



The 32nd Annual Businet Conference 2018

7th – 10th November 2018








Tallinn, Estonia

Welcome to Tallinn

The Board of Management of Businet would like to welcome you to the 32nd Annual Businet Conference at the Hilton Tallinn Park 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 colleagues and friends,

It gives me great pleasure to welcome you all to our 32nd annual conference.

After visiting the extreme south of Portugal last year, we are coming back to the fascinating Baltic region after 11 years, when we convened in Riga back in 2007. If it remains an annual challenge for the Businet Board to choose the location of this event, it is consistently guided by the wish to cover or approach as many European countries or areas by our physical presence and to potentially recruit new members in those regions where we are not or weakly represented.

But for 2018 the choice of Estonia and its capital Tallinn with its magnificent historical heart came as a welcome opportunity! Indeed this year commemorates the centenary of Estonia's declaration of independence and this gave way to an extensive range of cultural events, shortly preceded by the privilege to host the rotating presidency of the EU Council.

Only a few among you have probably had the chance to sample the incredible richness of Estonia's culture and heritage before, so we are confident that by the end of our social tour on Saturday you will have been conquered. Besides, to quote famous American writer Ernest Hemingway in his 1937 novel "To Have and Have Not": "In every port in the world at least two Estonians can be found", so keep on the alert!

BUSINET is therefore particularly happy to welcome its first Estonian member in its open and ever-expanding family: since last year's conference we have been joined by new institutes from Austria, Belgium, Finland, France, India, Romania, Spain and Turkey. It is great as well to welcome our first Swedish delegate – a neighbour virtually- in over 20 years.

As we speak our network is stronger and more widely spread than ever, counting 107 member organizations, 84 of which are represented here, together with 12 guests), coming from 26 countries. On behalf of the Board, I wish to thank all those who actively promote the BUSINET word across the Globe!

The overall structure of our conference has not undergone any major changes, but we want to make it even more interactive and participative, enabling every delegate to get inspiration and network whilst benefiting from all its components, from the introductory speed dating session I initiated yesterday to the expert keynote addresses and the varied array of stimulating workshop sessions ahead.

The dynamism of our thematic working groups remains a staple DNA and competitive edge of our network, and we are delighted to announce the launch of two new special interest groups centred on private institutes and internationalisation at home.



We wish them all the best and a long life. All our projects are further nurtured during the informal contacts and exchanges taking place during all social moments, from the breakfast room to post-dinner bar venues, so do not miss out on any of these to strengthen your established links and create new bonds for the benefit of your students and colleagues alike.

After 13 years of involvement with BUSINET, I am still flabbergasted by the unabated amount of energy and creativity displayed by its members and working group chairs. A special mention this year should go to the so-called "Endigicom" project which will be presented to you this afternoon.

What else? Allow me to name just two significant initiatives. Over the last few months, a major overhaul and revamping of our website was carried out to keep abreast of and reflect our latest developments. Check it out and share my congratulations for all who contributed to this challenge in such a short time span!

Together with my colleagues and friends of the Board, we also decided to redesign our familiarly called "Unité" student conference to put the focus on experiential learning and emotional intelligence. It will be running under the new banner of "Thinking Employability" once more in Edinburgh at the end of this month with the largest diversity of participants to date.

I wish to personally thank my fellow Board members and in particular our General Manager, David Taylor, for their continuous personal and generous involvement and the huge amount of time and work in the neat preparation of our conference in Tallinn.

I am convinced that the very difference which makes BUSINET into a real family relies on your enthusiasm and ongoing commitment. These three days will see the birth of new projects and will strengthen existing collaborations as well as create bridges for new friendships. All of this, what is more, in a splendid environment.

Dear BUSINET colleagues and friends, let's spend together a memorable 2018 conference and, as the chosen motto has it: let's start "Working towards a brighter future" in 2019!

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 Vilamoura 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 |
|---|----------------------|---------|
| University of Applied Sciences BFI | Vienna | Austria |
| • University College Ghent – HOGENT | Gent | Belgium |
| Niels Brock | Copenhagen | Denmark |
| • Estonian Entrepreneurship University of Applied Sciences | Tallinn | Estonia |
| • Centria University of Applied Sciences | Kokkola | Finland |
| • Lahti University of Applied Sciences | Lahti | Finland |
| • Laurea University of Applied Sciences | Vantaa | Finland |
| • ICES - Institut catholique d'études supérieures | La Roche- sur-Yon | France |
| Chandigarh Group of Colleges Technical Campus | Mohali | India |
| • Universal Business College | Mumbai | India |
| • Universitatea Politehnica Timișoara | Timișoara | Romania |
| Cámarabilbao University Business School | Bilbao | Spain |
| Istanbul Aydin University | Istanbul | Turkey |
| • attending conference | | |

Cooperating Organisations

| | |
|--|---------|
| • ESA | Austria |
| • NIBS - Network of International Business Schools | Belgium |

Visitor Organisations Attending as Guests

| | |
|---|----------|
| • FH OÖ Studienbetriebs GmbH | Austria |
| • DreamApply | Estonia |
| • ESO Aschaffenburg | Germany |
| • Euro Akademie Dortmund | Germany |
| • Euro-Schulen-Organisation | Germany |
| • Hamburger Fremdsprachen- und Wirtschaftsschulen | Germany |
| • HfWU Nuertingen-Geislingen | Germany |
| • Easy Job Bridge | Malta |
| • Stage Malta | Malta |
| • VirtuaPR | Slovenia |
| • FEI | Sweden |

List of Businet Members

| COUNTRY | MEMBER | CITY |
|----------------|--|------------|
| Austria | EWS Vienna | Wien |
| Austria | University of Applied Sciences BFI Vienna | Vienna |
| Belgium | Artetis 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 EPHEC | Brussels |
| Belgium | Haute École Galilée ECSED-ISALT | Brussels |
| Belgium | Haute École Louvain en Hainaut - HELHA | Mons |
| Belgium | HELMO - Haute École Libre Mosane - Liège | Liège |
| Belgium | Howest University of Applied Sciences | Kortrijk |
| Belgium | Hutong School | Overijse |
| 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 | Gent |
| Belgium | VIVES University of Applied Sciences | Brugge |
| Belgium | Vzw ADP | Kortrijk |
| Belgium | vzw Odisee | Brussels |
| Croatia | Business School Par | Rijeka |
| Croatia | University of Applied Sciences Baltazar Zaprešić | Zaprešić |
| 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 |

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| Denmark | Lillebaelt Academy of Higher Professional Learning | Odense |
| Denmark | Niels Brock | Copenhagen |
| 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 | Perho Culinary, Tourism and Business College - Perho CTBC | Helsinki |
| Finland | Satakunta University of Applied Sciences | Pori |
| Finland | Seinäjoki University of Applied Sciences | Seinäjoki |
| France | Groupe ESPI - l'Ecole Supérieure des Professions Immobilières | Paris |
| France | Groupe IGS | Paris |
| France | IAE Dijon (Université de Bourgogne) | Dijon |
| France | ICES | La Roche sur Yon |
| France | Institut Mines-Télécom Business School (IMT-BS) | Evry |
| France | IUT Quimper | Paris |
| France | IUT Senart Fontainebleau | Quimper |
| France | Jeanne d'Arc | Liesaint |
| France | Lycée Notre Dame d'Espérance | Sainte Adresse |
| France | Lycée Tézénas Du Montcel | Saint-Nazaire |
| France | Université Paris 13 | Saint-Etienne |
| Germany | Business School Berlin, Hamburg Campus | Villetaneuse |
| Germany | Dr. Buhmann Akademie | Hamburg |
| Germany | EBC Euro Business College GmbH, Hamburg | Hannover |
| Germany | Euro Akademie Hannover | Hannover |
| Germany | Euro-Schulen gemeinnützige Gesellschaft für berufliche Bildung und Beschäftigung mbH Euro Akademie Berlin Brandenburg mbH | Hannover |
| Germany | HTW Berlin | Berlin |
| Hungary | Corvinus University of Budapest | Berlin |
| | | Budapest |

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|-----------------|--|-----------------|
| Hungary | Schola Europa | Budapest |
| India | C&C Technical Campus | Mohali |
| India | Shri Guru Ram Das Educational Society | |
| | Chandigarh Group of Colleges | Greater Mohali |
| India | Universal Business College | Mumbai |
| Ireland | Athlone Institute of Technology | Co. Westmeath |
| Italy | Swiss School of Management University of Rome | Rome |
| Latvia | College of Accountancy and Finance | Riga |
| Latvia | Vidzeme University of Applied Sciences - Faculty of Society and Science | Vaimiera |
| Lithuania | Kauno Kolegija/ Kaunas University of Applied Sciences | Kaunas |
| Malta | Malta Business School (Allied Consultants Ltd) | Malta |
| Norway | University College of Southeast Norway | Kongsberg |
| Poland | College of Enterprise and Administration in Lublin | Lublin |
| Poland | WSB University in Wroclaw | Wroclaw |
| Portugal | Escola Superior de Comunicaçao Social | Lisboa |
| Portugal | Instituto Politecnico Setubal | Setubal |
| Romania | Universitatea Politehnica Timisoara | Timisoara |
| Slovenia | DOBA Fakulteta za uporabne poslovne in družbene študije Maribor (DOBA Faculty for Applied Business and Social Studies) | Maribor |
| | Belgium Campus ITVersity | Pretoria |
| South Africa | Camarabilbao University Business School | Bilbao |
| Spain | Cesine Design and Business School | Santander |
| Spain | ELSA 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 | Avans Hogeschool | s-Hertogenbosch |

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|-----------------|--|---------------|
| 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 | NHL Hogeschool | Leeuwarden |
| 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 | New College Durham | Durham |
| United Kingdom | Newcastle College | Newcastle |
| United Kingdom | OLC Europe LTD | Bolton |
| United Kingdom | University of Worcester Business School | Worcester |

“Working towards a brighter future” 32nd Annual Businet Conference Programme

7th to 10th November 2018

Wednesday 7th November

| Time | Activity | Room |
|---|--|-----------------------|
| 13.15 – 15.00 | Newcomers Introduction An introduction to Businet for new members and guests. Led by the Businet Board | Las Vegas |
| 15.15 – 17.15 | International Relations Managers Led by <i>Ria Slingerland</i> | Las Vegas |
| 5 departures at 15.00 15.15 15.30 15.45 16.00 | Introduction to Tallinn – optional tours Five "introduction to the city" tours will start from the Hilton Hotel to provide delegates with the opportunity to discover the medieval city of Tallinn. Delegates will explore the city and gain an insight into general historic and cultural information of the capital city of Estonia, Tallinn, before returning to the hotel. (duration 1 hr 30 minutes) Please note that the number of places available on each walk is limited, so we request that participants register for the walk of their choice at the Businet conference desk in the hotel foyer. | Reception |
| 18.30 | Official Conference Opening 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 | Conference Foyer Area |

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| | Global Aperitif can be accessed at 18.00 for the set up of contributions to this event. | |
| 20.15 | Dinner A buffet with an Estonian flavour to welcome you to Tallinn | Ballroom |
| 22.30 | Close | |
| <hr/> | | |
| Thursday 8th November | | |
| 08.45 | Assemble in Main Conference Room | Ballroom |
| 08.50 | Welcome to the 32nd Annual Businet Conference <i>Jean-Michel Grégoire</i> - Businet President | Ballroom |
| 09.00 - 09.45 | Keynote Address: <i>Lorenzo Mule Stagno</i> , Dean, Malta Business School, Birkirkara, Malta "Innovation in Higher Education – Would we recognise it if hit us on the head?" Introduced by <i>Jean-Michel Grégoire</i> - Businet President | Ballroom |
| 09.45 | Keynote Address: <i>Märt Aro</i> Co-Founder, DreamApply Co-Founder, Nordic EdTech Forum "N8" Co-Founder, European EdTech Associations Alliance "Hacking Education" Introduced by <i>David Taylor</i> - Businet General Manager The session incorporates "The Nordic Village Education innovators to introduce educational products" Three Presentations of Nordic Entrepreneurs | Ballroom |
| 10.35 | Introduction to Workshop Sessions <i>David Taylor</i> - Businet General Manager | Ballroom |

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13.05 – 13.55

**Workshop Sessions:
Best Practice in Businet**

Tarun Anand, Mumbai
Universal Business School
“The death of the Harvard Business
School Case Study Method - Experiential
Learning leading to Student Engagement”

Sydney

Tiina Garcia, Pori
Satakunta University of Applied Sciences
“License to learn by working-
studyfying work”

Atlantic City

Donald Ropes, Haarlem
Inholland University of Applied Sciences
“Learning to Innovate Towards a
Circular Economy”

Las Vegas 1

Gamze Karayaz, Istanbul
ISIK University
Lieven Theys and *Corneel Theben Tervile*,
Brugge
Howest University College
“KA2 project on consumer awareness”

Las Vegas 2

Barbara Brooijmans, Brussels
Haute École EPHEC University College
“Implementing portfolios - a personal
tool for building up skills – essential in
universities?”

