getting diplomas from the University of Cambridge (CPE) and the Universidad de Salamanca (Spanish DLE).

While active as a lecturer at EPHEC, he was quickly engaged in the development of the then recently launched ERASMUS exchange scheme. He has held the position of EPHEC's Institutional Erasmus Coordinator since 1998. Shortly after introducing the Erasmus Belgica scheme in his College in 2004, he (re-)introduced EPHEC as an active BUSINET member and attended his first conference in 2006.

Photography being one of his hobbies, Jean-Michel has continuously contributed to build up a photographic record of BUSINET events, which has largely been used in its promo tools.

A strong believer in the potential benefits of networking, he is keen to put the focus of his role as a Board Member on the wide promotion of BUSINET with a view to recruiting new members and convincing them of the added value of our organisation.



Neil White

My name is Neil White and I work at New College Durham in the UK as a Curriculum Manager. I have been a board member of Businet for a year and have really enjoyed collaborating with my fellow board members, helping to plan initiatives for the forthcoming year.

I have taught at New College Durham for 12 years. My background is within Financial Services, having

held positions of Risk Manager and Marketing Manager for 21 years before I started teaching.

As a result of my experiences I have delivered subjects including Strategy and Change, International Business, Marketing and Managing Organisational Performance.

In addition to these teaching obligations at New College, I am also a tutor at Durham University Business School, teaching on the Global MBA, helping to deliver MA Strategic Management, and MBA Strategic Marketing Management, Delivering Service Excellence, and Managing in a Competitive Environment.

I am a big football fanatic, supporting Leeds Utd, a sleeping goliath of British football. I am also a missive Star Wars fan.



Agnes Dillien

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 College. 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'Servranckx and was its co-chair until her retirement. As Agnes Dillien does not represent an educational institution anymore she asked to step back from the chair of this working group.

From November 2016 onwards Agnes Dillien is a member of the board of management of Businet. 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. She would like to continue to use her expertise in the Businet network, e.g. by actively participating in the IRM group.



Jantien Belt

Jantien has been on the board of Businet since the conference in Vilamoura (Portugal) in 2017. She works for The Hague University of Applied Sciences (THUAS) since 2010. Jantien is a lecturer in market research and communication skills for the marketing programme. Besides being a lecturer, she is also doing research on behalf of the research group 'Global Learning' of THUAS. She wrote several scientific articles in the field of Intercultural Communication.

Jantien studied literature and communication at Groningen University. She then worked during 10 years for market research agency Ipsos in Amsterdam as a senior researcher. In 1998, she started her own business in market research. She worked for several clients, like Amsterdam Airport Schiphol, Unilever, ABN/AMRO, ING Bank and Teijin Aramid.

The first Businet conference of Jantien was the event held in Zagreb (Croatia). She started as a member of the Communication working group and after one year she became the co-chair. In 2016, she organised the annual Busidays project of the working group in The Hague. Within the board, Jantien is engaged in social media and the website of Businet. She is also responsible for the evaluation of the annual conferences by means of quantitative research.

Jantien lives in Amsterdam and has two adult children



David Taylor

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.

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 has held ever since. This position involves managing the day to day activities of the organisation, organising events 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.

Social Media & Businet



www.linkedin.com

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

Groups 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. Twitter is essentially a combination of a microblogging tool and a social networking site. 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 workrelated 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 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

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

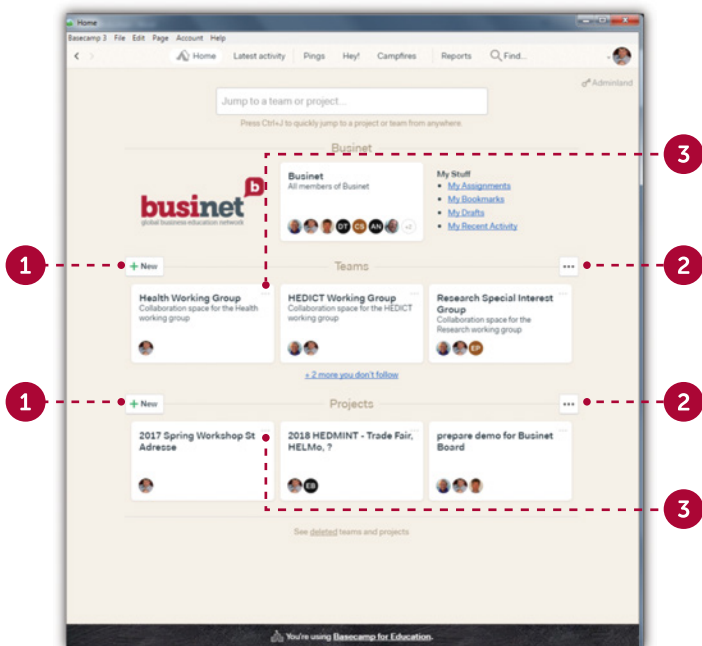
To keep the overview, we suggest to adopt the following naming convention. For teams, which will be limited in amount, the naming can be quite straightforward: name of working group/special interest group, followed by the type of group. As an example: Health Working Group, Research Special Interest Group,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