Ballroom 1

“ENDIGICOM - Enhanced Digital
Competencies for Business Usage”
A EU funded project of Businet members
and Social Media experts creating an
international curriculum for Social Media.
Session introduced and chaired by the
Businet representative on the project
Griet Barrezele of University College
Leuven-Limburg and the *EnDigiCom-Team*

Ballroom 2 & 3

14.00 – 17.00

Curriculum Working Group Activities

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

Singapore

Communication

Facilitated by *Brigitte Luyten*

Las Vegas 1

Health

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

Atlantic City

Information and Computer Technology

Facilitated by *Griet Barrezele* and
Sigrun Sigurjónsdóttir

Las Vegas 2

InterCom

Facilitated by *Barbara Brooijmans* and
Marij Spiesschaert

Ballroom 1

Marketing and International Trade

Facilitated by *Eddy Brune* and *Hilde Evers*
14.00 to 16.00 Marketing Meeting
16.00 to 17.30 Logistics Meeting
16.00 to 17.30 Trade Mission Meetings

Ballroom 2 & 3
Macao
Private Dining
Room

Tourism

Facilitated by *Anja Nagel*, *Sandra di
Marcantonio* and *MarieFrance Boyer*

Sydney

**Coffee, tea and fresh juice will be
made available during the afternoon**

18.50

Meet at Reception

We will meet and walk as a group to the
restaurant for the evening. It will be a 30
minute walk. If you prefer to take a taxi
please notify the conference desk before
17.00 and arrangements will be made.

Reception

Dinner at the “House of the Blackheads”

The guildhall of the Brotherhood of
Blackheads is unique. It is located in the
heart of the old town and is one of the few
remaining renaissance buildings in Tallinn.

Delegates can leave when they wish and
make their own way back to their
accommodation

Friday 9th November

| | | |
|---------------|---|------------|
| 08.50 | Assemble at the Conference Room Welcome and Introduction to today's programme <i>David Taylor</i> - General Manager Businet | Ballroom |
| 09.00 – 09.35 | Keynote Address: <i>Jos Beelen</i> The Hague University of Applied Sciences "Rethinking the international dimension of your study programme(s)" Introduced by <i>Agnes Dillien</i> - Businet Board Member | Ballroom |
| 09.35 – 10.10 | Keynote Address: <i>Nataša Ritonija</i> DOBA Faculty for Applied Business and Social Studies "Exploring key elements of internationalisation" Introduced by <i>Agnes Dillien</i> - Businet Board Member | Ballroom |
| 10.10 – 10.45 | Keynote Address: <i>Jasna Suhadolc</i> Managing Director of VirtuaPR "Effective Use of Digital Marketing in Education" "Introducing Zoom" Introduced by <i>Anja Nagel</i> - Businet Board Member | Ballroom |
| 10.45 – 11.00 | Announcements by David Taylor | Ballroom |
| 11.00 – 11.30 | Coffee, tea and fresh juice | |
| 11.30 – 12.15 | AGM including Election of Officers Moderated by <i>Jean-Michel Grégoire</i> - Businet President and <i>David Taylor</i> - Businet General Manager | Ballroom 2 |

12.15 – 13.15

**Workshop Sessions:
Best Practice in Businet**

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|---|-------------|
| <i>Rob de With</i> , Breda ATWORKSOLUTIONS "Update on Game ShowYourTrueColours" | Sydney |
| <i>Jos Beelen</i> , The Hague The Hague University of Applied Sciences "Integrating transversal skills in the learning outcomes of business programmes" | Ballroom 3 |
| <i>Jean-Pierre Segers and Véronique Huybrechts</i> , Hasselt PXL University College "Work based Learning in Level 5 (Associate Degree)" | Las Vegas 1 |
| "ENDIGICOM - Enhanced Digital Competencies for Business Usage" A EU funded project of Businet members and Social Media experts creating an international curriculum for Social Media. Session introduced and chaired by the Businet representative on the project <i>Griet Barrezele</i> of University College Leuven-Limburg and the <i>EnDigiCom-Team</i> | Ballroom 1 |
| <i>Irena A. Ravnik and Nataša Ritonija</i> , Maribor DOBA Faculty for Applied Business and Social Studies "The do's and don'ts of distance learning" | Las Vegas 2 |
| <i>Jasna Suhadolc</i> , Ljubljana VirtuaPR "How to use video conferencing platform Zoom" | Ballroom 2 |

13.15 – 14.15

Working Lunch (Buffet)

Foyer

14.15 – 16.00

Special Interest Group Activities

| | |
|--|------------|
| Entrepreneurship Facilitated by <i>Rob de With</i> | Ballroom 1 |
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|---------------|---|----------------|
| | Interdisciplinary Group Facilitated by <i>Barbara Broojimans</i> and <i>Marij Spiesschaert</i> | Ballroom 2 + 3 |
| | Internationalisation at Home Facilitated by <i>Irena A. Ravnik</i> and <i>Nataša Ritonija</i> | Las Vegas 1 |
| | Private Institute Forum Facilitated by <i>Lorenzo Mule Stagno</i> | Singapore |
| | Research Group Facilitated by <i>Eva Abramuszkinova Pavlikova</i> and <i>Patrick de Mazière</i> | Las Vegas 2 |
| 16.00 – 16.30 | Coffee, tea and fresh juices will be served | |
| 16.30 – 17.15 | Conference Feedback Session | Ballroom 2 & 3 |
| 17.15 | Meeting Close | |
| 19.00 | Pre-Gala Dinner - photographs in the foyer area. Group and Individual photograph opportunities. | |
| 19.30 | Pre-Gala Dinner Drinks Reception Sponsored by <i>ESA International</i> | Foyer |
| |  | |
| 20.15 | Gala Dinner | Ballroom |

Saturday 10th November

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

Saturday Social Tour

Exploring the Wider City of Tallinn

This tour will take you out of the centre of Tallinn and explore some of the sites surrounding the medieval city.

09.00 **Departure with guides from the Hilton Tallinn Park**

The tour begins with a drive through the seaside district of Pirita, passing the renowned TV Tower before stopping at the Song Festival Ground. The Song Festival Ground was built in the 1960's for the famous Song Festivals of Estonia, that became symbolic during the Soviet period. They became a symbol of dignity, freedom and the reborn Estonia.

We will then drive to Kadriorg Palace which is considered to be the grandest example of palace and park design in Estonian. A short walk from Kadriorg Palace will take us to KUMU. Kumu is the headquarters of the Art Museum of Estonia, as well as the largest and most impressive exhibition venue in Estonia. The museum opened on 17 February 2006. In 2008 Kumu received the European Museum of the Year Award. This is a noteworthy international recognition of Kumu's aspiration to become a truly contemporary art museum, which is not just dedicated to collection, conservation and exposition, but is a multifunctional space for active mental activity, from educational programmes for small children to discussions about the nature and meaning of art in the modern world

13:00- **2 Course Lunch in restaurant Olde Hansa in the heart of Tallinn**

14:30 After lunch there is a choice of two tours - you must choose which tour you wish to take in advance.

14:45- **Option 1 - Visit the KGB Museum**

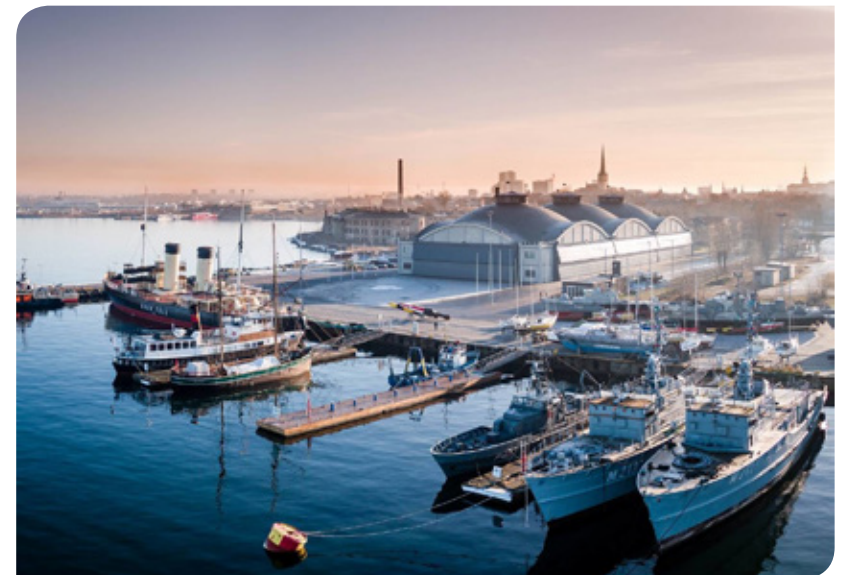
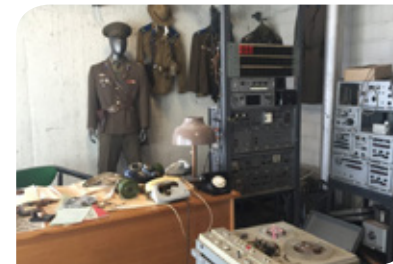
15:45 This museum tells the story of life during the KGB era. It is a treasure trove of stories depicting two different worlds. An idealistic world, which existed mainly on paper, of happy Soviet citizens living in friendship and never wanting for anything, led by a wise, all-powerful group of men in a place where there were no accidents or catastrophes. The other, the real world, which was a very different and much tougher place to live!

15:00- **Option 2 - Visit Tallinn Seaplane Harbour**

16:30 The Seaplane Harbour opened in 2012 and is a very unique and interactive attraction. The seaplane hangars and the complex that forms the Seaplane Harbour, were initially completed as part of Peter

the Great's Naval Fortress in 1916-1917. Seaplane Harbour in Tallinn is one of the most unique maritime museums in Europe, with a display comprising of over two hundred large exhibits. Legends here come to life - the submarine Lembit, the Suur Tõll steam icebreaker (Toell the Great, in English) the Short Type e 184 seaplane, and other life-sized exhibits are waiting for you.

The KGB Tour ends at 15.45 and the Seaplane Harbour excursion should have you back at the hotel at 17.00































List of delegates
























































| NAME | SURNAME | CITY | INSTITUTION, POSITION | E-MAIL |
|-------------------|-------------|------------|--|----------------------------------|
| AUSTRIA | | | | |
| Bimyei | Birgit | Vienna | Europa Wirtschaftsschulen, International Relations | birgit.bimyei@ews-vie.at |
| Kuehling-Garfield | Ingeborg | Vienna | Europa Wirtschaftsschulen, Director | ikg@ews-vie.at |
| Schmidthaler | Marlies | Wels | FH OÖ Studienbetriebs GmbH, Head of International Office | marlies.schmidthale@fh-steyr.at |
| BELGIUM | | | | |
| Cornil | Koen | Antwerp | Artesis Plantijn University College, Programme Director Communication and Journalism | koen.cornil@ap.be |
| De Knop | Guy | Antwerp | Artesis Plantijn University College, Programme Director Business Management | guy.deknop@ap.be |
| Leens | Roselien | Antwerp | Artesis Plantijn University College, Programme Director Bachelor in Law | roselien.leens@ap.be |
| Van Riel | Karolien | Antwerp | Artesis Plantijn University College, Lecturer | karolien.vanriel@ap.be |
| van den Broeck | Gert | Antwerp | Artesis Plantijn University College, Dean Dept. Management and Communication | gert.vandenbroeck@ap.be |
| Theys | Lieven | Bruges | Howest University College West Flanders, International Coordinator Business Management | lieven.theys@howest.be |
| Theben Tervile | Corneel | Bruges | Howest University College West Flanders, Head of Bachelor Applied Computer Sciences | cct@howest.be |
| Dhooge | Annick | Brussels | Erasmus University College Brussels, Design & Technology Department Director | annick.dhooge@ehb.be |
| Gerrits | Joeri | Brussels | Erasmus University College Brussels, IT Program Director | joeri.gerrits@ehb.be |
| 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 |
| Coonen | Koen | Brussels | Odisee University College Brussels, Head of International Business Office Management | koen.coonen@odisee.be |
| Van Rampelberg | Sabien | Brussels | Odisee University College Brussels, Coordinator Medical Office Management | sabien.vanrampelberg@odisee.be |
| Huybrechts | Chris | Diepenbeek | UC Limburg Vzw, International Relations Advisor | chris.huybrechts@ucl.be |
| Plevoets | Kim | Leuven | UCLL University College Leuven-Limburg, Programme Director Management | kim.plevoets@ucl.be |
| Dillien | Agnes | Geel | Businet, Board Member | agnesdillien@gmail.com |
| Tielemans | Kathleen | Geel | Thomas More University College, International Coordinator | kathleen.tielemans@thomasmore.be |

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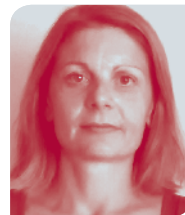
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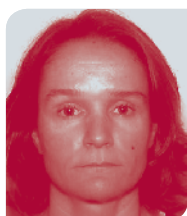
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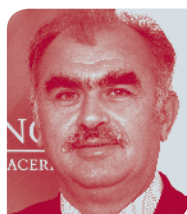
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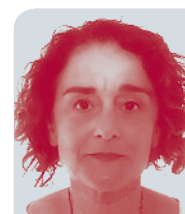
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Speaker profiles and synopsis of presentations

Lorenzo Mule Stagno

Owner and Dean of Malta Business School,
Managing Director of Allied Consultants Ltd

Malta

About Lorenzo

Lorenzo Mule Stagno is the owner and Dean of Malta Business School, which is a registered higher education institution in Malta. He is also the Managing Director of Allied Consultants Ltd, an Advisory and Market Research firm.

His career started in the educational field, as a Math teacher in state schools. After a brief stint living in Germany, in 1992 he returned and got involved in the private sector with two friends in a first venture which flopped dismally. Their business idea could have been said to have been ahead of its time, if one wanted to be kind. Meanwhile he has been involved in a few start-up projects of his own as well as consulting others. Besides start-ups, his main advisory focus is business turnarounds and SMEs, with a strategic focus on creativity and innovation.

While leading his current organisation for the last ten odd years, he has been regularly involved in giving talks and leading workshops in a range of business-related subjects to various leaders within SME's and private enterprises, public sector institutions, universities and business schools.

In 2010 Lorenzo was chosen as Malta's SME Entrepreneur of the Year by the European Commission, for the latter's yearly SME celebrations.

Lorenzo holds an MBA (2004) from Grenoble Ecole de Management, and a teaching degree from the University of Malta. He also holds a Post-Graduate Certificate for Online Facilitation, and a Professional Certificate in Coaching, both from Henley Business



School at the University of Reading (UK). On a personal level Lorenzo is a vegan with a licence to sin. In his free time, besides reading, he tries to find the time to appease his creative urges, mainly through writing.

About his keynote address

"Innovation in Higher Education – Would we recognise it if hit us on the head?"

Abstract

Current (and past) literature seems to make two very important claims relevant to us:

- Innovation is necessary for survival, or better still, to thrive
- Higher education institutions are not very good at innovation

Current (and past) literature seems to make two very important claims relevant to us:

For the many that fall in this category, the logical conclusion from the combination of these two claims is worrying.

The more established a university or higher education institution, the more the chance that innovation gets stifled through ultra-conservatism, mired in rules, committees and bureaucracy. Size apparently does not always matter. As in the business world, smaller organisations tend to be more nimble and adept to change, yet larger organisations can, albeit rarely do, provide the resources to innovate.

But there is hope. Creativity and Innovation have ceased to be the exclusive domains of the artists, or the eccentric creatives. Some very able researchers have managed to transform these subjects into down-to-earth topics that are accessible to everyone, whether university governing boards, college academics, administrative staff, or students.

By applying some popular management models, the talk will therefore touch on the current state of affairs of the Higher Education industry, and then take a look at various creative and innovative techniques that can help in changing the industry players' predicament to become more successful within their competitive environment.

Märt Aro

Co-Founder DreamApply
Co-Founder Nordic EdTech Forum "N8"
Co-Founder European EdTech Associations Alliance

Estonia

About Märt

Since 2004 Märt has co-founded 3 NGO's and 4 companies in education development. Märt is passionate about internationalization of education, as he believes that studying abroad is very important for one's self-development. In 2016 Märt co-founded the Nordic EdTech Forum "N8" www.NordicEdTechForum.org which brings together founders of education innovation organisations and companies from across 8 Northern European countries. The aim of the organisation is to enable peer-to-peer learning between founders of such organisations. Also on the agenda is fixing the education development ecosystem in Northern Europe.

Business wise the most recent company that Märt co-founded and managed is DreamApply.com Student Admission Platform (est. 2011). www.DreamApply.com is used by more than 200 universities from across 30 countries. By now the platform has served over 600 000 international students' applications to full degree studies, student exchange and scholarship programmes.

He also enjoys doing education development and internationalisation consultations/trainings on university and national level.

Märt also is a proud father of two lovely sons, Aston (12) and Hasse Kristjan (10).

About his keynote address

"Hacking Education"

The session incorporates

"The Nordic Village Education innovators to introduce educational products"

Three presentations of Nordic Entrepreneurs



Abstract

Let's take a dive into the current notion where hundreds of teams of students are doing their best in bringing the learning experience to a new level for the next generation of learners. While doing this we'll have a quick peek into the concrete solutions out there with focus on the Northern European region.

3 startups will be doing 3-minute pitches about their products in the keynote and there will be 2 minutes for Q&A after the pitch.

Jos Beelen

The Hague University of Applied Sciences
Netherlands

About Jos

Dr. Jos Beelen is Professor of Global Learning at The Hague University of Applied Sciences, where he leads a research group that explores the internationalisation of home curricula in higher education. He is also a Visiting Professor at Coventry University.

For the European Association of International Education (EAIE), he was the editor of the 'toolkit' Implementing Internationalisation at Home (2007) and chaired the Special Interest Group (2004-2014) and subsequently the Expert Community (2014-2016) Internationalisation at Home. He is currently a member of EAIE's publications committee as well as a certified senior EAIE-trainer. He has contributed to the EAIE Academies since 2011. For his involvement with the Association, he received the President's Award in 2018.

As a consultant on the implementation of internationalisation at home, Jos has worked with universities in Sweden, Norway, Finland, Denmark, Germany, Austria and Flanders as well as in South Africa, Australia, Colombia, Argentina, Brazil and Russia.

Jos holds a bachelor's degree in History and a master's degree in Classical Archaeology from the University of Amsterdam as well as a PhD in education from Università Cattolica del Sacro Cuore in Milan.

About his keynote address

"Rethinking the international dimension of your study programme(s)"

Abstract

Internationalisation of higher education is riddled with misconceptions and assumptions. These are strongly influenced by the disciplines, or by the



'academic tribes' as they have also been called.

In this short keynote, we will explore the key misconceptions and assumptions around such practices as student and staff mobility, internationalisation of the home curriculum, intercultural competences, teaching in English and international classrooms. The misconceptions discussed here are found in policy documents of national governments, educational associations and universities. They are also encountered on the work floor of business programmes.

Misconceptions and assumptions form blockers to the internationalisation of teaching and learning and distract us from integrating a meaningful, future oriented international dimension into our business programmes. After all, internationalisation is a tool and not an aim in itself and when we rethink our study programmes we should bear that in mind.

Nataša Ritonija

Lecturer and expert in online learning, DOBA Business School

Slovenia

About Nataša

Nataša Ritonija is a Lecturer at DOBA Business School, the largest online course provider in Slovenia, and has been involved in online learning for 18 years.

She started her career at DOBA as a Head of the Language Center in 2001. She predominantly specialized in the field of online foreign language learning. From 2007 until 2017 she was employed as a Programme Manager at DOBA Business School and responsible for high-quality delivery of bachelor and master's programmes and managing teachers at DOBA. From 2017 until 2018 she was employed as International Relations Manager, responsible for the implementation of internationalization activities, such as virtual mobility programs, recruitment of foreign students, international projects and international cooperation. She is currently employed as an Adviser at Slovenian Post in the department for Corporate Strategy and Projects.

Nataša is an ECQA certified Business Process Manager in Higher Education Institutions. Her development and research work focuses on e-learning and online distance learning, especially on development of innovative pedagogical approaches, communication in electronic media and exploitations of the potentials of IT for teaching and learning. She has been a lecturer since 2006 and has extensive experience in online tutoring and online course development.

Nataša has been a member of Slovenian group of experts on internationalization since 2016 (trained by Slovenian National Agency) and has been conducting workshops for HE teachers on how to implement elements of internationalization at home in HE programmes and individual courses. She won the best master's thesis award in 2017 with the title



of her thesis: Internationalization - A Key to Development of Higher Education Area.

About her keynote address

"Exploring key elements of internationalisation"

Abstract

Internationalization in higher education is becoming increasingly important and HE institutions are aware of this fact. An important aspect is to be able to provide an international and intercultural experience for those students who, for various reasons, cannot participate in mobility programs and study in their home environment. Internationalization consists of two key components, which are constantly evolving and are increasingly intertwined. These are, internationalization abroad (mobility, study programs, education providers), and internationalization at home which is more focused on the curriculum and activities that develop a global understanding of intercultural competences.

Since HE institutions are responsible for developing intercultural competencies for all students, Internationalization at home in HE is gaining on importance as well as new concepts such as Virtual internationalization. Virtual internationalization combines Internationalization and Digitalization and focuses on projects such as virtual mobility, collaborative online international learning (COIL), MOOCs, etc. Such projects support students in gaining intercultural competence and global awareness with the help of virtual media. The keynote presentation will offer an insight into development and implementation of Internationalization at home and provide some examples of good practice.