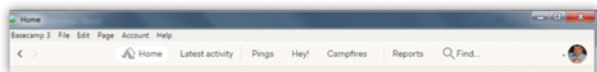
As such, it should be easy to quickly find back specific events. Of course, past events can be archived within Basecamp.

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

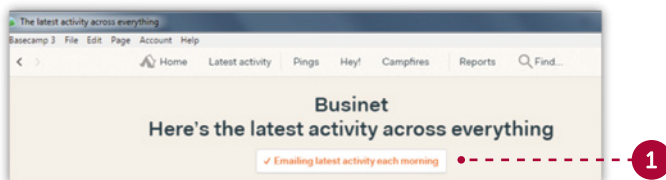


Home

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

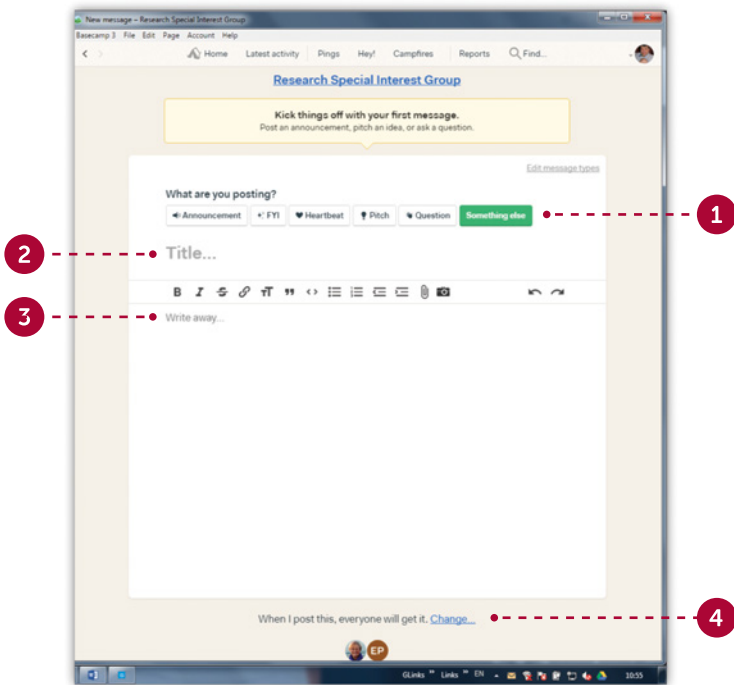
To send short messages privately to one single person, which is member of Businet of course. Consider it as a one-to-one mailer. Unlike messages and campfires (see next), they are independent of teams and/or projects and can be initiated from whatever screen you're at.

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

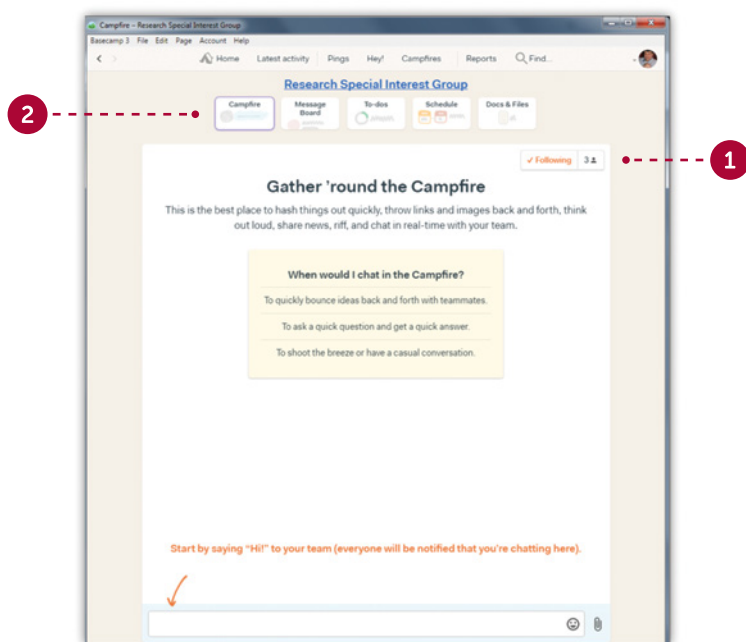


- 1 Select type of message to be sent. (Admins can change/add types: "Edit message types" top right corner)
- 2 Type the message's title here
- 3 Type your text here, using the available formatting possibilities
- 4 Select the addressees. By default: all members. But this can be changed easily