Nataša will also present the key findings of her research on how higher education teachers perceive internationalization, internationalize the curriculum, integrate intercultural competences and elements of internationalization at home in their courses.

Jasna Suhadolc

Managing director & founder, Virtua PR

Slovenia

About Jasna

Jasna is the founder of the digital marketing agency Virtua PR and an experienced digital marketing professional. She works with international clients and provides consulting, training and speaking. Her agency specializes in content and inbound marketing, and is a HubSpot Silver Agency Partner. Jasna is also an author of the book New opportunities in e-communication (in Slovenian), a sought-after speaker at conferences and a frequent jury member at awards such as Effie Awards and IABC Gold Quill. She is currently appointed to the Management Board of the IABC EMENA.

Connect with Jasna on LinkedIn and follow her on Twitter @jasna

About her keynote address

"Effective use of inbound marketing in education"

Abstract

Wouldn't you like having a strong framework to bring in new students and nurture the current ones? Creating useful content, sharing relevant information, and being helpful are effective ways to reach and nourish relationships with your stakeholders. In contrast to the push outbound marketing, content and inbound marketing are more effective as they pull your leads in. With the tools available we can measure and quickly optimize the activities.

Key takeaways:

- how to prepare an inbound strategy to integrate blogs, SEO, social media, video, visuals, whitepapers, newsletters, podcasts and webinars
- where do the chatbots come in
- why is creating a buyer's persona a necessity



- how to set up the editorial board and processes that enable a steady lead generation
 - how to measure the marketing ROI
 - what are the best inbound marketing practices in different regions across the world
-

Workshops and Thematic groups

"Innovating education and how could my University participate in it?"

Märt Aro

Co-Founder, DreamApply
Co-Founder, Nordic EdTech Forum "N8"
Co-Founder, European EdTech Associations Alliance
Estonia

Date and Time:

Thursday, 8th November, 11.10 – 12.05

Location:

Ballroom 1



In this workshop we will first take note regarding what the university representatives would like to go into in details and then we will go through the proposed questions together with the participants.

It is anticipated that universities have already got significant experience in implementing modern technologies in their studies. Hence we expect that the group will focus on sharing best practices and learn from each other. In addition it is anticipated that some universities have experience with developing new solutions either by professors or in cooperation with students. Also this we would like participants to share.

If possible will be time available then from innovators side we will share stories regarding experiences working together with universities in jointly developing services and also how the universities could benefit from it and how the universities should demand things.

The (digital) revolution of China

Anne Hak

Director International Relations
Hutong School
China

Date and Time:

Thursday, 8th November, 11.10 – 12.05

Location:

Atlantic City



China isn't that far away anymore. Actually, we are already part of it. Their economy is moving forward rapidly, maybe some a concern, for others an opportunity. Think about online shopping, mobile payment with QR codes and social media like Wechat. Our own access to it further increases.

However, how much interest is there actually among students? What can they expect and how should students prepare for such a journey?

Hutong School has been organising internships in China since 2005 and during this workshop we will explain you all the ins and outs of doing an internship in China, from finding the most suitable host companies, offering housing options and creating a great international community atmosphere, to more practical things like visas and how to deal with language and cultural barriers along the way.

Besides the internship program, we will also present the BusIT China weeks, a two-week short-term mobility program aimed at 2nd year student eager to gain their first international experience outside Europe, as a first adventurous step to become global citizens ready for the 21st century.

"FEI FLEX - an innovative live flexible learning concept"

Date and Time:

Thursday, 8th November, 11.10 – 12.05

Location:

Las Vegas 2

The FEI FLEX session is less workshop, more an explanation of our concept offering – on a stable and robust platform – traditional classroom learning in "real time" in one location with classes in remote locations and individuals studying from home, work or anywhere they can access the web through a computer, tablet or smartphone.

Classes at hubs including Stockholm, Alicante and London are streamed to participating locations and individuals. Anyone can take full part in classroom activity by using their device camera and without special software.

Flexibility extends to students being able to switch locations during their study – for example, studying remotely then attending for a few days a classroom at one of the hubs.

Students who miss a class or think they've failed to grasp the content can replay the session at their leisure.

Schools participating in FEI FLEX can opt to install the full technology (dedicated classroom with screens, cameras, microphones), or deploy a minimal cost setup.

FEI is a non-profit institution founded in the 19th Century, regulated by the Swedish Government. Our interest in expanding to include more institutions is aimed at sharing good practice while offering a more diverse student experience.



Ian Charles
International
Advisor
FEI
Sweden



Colin Knapp
International
Advisor
FEI
Sweden



Magnus Rolf
Director
FEI
Sweden

Ready, set, g(r)o(w)!



Rob Maat
Head of
International
Office
Windesheim
University of
Applied Sciences
Netherlands



Roelijn Kok
International
coordinator Business
School
Windesheim
University of Applied
Sciences
Netherlands

Date and Time:

Thursday, 8th November, 11.10 – 12.05

Location:

Las Vegas 1

In this workshop we proudly present the Windesheim Intercultural Skills Explorer, our way of nurturing the development of intercultural competences in students (and staff). In order to prepare students for their mobility window, they participate in a preparatory training. One of the essentials in this training is the use of the Intercultural Readiness Check (IRC). The IRC is a scientifically validated tool (developed by Dr. Ursula Brinkmann and Oscar van Weerdenburg, www.ibinet.nl) and measures intercultural competences in 4 key areas: Intercultural Sensitivity, Intercultural Communication, Building Relationships and Managing Uncertainty. After completion of the online tool, students receive an extensive feedback report. The following training session will guide students towards the basis of their personal action plan. During mobility, students perform activities that contribute to their personal intercultural development and report on the outcomes based on their own action plan. After mobility, students take part in a 'welcome back session' where we 'unpack' their learning experiences in order to capitalise on their development.

Participants in this workshop will be offered an introduction to the way Windesheim embedded the WISE project within the institution, how it contributes to enhancing focus on intercultural competences across faculties and which challenges we are facing in developing next steps.

'How we are wired'

Creating a purpose built research and learning environment to optimise the living and learning experience

Michael Joris

International Liaison Officer
Belgium Campus ITVersity Pretoria
South Africa

Date and Time:

Thursday, 8th November, 11.10 – 12.05

Location:

Ballroom 2 & 3



Teaching and learning are an experience. BC focuses on creating and offering of a relevant curriculum with specific added value. A teaching and learning environment was created to ensure this. Education is a continuum linking teaching/learning, R&D, and community engagement and empowerment. The continuum also links the various levels of accomplishment and outcomes.

100% of all graduates have found steady and worthy employment. The reason for that success is 'How BC is wired'.

BC has developed a system to enhance curriculum design, student experience and R&D within a specific life and learning environment. A methodology with toolset was developed and implemented, based on the following principles:

- The curriculum (design, contents and delivery) must be relevant and future-proof, ensuring employment. 'Employability' is a three-layered concept at BC.
- The student-central approach. A learning environment is constructed around the student and is competence based.
- The relevance of the curriculum is ensured through the 'Participative Development Model'. Close cooperation between academics, authorities, end-user stakeholders and trendsetters ensure that the curriculum is and remains state-of-the-art.
- The introduction of the 'Learning Factory Model'. It is both an environment and an educational system with tools.
- Further support: the Innovation Hub: "Bothlale Village".
- Quality is key. International cooperation and benchmarking with academic and industrial partners.

In this workshop we will discuss the further ins and outs of establishing such an educational ecology and how to maintain this environment as a successful educational model.

"The road to international accreditation – a bottom-up approach"



Peter de Boer
Senior Lecturer
NHL University of
Applied Sciences
Netherlands



**Maria Ángeles
Sánchez Carrascal**
Senior Lecturer
Stenden University
of Applied Sciences
Netherlands

Date and Time:

Thursday, 8th November, 11.10 – 12.05

Location:

Sydney

Internationalization has moved to the top of the agenda of many higher education institutes. They have increasingly become aware of the importance of internationalization at institutional and program levels in preparing graduates for the globalized and complex professional practice. However, implementing a comprehensive internationalization approach is generally far from straight-forward as it involves a multi-faceted process.

This presentation discusses the holistic internationalization strategy and its implementation at an International Business program at one of the most international Dutch universities of applied sciences. It demonstrates how a bottom-up, student-centred approach, grounded in experiential learning and internationalization theory, led to a journey of self-discovery and created an engaging and inclusive learning environment for both students and staff. The approach and results were recently rewarded with certification in the area of Internationalisation of Higher education.

This presentation establishes several success factors in embedding internationalization in all its guises (at home, abroad, formal and informal curriculum, large and small interventions) at the heart of the program. It furthermore shows how internationalization serves as a vehicle to aid students in achieving the program's intercultural and interpersonal learning outcomes. A final aim of this presentation is to provide guidance and inspiration to other programs seeking to prepare their students for an international career.

The Death of the Harvard Business School Case Study Method

Tarun Anand

Vice Chairman
Universal Business School
India

Date and Time:

Thursday, 8th November, 13.05 – 13.55

Location:

Sydney



These are uncertain days for many CEOs across the world who now need to rethink their business models, their viability, their sourcing channels, tax structures, manufacturing bases, labour movements, hiring strategies, corporate structures and the financial implications of being in or out of the Eurozone.

The case study method is a static model which allows MBA students to analyze a business issue at a point of time. The benefits of the case study method are understanding concepts, allowing for a discussion that airs different views and perspectives, and helps with analytical thinking.

The usage of case studies was okay in a stable environment, where business problems were quite often repeated, but in the current VUCA (volatile, uncertain, complex and ambiguous) world, dealing with these issues in a real-time basis is far more important for management students who will have to deal with ambiguity every step of their careers and become masters at reacting to these volatile situations. How can we create leaders who relish the challenge of devising astute strategies and who look for such world defining moments like Brexit or Trade Wars to reshape and master their business opportunities? If you are utilizing experiential tools do then please share your strategies with us in our workshop.

This workshop will share the experience of peers in experiential learning initiatives. We will also introduce some action research being carried out at Universal Business School by creating an Experiential Learning Waterfall to provide students with an opportunity to meaningfully engage with them and ensure that they find the learning experience, both invigorating, immersive and experiential whereby they develop a healthy understanding of the concepts and its application with real-world scenarios aiming to make students both agile and adaptive to the changing new world order where ambiguity is the new norm.

"License to learn by working - studyfying work"

Tiina García

Senior Lecturer
International Development Coordinator in Tourism
Satakunta University of Applied Sciences
Finland



Date and Time:

Thursday, 8th November, 13.05 – 13.55

Location:

Atlantic City

To create interesting, student-oriented learning methods with a modern learning environment is a popular topic among teachers of higher education. A hectic pace, a multifunctional job description, growing student groups, and a pressure to continuously develop more individualized study paths challenge pedagogical decisions. Traditional ways of learning and teaching are at a turning point and need to be re-evaluated. Students want to understand the connection between theory and practice – in which context and in what kind of tasks they can use the skills and knowledge they have learned. A work placement can fail in many aspects, offering no possibility of reflection (the course content learned at school to the skills required at one's job). In many cases, too short or too one-sided internship remains a separate period during the studies, instead of a well-integrated continuum. Due to the economic challenges, a great number of higher education students are forced to work part-time. The temptation to miss out school is high, and studies may not advance as planned. In higher education, the work-life still presents itself to students mostly as internships and projects. Yet, this potential is still being underused and offers more innovative possibilities. By studyfying, we can create a positive learning opportunity, utilizing students' workplaces as a meaningful learning context. For a student, studyfication is a great chance to gain work experience AND get credits while working. And if lucky, teachers can learn something, too.

Learning to Innovate Towards a Circular Economy

Donald Ropes

Professor of Learning and Development in Organisations
Inholland University of Applied Sciences
Netherlands



Date and Time:

Thursday, 8th November, 13.05 – 13.55

Location:

Las Vegas 1

In the current linear economy, natural resources are used to produce goods which, once deemed no longer useful, are burned or buried in landfills. In a circular economy, products are continually reused in ways that assures they maintain most of their value. In this sense a circular economy is the ultimate form of sustainable development. The European Union, along with many national governments, has called on citizens to help make the transition from a linear to a circular economy. A large part of this is linked to innovation. In our research we have found that firms have difficulty with sustainability-oriented innovation aimed at circular product cycles because its complexity requires other ways of thinking and working. We developed a workshop called 'Learning to Innovate towards a Circular Economy' to help prepare our students for managing complex sustainability-oriented innovation.

In this session, participants will experience the student workshop and be able to take away ideas and tools for designing and implementing a comparable workshop at their own institution.

**KA2 project on consumer awareness
"Consume-Aware" Enhancing Quality in Innovative Higher Education about
Consumer Awareness, an Erasmus+Ka2 Project**



Gamze Karayaz
Asst.Prof.
Management
Department
Işık University,
Istanbul
Turkey



Lieven Theys
Lecturer Business
Management
Howest University
College
Belgium



Corneel H.C. Theben
Tervile
Head of the Bachelor
Applied Computer
Sciences
Howest University
College
Belgium

Date and Time:

Thursday, 8th November, 13.05-13.55

Location:

Las Vegas 2

Consume-Aware is an ongoing project (Start date: 01 Sep 2016, End date: 31 Aug 2019) funded by EU. The project has 8 partners, both EU and non-EU institutions for higher education. The project with interdisciplinary working framework brings together professors and lecturers with expertise in various fields such as marketing, law, specialized terminology and IT. This interdisciplinarity is the asset of this project.

During this workshop we, as representatives of two participating institutions, will give a testimony about the cooperation within this interdisciplinary project. We clarify the content, bring a state of affairs and like to exchange ideas about the further elaboration of this project. The project final outcomes will be discussed: a book, an e-learning platform and a mobile application. We will also make a short demo of the app created (yet not fully completed but will give an insight into what we are trying to accomplish).

Once completed, these will be open to all interested higher education institutions. The launch of these outcomes will take place at an International Conference on Enhancing Consumer Awareness in June 2019 in Katowice.

"Implementing Portfolios – a personal tool for building up skills – essential in universities?"

Barbara Brooijmans
Head Bachelor Marketing
Haute Ecole EPHEC
Belgium



Date and Time:

Thursday, 8th November, 13.05 – 13.55

Location:

Ballroom 1

Lots of different debates take place to discuss the different portfolio electronic solutions or others. I would like to spend some time discussing the WHY of a student portfolio. Why should we use this tool? Which advantages does it have in education? There are 3 main reasons why we should use a portfolio:

- evaluate the learning progress and determine whether students have developed the learning outcomes;
- help students look ahead and set goals for the future;
- develop critical thinking.

The goal of this workshop is to explain and share what kind of portfolios have been set up in our Business School today: It will be the opportunity to discuss - experiences

EnDigiCom - Enhanced Digital Competencies for Business Usage

Date and Time first Session:

Thursday, 8th November, 13.05 – 13.55

Location:

Ballroom 2 & 3

Date and Time second Session:

Friday, 9th November, 12.15 – 13.15

Location:

Ballroom 2 & 3

Enhanced Digital Competencies for Business Usage (<https://www.ews-wien.at/endigicom>), - is a project funded via the European Commission's Erasmus+

Programme, i.e. ERASMUS+ KA 2 Vocational Training Strategic Partnership with a two-year duration from 10/2017 to 09/2019.

Partners in the project include Businet, Businet member institutes (EWS Vienna, EBC Hamburg, IGS France, and DOBA Maribor), together with industry representatives and social media experts from Austria, Germany and Slovenia. The project resulted from discussions held at the Businet conference in Budapest in November 2016. The project coordinator is EWS Vienna.

The aim of the project is to develop Social Media Management programmes at different levels to develop / enhance digital competencies for use in the workplace.

This interactive workshop will inform you about the findings of the first half of the project duration, the planned modules and the testing of the modules.

The project will, as an outcome, identify and further develop short curricula at different knowledge levels, to be delivered to business employees or students. The curricula and identified competencies will be shared with all Businet members in order that they can use or adapt in their own institutions for the needs of the local labour market.

The outcomes of the project will be tangible and something you can immediately use. During this interactive session, we will seek your input to our current project results as our findings and plans are shared.

Members of the EnDigiCom-Team who will be present during the workshops are:

- Griet Barrezele (UCLL Leuven and Businet)
- Birgit Binneyi (EWS Vienna)
- Ingeborg Kuehling-Garfield (EWS Vienna)
- Nina Turcin (DOBA Maribor)
- Malgorzata Woch (IGS Lyon)

The team is producing something that you can use in your institute but would like your assistance and feedback at the mid-term stage of the project.

Come and work together on this exciting initiative!

More information about the project can be found in the "About Businet" section of this conference handbook.

ShowYourTrueColours - Implementing the Sustainable Development Goals in education

Rob de With

Founder ATWORKSOLUTIONS,
Sustainable marketer, innovator and
lecturer Higher Professional Education
Netherlands



Date and Time:

Friday, 9th November, 12.15 – 13.15

Location:

Sydney

With the Management Improvement Method "Show Your True Colours" you discover with ease and within a short period of time, the talents of each student. The educational program provides insights into personal qualities and how they influence each other within a team. Earth Charter and SDG (UN Sustainable Development Goals) related situation cards have been added to Show Your True Colours. Here the principles of the Earth Charter and SDG's are related to practical situations and linked to the personal qualities of Myers & Briggs and Jung.

The strength of the Show Your True Colours in education lies in the combination of elements of Myers & Briggs, Jung and successful coaching format Inner Sense. Show Your True Colours improves insight into the personal talents of students / team members in order to perform better and collaborate more efficiently.

With the United Nations SDG's related questions, the Show Your True Colours education method gives practical insights into the applicability of the principles of the Global Goals. Show Your True Colours is played by means of practical work situation cards which are linked to personal qualities. In education it is seen as a very practical way to become a more "sustainable thinker" and a great tool for responsible personal development.

During the workshop:

- We will give you some insights into the method by playing a part of the game, and hand over your personal sustainable profile
- we will explain our experiences of implementing this method in education
- we will show you, how to bring it to your institute

Integrating transversal skills in the learning outcomes of business programmes

Jos Beelen
Professor of Global Learning
The Hague University of Applied Sciences
Netherlands

Date and Time:
Friday, 9th November, 12.15 – 13.15

Location:
Ballroom 3



The integration of transversal skills (also called employability skills, soft skills or 21st-century skills) into learning outcomes is a key challenge for programmes in the business discipline. Many issues can play a role: academics have often not been sufficiently equipped to tackle the task of 'crafting' internationalised learning outcomes, universities may lack a curriculum design culture, and learning outcomes are often associated with doom, gloom and quality assurance issues.

Indeed, the successful internationalisation of learning outcomes and assessment is the backbone of European accreditations such as EPAS and CeQulnt (Certificate of Quality in Internationalisation). Therefore, learning outcomes are a key concern for many managers of business programmes.

This workshop will zoom in on the many obstacles and enablers that were identified through research into business programmes in the Netherlands. This research covered both Dutch and English medium business programmes. We will discuss with the participants to what extent they are experiencing these obstacles and enablers in their own situations and which additional factors play a role. Finally, we will review success factors and tools that can stimulate the 'recrafting' of learning outcomes with academics as the key actors.

'Work-based Learning in Level 5' (Associate Degree)



Jean-Pierre Segers
Dean
PXL Business
Belgium



Véronique Huybrechts
Deputy director
PCVO Limburg -
campus PXL
Belgium

Date and Time:
Friday, 9th November, 12.15 – 13.15

Location:
Las Vegas 1

The labour market is constantly evolving. Sustainable education is an important task of Higher Education, in particular to prepare the students for functions and professions of the future. Special focus goes to the role and position of EQFlevel5 (associate degree), with attention to the positioning of this form of education and its recognition by the professional field. Cooperation with the workplace is a crucial item because an important part of education is work-based learning.

It is essential to constantly monitor and strengthen the coordination between higher education and the needs of the workplace.

- Why is cooperation between education, business and students that important?
- What are the motives for educational institutions, companies and students to collaborate?
- What can higher education, the professional field and students do to strengthen cooperation in each other's interests and in the interest of society?
- Good practices and benchmarks?
- 21st-century skills?
- Life Long Learning abilities?

The EU 'modernisation of higher education' agenda rightly asks all educational institutes to take the following into account when devising the curriculum: the labour markets, the world of work, work-based learning and developing better employability skills for graduates. Moreover, the barriers between education and business should be transparent and permeable.

Dos and Don'ts of Online Learning and Teaching



Nataša Ritonija
Lecturer
DOBA Business School
Slovenia



Irena A. Ravnik
Director of DOBA Business School Academic Programmes
DOBA Business School
Slovenia

Date and Time:

Friday, 9th November, 12.15 – 13.15

Location:

Las Vegas 2

The ubiquity of technology has a large impact on education and training systems. It has widely transformed education and training. While universities and employers may have once seen online education as an add-on to traditional courses this is clearly no longer the case. Online learning is here to stay and is part of the new norm.

Although classroom learning is still valued and present in today's world, new technologies and learning paradigms provide opportunities to develop learning environments that suit student's needs and interest best. Hence, online learning has become the key to a new educational landscape and a major driver of change in teaching and learning.

However, the decision on implementing online learning should not be accidental; it should be carefully considered. An implemented online learning system should be meaningful to learners, to instructors, to staff involved and the institution.

Over 16 years ago, DOBA Business School committed itself to develop high quality fully online learning model that would give the non-traditional students the opportunity of modern, flexible learning and wider access to higher education.

In this workshop, we will briefly introduce our online model and present what are the opportunities and challenges of online learning, as well as lessons learned based on the experience of providing fully online higher education for over 16 years.

"How to use video conferencing platform Zoom"

Jasna Suhadolc

Managing director & founder
Virtua PR
Slovenia



Date and Time:

Friday, 9th November, 12.15 – 13.15

Location:

Ballroom 2

As someone who works with a lot of clients remotely video conferencing tools are extremely important. There are many platforms like GoToMeeting, Webex, Google Hangouts, Skype, Skype for Business etc. Last year my agency switched from all others to one we find extremely helpful: Zoom. It's easy to use, affordable and has some amazing features like breakout rooms.

In the workshop I'll walk you through different features and scenarios and show you how it can work for you! Bring your questions or you can send them in advance to jasna@virtuapr.com.