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 wishes 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

Docs & Files

Email Forward

To-dos

Automatic Check-ins

Teams, specific remarks

Projects, specific remarks

The Third Way – A EU Funded project (in which Businet is a partner)

The Third Way is a project devised to improve communication and knowledge sharing between the vocational and higher education sector and social enterprises (The so-called Third Sector). At the heart of the project proposal is the development of a new curriculum pathway for students from different educational domains around vocational and business subjects wishing to become social entrepreneurs and/ or create social enterprises. The curriculum devised will be available in digital form such as a Massive Open Online Course (MOOC) or through Open and Distance Learning (ODL) via a Virtual Learning Environment (VLE) as well as delivered as innovative Face-to-face programmes of study. The project proposal supports the development of new curricular pathways through a process of knowledge sharing and communication. It shall be embedded into existing education programmes to ensure an effective outreach. It supports the social aims and objectives of the Third Sector and flexibility and modularity is intended to ensure maximum uptake and enrolment.

The project proposal was devised during a workshop at the Businet conference in Vilamoura, Portugal in November 2018. It has the **broad aim** of narrowing the divide in understanding between traditional business curricula in Vocational and Higher Education and the growing sector of social enterprises. While across Europe more and more young people are turning to social enterprises, the Third Sector, this partnership is keen to recognise this and support and inform their choices and lead them towards this 'Third Way' of doing business.

The Third Way (T3W) is a project that requires HEIs with focus on vocational education and business development, to work with the economic sector in the form of European social enterprises to develop a curriculum for business undergraduates in partnership with the Third Sector. The project has the **primary aim** to create innovative and accessible learning programmes that support understanding and awareness of social enterprise.

This project does not just target vocational and undergraduate students and graduates but also those lecturers that are delivering business related training programmes in higher education institutions. The university partners will work with social enterprises and aspiring social entrepreneurs to produce a curriculum model and MOOC that offers information about social enterprise, for social enterprise and provides learning through social enterprise. As well as the MOOC, the devised curriculum will stand alone as a 'Face to Face' programme of study delivered via a series of interactive workshops. This

project represents a serious attempt to ensure social enterprise becomes an integrated component of the higher education business curriculum. It will also support the social enterprise sector to recruit from a pool of graduates and trainees with the required sector-specific skills and knowledge.

An essential outcome of the project proposed is knowledge sharing and the potential for access to greater mobility across the EU alongside the formal recognition of the proposed lifelong learning, which again this project will bring about. New initiatives in the business curriculum will support models for social businesses and will be generated through this proposed initiative. New strategies for successful and innovative delivery will be developed and shared across the project teams. The project is committed to the Objectives and Priorities of the 2019 Call such as (1) social inclusion in education and training and (2) open education and innovative practices in a digital era. The conceptualization of the project owes much to the social inclusion dimension of Leuven and Louvain-la-Neuve communiqué (2009) and the Bucharest communiqué of 2012 with its emphasis on providing higher education for all, enhancing employability and strengthened mobility.

The result of the project is an integrated pan-European approach to the educational support for social business in all of its forms. This is supported by the following five

This is supported by the following five objectives:

- To identify and analyse the detailed requirements of related stakeholders across Europe to identify their specific needs;
- To establish a platform for communication, co-operation, training and resources;
- To develop a prototype social enterprise curriculum for business support that is available both on-line (as a MOOC) and as a face-to-face activity.
- To establish (and further grow) European (global) networks of social entrepreneurs;
- To provide internships/ work experiences across a range of European social enterprises.

EN DIGI COM



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

Enhanced Digital Competencies for Business Usage

What is it?

Description

EnDigiCom is a co-funded ERASMUS+ KA 2 Vocational Training Strategic Partnership (2017-1-AT01-KA202-034999) which focuses on the exchange of good practices in the field of digital marketing and social media and the improvement of digital skills within companies. Enhancing employability is the goal of the project.