You'll learn how to:

- schedule a meeting and recurring meeting
- run a meeting in Zoom with different useful features
- schedule a webinar
- run a webinar and use breakout rooms
- configure audio, video and recording
- use reporting

Working Groups

There are currently 13 working groups. The chair of each group is listed below:

Curriculum groups

| | |
|---------------------------------------|--|
| Business Law | Nico Nijsten Michael Jaensch Martijn de Ruijter |
| Communication | Brigitte Luyten |
| Health | Griet t'Servranckx Sabien van Rampelberg Mariana Pereira |
| Information and Computer Technologies | Griet Barrazele Sigrun Sigurjónsdóttir |
| InterCom | Maria Ángeles Sánchez Carrascal |
| Marketing and International Trade | Eddy Brune Hilde Evers |
| Tourism | Anja Nagel Sandra di Marcantonio 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 | Irena A. Ravnik Nataša Ritonija |
| Private Institute Forum | Lorenzo Mule Stagno |
| Research Group | Eva Abramuszkina Pavlikova Patrick de Mazière |

Aims and Objectives of the Working Groups

Working Group Title

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, Geldenaaksebaan 335, B-3001 Leuven; nico.nijsten@ucll.be

Michael Jaensch, Hochschule für Technik und Wirtschaft Berlin (HTW-Berlin), Treskowallee 8, D-10318 Berlin; michael.jaensch@htw.de, +30 5019 2278

Martijn de Ruijter, ZUYD Hogeschool, Faculty Management and Law Ligne 1, NL-6191 Sittard, Kamer H2.02 (Postbox 69, NL-6130 AB Sittard) martijn.deruijter@zuyd.nl, +31 46 420 7185

Aims of Working Group

- To facilitate Businet members, that offer law studies at a professional Bachelor level, in as many ways as possible...
- Student / Teacher exchange
- Networking
- Staff and student mobility
- Internationalisation at home
- IP's or International Law Weeks
- Certificates to reward students after an International Law experience
- Law (research) Projects
- Moot Court

Profile of Working Group Members

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

Activities in past 12 Months

- Businet International Law Game (on line)
- Businet Moot Court (Maastricht) in cooperation with ZUYD
- See: <https://sites.google.com/site/businetlawgroup>

Planned activities for 2018 (September 2018 to July 2019)

- Businet International Law Game (On line, December 2018)
- Businet Moot Court (Liège, 25-29 March 2019) in cooperation with HELMo
- Bilateral intensive weeks in cooperation with Businet Law group partners
- See: <https://sites.google.com/site/businetlawgroup>

Working Group Title Communications

Name of Working Group Chair / Co Chairs

Brigitte Luyten

Contact Details

Brigitte Luyten brigitte.luyten@pxl.be

+32 496 79 88 36

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 2018)

- Spring meeting of the communications working group in Breda, May 2018
- The Noémie Briand project (French artist-jeweller), Paris, April 2018 (hosted by ISTECH)

Planned activities for 2018-2019 (September 2018 to July 2019)

- Fall meeting of the communications working group at the annual Businet conference in Tallinn. Presentation of the new project proposal.
- The new project will take place in Durham in April 2019.

Working Group Title
Health & Social Matters

Name of Working Group Chair / Co Chairs

Griet t'Servranckx
Mariana Pereira
Sabien Vanrampelberg

Contact Details

Griet t'Servranckx
International Relations Coordinator, UCLL (UC Leuven-Limburg)
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Sabien Van Rampelberg

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sabien.vanrampelberg@odisee.be, Tel. + 32 (0) 53 72 71 65
Skype: Sabien.kaho2011

Profile of Working Group Members

- All people (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

- Organisations of an International Diabetes Symposium on 7-8-9th of December 2016
- <http://businet-diabetes2016.thomasmore.be/>
- Presentation of existing Health/Social Work topics/Search for common projects
- Organization of several international weeks related to Health and Social Issues

Planned activities for 2018-2019 (August 2018 to July 2019)

- Elaboration and organisation of a multidisciplinary pilot project H&SM Busiskills.
- A virtual cooperation between students will be finalised by an international week in Sainte-Adresse with all participants.

Objectives:

- Develop a real-life project, offered by a company/organization, solution based working
- Develop foreign language skills and knowledge on a specific professional topic (specific disease or disability, burn-out, motivational training, absenteeism, people management...), Starting up multilingual vocabulary lists and exercises
- Getting an overview of/ Sharing information on international study programs and weeks related to Health and Social Issues
- Promoting staff mobility between members
- Investigating possibilities of future common international projects

Working Group Title
HEDICT - Information Technology

Name of Working Group Chair / Co Chairs
Griet Barzezele / Sigrún Sigurjónsdóttir

Contact Details
griet.barzezele@ucll.be
SISI@iba.dk

Aims of Working Group

- Sharing best practices on undertaking 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 2018)

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

Planned activities for 2018 (August 2018 to July 2019)

- Organisation and promotion of next BusIT Weeks
- Further development and quality assurance of the BusIT Weeks
- Evaluation document for the coaches of the BusIT Weeks (to evaluate the students)
- 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

Name of Working Group Chair / Co Chairs
M^a Ángeles Sánchez Carrascal

Contact Details
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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 at 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 (to August 2018)

- Project MAC2Warsaw (managing across cultures to Warsaw) October 2017
- Virtual project: Reality-TV March 2018
- Madrid Experience: Spanish for Business project May 2018

Planned activities for 2018-19 (August 2018 to July 2019)

- Project MAC2 (managing across cultures) 2018/19
- Virtual project: Reality-TV 2019
- Madrid Experience: Spanish for Business project 2019
- To be discussed: JAP project: Job Application Process
- Businet Spring Conference 2019

Working Group Title

HEDMINT - Marketing and International Trade

Name of Working Group Chair / Co Chair

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 International Trade Missions: 1 mission to Bangkok (Thailand) and 1 mission to Durham (UK)

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 2018)

- Working group at Vilamoura Conference 2017
- Spring Workshop in Breda (April 2018)
- "Busidays" activities in different universities.
- Virtual meetings to follow-up on the Trade Mission project
- International Trade Mission in Bilbao (Spain) (March 2018)
- Planned activities for 2018-2019 (August 2018 to July 2019)
- Working group meetings at Tallinn conference (November 2018)
- "Busidays" and international weeks in different universities
- Preparatory meeting of Trade Mission Thailand in 's Hertogenbosch (December 2018)
- Virtual follow-up meetings on the Trade Mission projects
- International Trade Mission in Bangkok (Thailand) (2-14 March 2019)
- International Trade Mission in Durham (UK) (3-8 March 2019)
- Spring workshop (Spring 2019)

Working Group Title

HEDTOUR – Tourism

Name of Working Group Chair / Co Chairs

Anja Nagel, Sandra di Marcantonio, Marie-France Boyer

Contact Details

Anja Nagel

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Sandra Di Marcantonio

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Marie-France Boyer

LPO Jeanne d'ARC

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France

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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 particular employability skills through personal success stories of former students
- 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 2018)

- 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 2017
- Spring workshop 2018

Planned activities for 2018 (August 2018 to July 2019)

- Project: "The Political Dimensions of Tourism – Intercultural Encounters, Memorials, Peace and Peace-Keeping"
- Career pathways & success stories: jobs and opportunities in the tourist industry
- Teaching skills – Good Practice Guide
- Spring workshop 2019

Working Group Title Entrepreneurship

Name of Working Group Chair / Co Chairs
Rob de With

Contact Details
Avans University of Applied Sciences
P.O. Box 90.116
4800 RA BREDA
The Netherlands
T: 0031 – 88 525 79 75
M: 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 (for example teaching staff, programme managers etc)

- Teaching staff, programme managers and people with an entrepreneurial mind.

Planned activities for 2018/19

- Sharing best practices in entrepreneurship education
- Planning the second international lean start-up event
- Developing a team with the research working group to set up a funded research on entrepreneurship in education

International entrepreneurship week 2018

- End of March we have the intention to set up a second Lean Start-up event in Breda. This year's challenge is to use the format in other universities to set up a carousel in exchange of students and lecturers.

Working Group Title **Interdisciplinary Working Group**

Name of Working Group Chair / Co Chair
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.
- Exchange of good practices concerning interdisciplinary projects – virtual and others.

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 (to August 2018)

- First Working group at Vilamoura Conference 2017
- Spring Workshop in Breda (May 2018) during which we had a brainstorm session about possible topics for upcoming interdisciplinary projects
- we wrote the scenario of one virtual interdisciplinary project based on the brainstorm session.
- Barbara Brooijmans (EPHEC) organized a first international interdisciplinary week in March 2018. 12 different partners registered for this week. A cooperation was set up with the company Full of Good.
- Martina Chalupová presented another interdisciplinary week. For this specific week, students worked together with the company Bosch Diesel and several NGO's. Therefore, social work-students (from Groningen and Jihlava) and students with an economic background (Erasmus students studying in Jihlava) were involved.
- Virtual project at UCLL Belgium: interdisciplinary groups of business students and law students worked together for 2 months on a business-law game.

Planned activities for 2018-2019 (August 2018 to July 2019)

- Working group meeting at Tallinn conference (November 2018)
- Execution of the interdisciplinary project created by the Businet working group during Spring Workshop in Breda 2018.
- Follow up of the other, already existing, interdisciplinary projects
- Working on new projects proposed at the Tallinn conference
- Spring workshop (Spring 2019)

Working Group Title **IRM - International Relations Managers Working Group**

Name of Working Group Co Chairs
Jantien Belt (The Hague University of Applied Sciences, The Hague) and
Ria Slingerland (RUAS, School of Commerce, part of Rotterdam Business School, Rotterdam)

Contact Details
j.belt@hhs.nl and 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 Portugal, 2017
- Meeting at Spring Workshops in Breda, 2018
- Toolkit meetings in Rotterdam and Breda + working on the Toolkit

Planned activities for 2018-19

- Meeting during the annual conference
- Meeting during the spring workshop
- Subgroup meetings to work further on the Toolkit project

Working Group Title

The Internationalisation at Home special interest group

The Internationalisation at Home special interest group has evolved following a suggestion / proposal at the 2017 conference by Nataša Ritonija then of DOBA Maribor.

She rightly highlighted that in an Erasmus Impact Study it was highlighted that only 3% of EU students are part of any kind of mobility, which means that 97% of students stay at home and don't have an international and intercultural experience during their studies.

This initial meeting of the working group will take the form of discussing the potential aims and objectives of the group.

The group will be led by Irena Amič Ravnik, DIRECTOR OF DOBA FACULTY ACADEMIC PROGRAMMES and Nataša Ritonija, who is attending the conference as a keynote speaker.

Irena will take the group forward with a co-chair. The co-chair position will be discussed during the meeting.

One of the important activities of Internationalization at home is also virtual mobility which enables students who, for social, economic, organizational or other reasons, cannot be included in physical mobility programs, to experience an international context. An example of good practice in respect of virtual mobility will be shared by DOBA Faculty and UCLL Leuven

More details of expected aims will be displayed on the conference App

Working Group Title

PIF - Private Institute's Forum

Name of Working Group Chair

Lorenzo Mule` Stagno

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Malta Business School

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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.
-

Special Interest Group Research

Headed by

Eva Abramuszkina. Pavlikova (Mendel University, Brno, CZ)
Patrick De Mazière (UC Leuven-Limburg, Leuven, B)

Contact

Eva: Eva.pavlikova@mendelu.cz
Patrick: Patrick.DeMaziere@ucll.be
@Basecamp:

To become member of the Businet Research Group: <https://3.basecamp.com/3726211/join/zXW7Z1y6mWVL>
To post ideas, proposals, CV's, ... : <https://3.basecamp.com/3726211/join/XSz5VMFM6vGU>

Aims

- To develop international research cooperation between Businet members
- To formulate priority areas for research based on members capacity
- To share research practice among members
- 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

All Businet members

- 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 of. 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 2018/2019

- Facilitation of project/research consortia construction for the following topics (more can be added any time via Basecamp/meetings around the year):
 - Personalised EduBlend
 - Shaping places & Making Destinations
 - Migration
 - Evidence Based Teaching
 - Social Responsibility (CSR), Social Economy
 - Student Mobility, Student Work Values
 - Environmental Issues, Rural Development
 - Ergonomics, Biometrics
- Co-Organisation of Businet Spring Workshop to facilitate the above
- Being a virtual meeting room (via Basecamp) throughout the year to post ideas, requests for collaboration etc...
- Keeping the Businet research community alive
- Invitation to conferences (MENDELU, Brno – scientific conference March 2019) and research events

Agenda

Businet Annual General Meeting 2018

Ballroom, Hotel Tallinn Park, Tallinn
Friday, 9th November 2018 at 11.30

- **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 Report's on the work and activities of the Board of Management and the Network 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
 - Highlights of 2017/2018 financial performance
 - appointment of auditors
- **Approval of Draft Budget 2018/19**
David Taylor, General Manager
- **Appointment of Finance Manager / Administrative Officer**
David Taylor, General Manager
- **Appointment of General Manager**
President
- **News of 2019 Annual Conference and 2020 Spring Workshop**

Minutes Annual General Meeting Vilamoura, Portugal

10 November 2017 – 11.25 am – 12.15 pm

Minutes

Venue: Vilamoura Hilton Hotel
Presentation: Carina Saelen, David Taylor
Minute taker: Agnes Dillien

The quorum was confirmed.

Approval of the minutes of last year

The published minutes of last year Annual Meeting 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.

Constitutional issues

By David Taylor
Registered office: all members vote in favour of making the address of Petra Gillis the official address of Businet.
Raamstraat 6
9900 Eeklo
Belgium

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 Carina Saelen

Activities of the Board since the Budapest Conference in November 2016:
The Board met on four occasions in the course of 2016: in January in Brussels, in April in Sainte-Adresse (France) during the spring workshops, in August in Louvain and in November in Vilamoura, prior to the conference. During those meetings the Board not only prepared the annual members' conference, the annual students' conference and the spring workshops, but also discussed the strategic, financial, marketing and communication aspects of the organization.

• Conferences

The Businet member institutions are well represented at this 31st annual conference: there are 215 delegates from 90 member institutions in 26 countries. This is the highest number in the history of our network. The Board has worked hard to safeguard the quality of the keynote speakers, to stimulate members to share their expertise during the workshop sessions

and to make sure the preconditions for a successful meeting of the working groups are met.

The Unité Conference for students, which is taking place in Edinburgh 26-30 November 2017, is almost fully booked: 90 students are going to participate. The Board has tried to address the problem of the overrepresentation by students of certain countries by limiting the number of students per member institution to 7 and by continuously promoting this student conference in the Businet Newsletters and during all the Businet gatherings. Despite those efforts there is still a lack of cultural diversity. The Board has decided to thoroughly assess the Businet Unité Conference after this year's event. As every formula has its use-by date, the Board is considering to come up with a slightly different concept for next year's student conference.

• Strategic issues

The Businet membership: currently the network has 102 member institutions in 30 different countries, with 2 new members outside Europe, namely 1 in South Korea and 1 in South Africa. As of this year we also have 2 associate members, in line with the principles approved during last year's AGM. Businet still aims at increasing its membership, but in a well-considered manner. The target we set out a couple of years ago, was 100 members by 2016 and some 110 by 2020. This means we are right on target. In Europe the organisation is making efforts to recruit new members in countries that are either underrepresented e.g. Eastern European countries or where it has recently lost members, e.g. France, Germany, Ireland and the Scandinavian countries, because of mergers or financial constraints. And we have indeed been able to welcome a few from these countries lately. Businet is also slowly expanding outside Europe: currently we have a member institution in India, one in China, one in the US, one in Mexico, one in South Korea and one in South Africa. The Board intends to continue this trend of 'going global'. For the last couple of years we have asked for a combined effort of both the Board and the members to recruit new members, especially in the 'target' areas mentioned above. New members bring in fresh ideas and expertise; both essential elements for the survival and the growth of an organisation. And there are also the positive financial implications of having new members. Our appeal to the Businet members has paid off and the Board explicitly wishes to express its gratitude to all its enthusiastic Businet promoters.

The Board has also decided to maintain the very advantageous introductory fee of 250 euros for the 1st year for new members. And we encourage prospective new members to come to our annual conference or to our spring workshops as 'observers'. Then they can experience themselves how Businet can help them expand and promote their international activities

The Businet working groups: there are now 11 of them, the latest one being the Interdisciplinary Working Group which was launched in Budapest last year. Their activities are of vital importance to the network and therefore the

Board supports their functioning by helping them both with practical (e.g. providing possibilities to meet) and strategic (e.g. financial support for projects and special exchange activities) matters, e.g. for the Businet EU Moot Court for Bachelor Students in Law which took place in Manchester last March or for the Trade Mission in Budapest this year. By continuing to support such initiatives Businet gets promotion and exposure outside the network and at the same time some of the money from the membership fees is given back to the members and to their students. The Board also meets with the chairs and co-chairs of the working groups just before the start of the annual conference in order to help them to prepare the meeting of their working group

The spring workshop: at this year's spring workshop in Sainte-Adresse some 45 people representing 6 working groups were present. The members present were, as always, very satisfied about this possibility to meet in between 2 annual conferences. The working groups agreed that the spring workshop gives them the opportunity to work more extensively on the development of projects and activities organised by the group and that it contributes to the continuity in building up and working out such activities. That's why the Board continues organising a spring workshop. Next year it will take place at Avans University of Applied Sciences in Breda, The Netherlands, on Monday 14 and Tuesday 15 May 2018 (as has already been announced in one of the latest Businet Newsletters). The Board asks the chairs and vice-chairs of the working groups to strongly promote this spring workshop in their working group.

Relations with other networks: during the last 6 years the Board has established more or less official links with several other networks like NIBS (Network of International Business Schools), EDCOM (European Institute for Commercial Communications) and ESA (European Schools' Association), which is actually hosting its annual meeting during this conference. As some members of NIBS, ESA and EDCOM are also Businet members, small forms of co-operation result in a win-win situation for all 4 networks and their members. A good example of this cooperation between networks is the EnDigiCom project. This is an Erasmus+ KA 2 "Strategic Partnership & Exchange of Good Practice" project that has recently been approved of and awarded funding by the European Commission. The project aims at Enhancing Digital Competencies for Business Usage. It is a project in which both members of ESA and of Businet participate. The coordinator is EWS Vienna, represented by Ingeborg Kühling and Birgit Binneyi. Not only Businet is involved, represented by David Taylor and Griet Barrezele, but also the following Businet members take part in it: EBC Hamburg, Groupe IGS and DOBA Business School in Maribor.

The Fellowship Awards: this initiative was set up 6 years ago to acknowledge the support and efforts that members have made to the organization. Until now 14 Fellowships have been awarded, including the 2 new Fellowships that are going to be awarded on Friday evening.

• Marketing and communication

The Businet Newsletter: since February 2012 all members are familiar with the distribution of information via e-mail, with the bullet point format and with the attachments giving the additional details of each topic.

The Businet website: some important changes have been made since last April. In the Businet newsletter of 22 August the Board announced that the Sharepoint/Office 365 option would be shut down and be replaced by a new communication system called Basecamp 3. This decision was taken after having consulted several IT specialists. A series of "teams", (which is the Basecamp term for a group) has been established and some working groups have already started to distribute relevant conference material via the Basecamp system. The Board has been using this system to communicate within their group from April onwards and can testify to its user-friendliness. Therefore we strongly recommend to fully use the possibilities of this new communication tool: keep the communication lines in the working groups open and alive after the conference. Patrick De Mazière and Griet Barrezele presented the system to all the members on Thursday morning and they also hosted a special workshop session Thursday at noon.

Easily usable and transportable promotional material is available: promotional leaflets, an introductory presentation about our network (there is a recently updated version available on our website under the item 'About'), business cards for the Board members, small banners to put a conference or a working group or a special activity of a working group in the picture.

The Businet app: This app was developed last year for a period of 2 years, for both this conference and for the Unité conference. It provides all the important information for the conference. By providing the latest updates and allowing attendees to share information about the conference with other people, it enhances their conference experience. In 2016 it was used by half of the attendees at the Annual Conference and by three quarters of the students present at the Unité Conference. The Board hopes this device will be used even more extensively this year.

• Financial issues

The network is in a very healthy financial position. See further on for the presentation of the financial report by David Taylor.

To conclude: after 31 years our network is financially very sound. Businet has developed into a well-organised and mature network with specialised and up-to-date working groups that work out projects, co-operate and keep their members informed about recent developments in internationalisation in higher education.

The president wishes to thank the Board for all the work that has been done, and the member institutions and their delegates for their unwavering faith in and their support for our network in the past 31 years.

Election of the President and 1 other Board Member

Led by David Taylor

There are 6 candidates for the 2 Board positions: Jantien Belt, Isabelle Billard, Jennifer Ford, Jean-Michel Grégoire, Cristhian Mestre and Veronica Spowart. A majority of the members has voted for Jantien Belt. She will remain a Board Member for the next 3 years.

There is 1 candidate for the Presidency who has been elected. Jean-Michel Grégoire will be the Businet President for the next 3 years.

The members discharge the Board

The president wishes to explicitly thank Jean-Michel Grégoire for his work as a Board member during the past 3 years and wishes him all the best as the next Businet President.

Financial Report

By David Taylor

1. 2016/2017 Financial position

Excess of income over expenditure on year 2016/17 of €1001

Factors:

- Subsidy of Budapest Anniversary Conference
- Cost significantly less than budgeted figure

Reserve - € 115223 as at 31-07-2017

Allows the network to invest money in working group initiatives.

Allows for development activities.

2. The current year 2017/2018

Guided by:

- Maintain and amend existing initiatives
- Discounted Membership fees for early payment
- 1 year "special membership fee" for all countries in first year of their membership
- Supporting activities of working groups
- Control Costs with constant reassessment of financial position.
- 86% of members have paid fees at the early bird rate (€54K).
- Maintain existing members by continuing to offer added value, and to take a sympathetic approach to members facing difficulties.
- "Help" from members

The members discharge the Board for the financial report 2016/2017.

Consideration of Draft Budget 2017/2018

By David Taylor

3. Budget 2017/2018

Full Details in Conference Pack

| | |
|-------------------|--------|
| Total Income | €68630 |
| Total Expenditure | €67900 |
| Surplus | €730 |

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 a new European project "Endigicom" (6K over 2 years)

4. Membership Fees 2018/2019

NO CHANGE TO FEES FOR 2018/2019 (for 4th consecutive year)

| | | |
|------------------------|--------------|-----|
| • Full Member | EU (15), EEA | 970 |
| • Full Member | Wider EU | 550 |
| • Early Bird | EU (15), EEA | 790 |
| • Early Bird | Wider EU | 440 |
| • Associate Member fee | | 450 |

Policy for countries outside of EU, members charged at the wider EU rate
The members agree on the draft budget 2017/2018.

Appointment of Auditors

By David Taylor

Rewise has been appointed auditors 2017/2018.

Appointment of Financial Manager/Administrative Officer

By David Taylor

Petra Gillis is appointed as Financial Manager for the period 01 August 2018 to 31 July 2019

Appointment of General Manager

By Carina Saelen

David Taylor is appointed as General Manager for the period 01 August 2018 to 31 July 2019.

Conference 2018

By David Taylor

The 32nd Annual Businet Conference will be held in Tallinn (Estonia) from 7 to 10 November 2018.