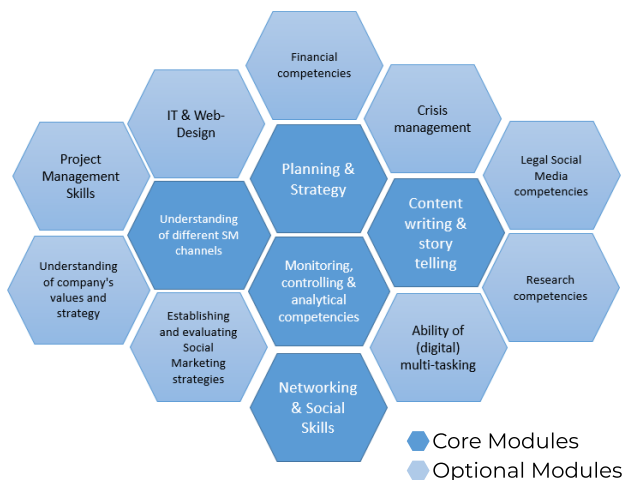
Context

The aim of the project was to identify existing good practices in terms of the professional use of digital marketing and social media before exploring the specific needs of business. The project partners researched the current position in businesses in relation to digital marketing and social media usage, which enabled the establishment of a robust set of key competencies necessary to handle the daily duties of staff members having responsibility for social media tools and platforms within a workplace business environment.

Results

A model curriculum was developed for the acquisition and enhancement of social media competencies required to effectively use social media tools in a professional context and against which existing programmes and short courses can be reviewed/extended/ modernised.

The competencies are identified in the graphic below:



Who is it for?

The curriculum can be offered by educational institutions with suitable study fields for their students. These students are future employees. It can also be delivered directly to businesses for their current employees as part of staff or career development. It can also be delivered as a stand-alone programme for those in employment seeking career development..

How can my institution benefit?

It is in your hands. The project team has developed a model curriculum based on the research of business needs. This curriculum can be made available to companies for staff development, it can be promoted to individuals for personal development, or it can be made available to the student body as an additional course or in a programme of skill development.

We invite Businet members to consider how you and your students can benefit from the work of the project team.

Methods of delivery

This is totally flexible and only limited by you. It is envisaged that modules of the model curriculum can be offered as a short course, as part of a programme or in a series of one-day seminars. It can be delivered in the business environment, in a training environment, or in educational establishments. It can also be provided as a distance learning option.

Who are the Project Team

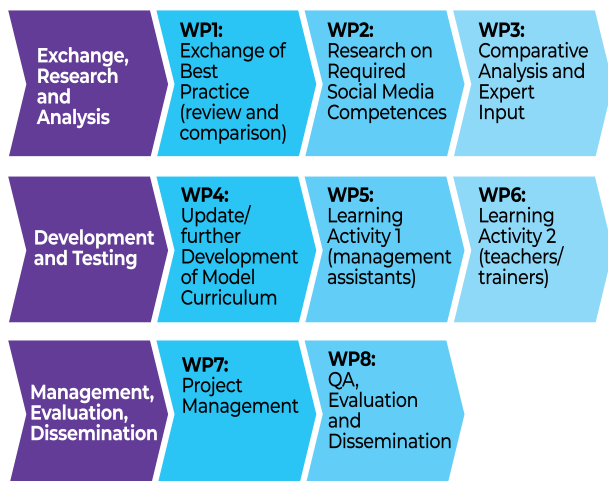
EnDigiCom has 7 project partners from Austria, France, Germany, Belgium and Slovenia. With one exception, all are Businet members.

4 educational partners focusing on VET and HE business programmes. EWS Vienna, EBC Hamburg, Groupe IGS and DOBA Maribor

Businet as a network partner, primarily for quality assurance and dissemination purposes

2 Social Media experts, who focus on corporate consulting to implement SM strategies as well as staff teaching and training - Actuado from Ljubljana, Slovenia and Natascha Ljubic from Vienna, Austria

The process



What do the participants of the curriculum testing process say?

"The EnDigiCom Social Media workshop in Maribor was a valuable contribution to my awareness of the strengths of social media marketing for our institution. It was inspiring to see the strategic potential of integrating social media marketing into the marketing strategy of an institution"

Thomas Lung, EWS Vienna

"The intensive workshops on social media planning and strategy, on in-depth understanding of various social media platforms, and on understanding analytics for the needs of social media communication were of an exceptional quality. The analytics workshop dispelled my fears of this subject matter. Now, I have a good understanding of the entire concept of social networks and the associated activities."

Nuša Lazar, DOBA Business School, Maribor

Where can I get more information?

The project has been managed by EWS Vienna, a long standing Businet member. Project information can be found at www.ews-wien.at/endigicom/

A full presentation including the model curriculum can be found at https://padlet.com/birgit_binnyei/EnDigiCom_Workshop or <https://www.slideshare.net/Endigicom/>

The individual managing the project is Birgit Binnyei, who can be contacted at birgit.binnyei@ews-wien.at

EN
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Notes



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Spring Workshop

11th to 12th May 2020

Hosted by Lahti University
of Applied Sciences, Faculty
of Business and Hospitality
Management.

34th Annual Businet Conference

11th to 14th November 2020

Check the Businet events calendar at
<https://www.busetnet.org.uk/calendar>