BUSINET INCOME AND EXPENDITURE 2017/2018

| INCOME | Budget 2017/2018 | Actual 2017/2018 |
|--|-----------------------------|-----------------------------|
| Membership | 62500.00 | 65090.00 |
| Interest | 130.00 | 147.12 |
| Accreditation | 1100.00 | 1110.00 |
| Conference excess | 1300.00 | 4654.37 |
| Miscellaneous | 3600.00 | 930.29 |
| Project Endigicom | | 6530.00 |
| TOTAL INCOME | 68630.00 | 78461.78 |
| EXPENDITURE | Budget 2016/2017 | Actual 2016/2017 |
| General Management | 19950.00 | 19949.00 |
| Financial operating systems and management | 9200.00 | 8629.06 |
| Working group activity | 6200.00 | 2095.00 |
| Executive Committee Meetings | 7700.00 | 5897.00 |
| Travel/Subsistence + GM operating expenses | 3500.00 | 2818.00 |
| Administration and operating expenses | 7800.00 | 6649.00 |
| Businet News & PR material | 5100.00 | 5474.00 |
| 2016 Conference Preparation | | |
| External auditing | 1950.00 | 1664.00 |
| Development fund incorporating spring workshop | 5500.00 | 2114.00 |
| Conference expenditure | | |
| Unité excess expenditure | 1000.00 | 612.00 |
| Project Endigicom | | 3738.00 |
| Exceptional item - losson currency exchange rate | | 2031.00 |
| TOTAL EXPENDITURE | 67900.00 | 61670.06 |
| NET EXCESS OF INCOME OVER EXPENDITURE | 730.00 | 16792.00 |

BUSINET BUDGET 2017/2018

| INCOME | Note | Budget 2017/2018 | Budget 2018/2019 |
|--|------|-----------------------------|-----------------------------|
| Membership | 1 | 62,500 € | 64,000 € |
| Interest | | 130 € | 130 € |
| Accreditation | | 1,100 € | 600 € |
| Conference excess | | 1,300 € | 0 € |
| Miscellaneous | | 3,600 € | 1,000 € |
| Endigicom | | | 8,000 € |
| TOTAL INCOME | | 68,630 € | 73,730 € |
| EXPENDITURE | | Budget 2017/2018 | Budget 2018/2019 |
| General Management | | 19,950 € | 19,950 € |
| Financial operating systems and management | | 9,200 € | 8,800 € |
| Working group activity | 2 | 6,200 € | 7,200 € |
| Executive Committee Meetings | 3 | 7,700 € | 6,500 € |
| Travel/Subsistence + GM operating expenses | | 3,500 € | 3,000 € |
| Administration and operating expenses | 4 | 7,800 € | 7,300 € |
| Businet News & PR material | 5 | 5,100 € | 5,000 € |
| External auditing | | 1,950 € | 1,850 € |
| Development fund incorporating Spring workshop | 6 | 5,500 € | 6,600 € |
| Conference excess expenditure | | | 2,500 € |
| Student Conference excess expenditure | | 1,000 € | 2,000 € |
| Endigicom | | | 6,500 € |
| TOTAL EXPENDITURE | | 67,900 € | 77,200 € |
| NET EXCESS OF INCOME OVER EXPENDITURE | | 730 € | -3,470 € |

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
- 3 Prudent estimate as geographical location of the new board member
- 4 Increased admin support because of growth of network and number of activities administered by Businet
- 5 Businet Website Maintenance, and Hosting, Businet News and PR Material incorporated
- 6 Development fund incorporates attendance of associate network conferences supporting working group projects and subsidising the Spring workshop

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.

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 104 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.busetin.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.



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.



Anja Nagel

Anja has been on the board of Businet since the conference in Bratislava in 2012. She works for ESO Education Group, a German network of about 100 schools, colleges and universities of applied sciences. Anja is the principal of Euro Akademie Hanover and also responsible for internationalisation, product management and product development within ESO Education Group.

Anja studied history, languages and politics at Hanover University, including work experience and intensive programmes at Salisbury University, Maryland and University of Central England in Birmingham. She then worked as a research assistant at Hanover University and was responsible for implementing ECTS. Anja is also a certified translator and has experience in event management, public relations and journalism. She worked at various national and international events, conferences, exhibitions and finally EXPO 2000 before joining ESO Education Group in 2001.

Within the board, Anja shares duties such as recruiting new members or conference and workshop organisation with the other board members. She

takes care of the necessary documentation and is also the working group chair of HEDTOUR. Since her first conference in Riga in 2007, Anja has experienced the network as a constant and reliable source of support and new ideas and has profited from Businet professionally and personally – something she would like to return through her work as a board member.



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

Social Media & Businet

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.



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/busetnet_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

You can send a friend request to the Businet page. Facebook is less work-related compared to Twitter and LinkedIn, but although used for professional reasons. It is a nice and informal way to share conference photos and to stay in touch with your Businet Friends.



Businet App

Download the Businet App at the Google Play Store or Apple App Store 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. In addition, a push notification-function is available to keep you updated to events, should you wish to activate this function.

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

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

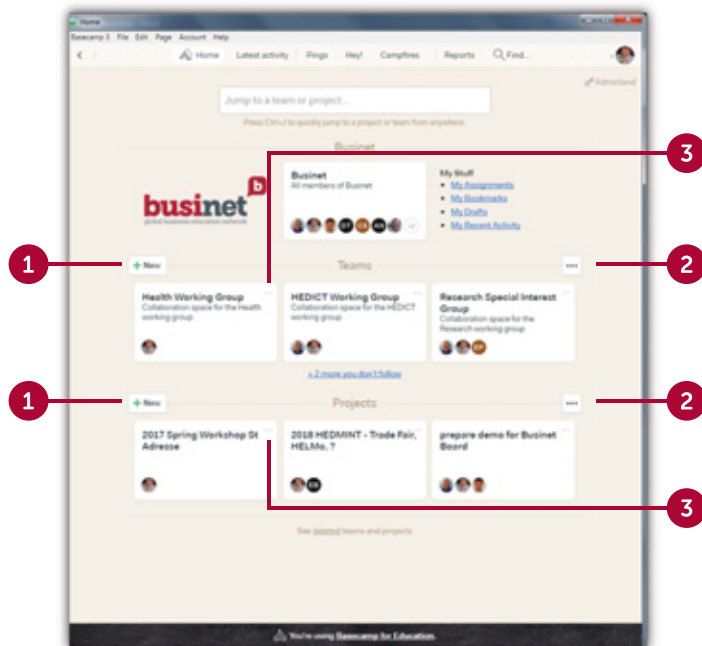
To keep the overview, we suggest to adopt the following naming convention. For teams, which will be limited in amount, the naming can be quite straightforward: name of working group/special interest group, followed by the type of group. As an example: Health Working Group, Research Special Interest Group,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

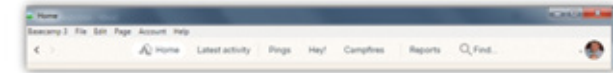
As such, it should be easy to quickly find back specific events. Of course, past events can be archived within Basecamp.

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

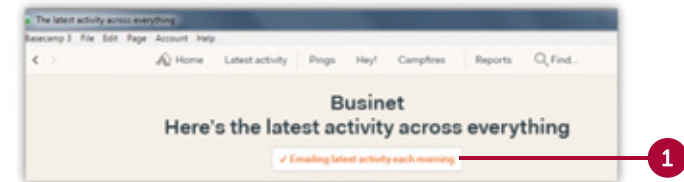


Home

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

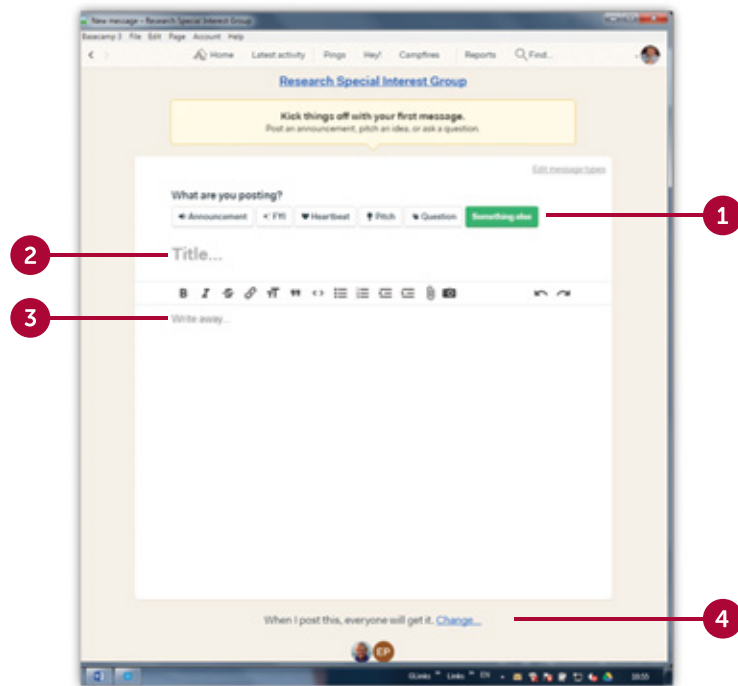
To send short messages privately to one single person, which is member of Businet of course. Consider it as a one-to-one mailer. Unlike messages and campfires (see next), they are independent of teams and/or projects and can be initiated from whatever screen you're at.

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.

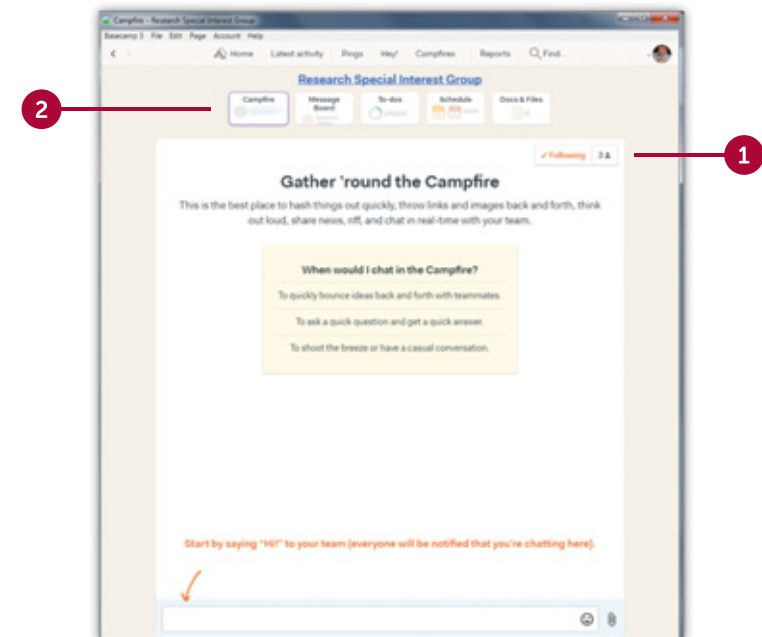


- 1 Select type of message to be sent. (Admins can change/add types: "Edit message types" top right corner)
- 2 Type the message's title here
- 3 Type your text here, using the available formatting possibilities
- 4 Select the addressees. By default: all members. But this can be changed easily

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 wish to be notified when a campfire starts (which is not advised of course). Next to it, the number tells you how many (which) people will be notified when you initiate a campfire
- 2 Whenever you are in a tool environment (Campfire, Message Board, ...) of a team (project), you can easily access the other tools available within this team (project) by clicking one of these icons.

General Tools (both teams & projects)

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



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

- 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)



Notes

Notes

