

**“Future Issues in Higher Education”**  
**29<sup>th</sup> Annual Businet Conference Programme**  
**11 to 13 November 2015**

**Wednesday 11<sup>th</sup> November**

<b>Time</b>	<b>Activity</b>	<b>Room</b>
14.00 – 16.00	<p><b>Newcomers Introduction</b> <i>(An introduction to Businet for new members and guests)</i> <i>Led by the Businet Board</i></p>	Bellavanti, level 5
3 departures at 16.00 16.10 16.20	<p><b>Introduction to the “old town” of Valletta</b> <i>Three general walking orientation tours will be started from the Grand Excelsior Hotel to provide you with the opportunity to discover the old town of Valletta. We will be walking along the fortifications taking in Floriana and the waterfront area before arriving back at the hotel after a duration of approximately 1 hr 15 minutes.</i></p> <p><i>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 conference desk in the foyer.</i></p>	
	<b>Official Commencement of Conference</b>	
18.30	<b>Welcome and Global Aperitif</b>	Tiki Village – pool side (subject to weather)
20.15	<p><b>A Maltese Buffet to welcome you to Valletta</b> <i>Musical entertainment provided by Lucy Ankers, Robbie Pick, Callum McClean and Chris Cowan of New College Durham</i></p>	Spice Island Restaurant, level 4

## Thursday 12<sup>th</sup> November

08.45	<b>Assemble in Main Conference Room</b>	Ballroom, level 7
08.50	<b>Welcome to the Businet Conference</b> <i>Carina Saelen, President Businet</i>	Ballroom, level 7
09.15	<b>Keynote Address:</b> <i>Eric Lynn, Creator of cultureQs</i> <i>Reframing Intercultural Education</i>	Ballroom, level 7
10.30	<b>Businet Good Practice</b>	
10.30	<i>Trade Mission to Mexico – Eddy Brune, HELMo - Haute École Libre Mosane Liège and Hilde Evers, UCLL University College Leuven-Limburg</i>	Ballroom, level 7
10.40	<i>The Active Healthy Ageing @ Home Symposium – Griet t'Servranckx, University College Leuven-Limburg and Agnes Dilliën, Thomas More University College Kempen</i>	Ballroom, level 7
10.50	<b>EACA / edcom</b> <i>Presenting the edcom Network - Dominic Lyle, EACA/edcom</i>	Ballroom, level 7
11.00	<b>Introduction to Workshop Sessions</b> <i>David Taylor, General Manager Businet</i>	Ballroom, level 7
11.05 – 11.25	<b>Coffee/ tea/ fresh juices</b>	
	<b>Workshop Sessions: Best Practice in Businet</b>	
11.30 – 12.30	<i>Using Social Media to enhance the Student Experience - Veronica Spowart, New College Durham</i>	Ballroom, level 7
11.30 – 12.30	<i>Effective use of the Businet Sharepoint Platform (delegates must have a laptop at the session) – Griet Barrezeele, UCLL University College Leuven-Limburg</i>	Buonamici, level 5
11.30 – 12.30	<i>Sustainability, Green Marketing and Media in the Creative Industry – Gamze Karayaz, Işık University and Valida Mechri, Groupe IGS Lyon</i>	De Medici, level 5
11.30 – 12.30	<i>Businet Moot Court – The Concept and Organisation – Nico Nijsten, UCLL University College Leuven-Limburg, Michael Jaensch, HTW Berlin</i>	Provence, level 8
11.30 – 12.30	<i>Entrepreneurship in Action – Marijn Simons, Frank Kuipers and Ruben de Haas, Engency and Avans University of Applied Sciences</i>	Laparelli, level 5

11.30 – 12.30	<i>Where is the Borderline of Plagiarism? – Tomas Foltynek, Mendel University/PEF</i>	Aragon, level 7
11.30 – 12.30	<i>Mergers and Acquisitions - A two-phase operation proceeding from a satisfactory cultural alignment to an agreed organisational culture – Richard Lewis, RLC Global</i>	Castille, level 7
11.30 – 13.00	<i>Laying a Platform for Engagement - Saying More by Saying Less – Eric Lynn, cultureQs</i>	Bellavanti, level 5
12.30 – 13.30	<b>Thinking out loud</b> Chaired by David Taylor, General Manager Businet	Ballroom, level 7
13.30 – 14.30	<b>Lunch</b>	Admirals Landing, level 5
14.30 – 17.30	<b>Working Group Activities:</b>	
	<b>Health</b>	Laparelli, level 5
	<b>HEDCOM – Communication</b>	Castille, level 7
	<b>HEDFIN – Financial Services and Accounting</b>	Buonamici, level 5
	<b>HEDICT – Information and Computer Technology</b>	Bellavanti, level 5
	<b>HEDLAW – Law</b>	Provence, level 7
	<b>HEDMINT – Marketing and International Trade</b>	Ballroom, level 7
	<b>HEDTOUR – Tourism</b>	Aragon, level 7
	<b>Intercom (formerly 3 MBC)</b>	De Medici, level 5
	<b>Coffee, tea and fresh juice will be made available during the afternoon</b>	
19.15	<b>Meet at reception to walk to the Phoenicia Hotel where the evening meal will be served</b>  <i>The hotel is a leisurely 10 minutes walk (uphill) from the hotel. If you do not feel able to walk this distance then please advise the team at the conference desk and other arrangements will be put into place</i>	Grand Hotel Excelsior Reception
19.30	<b>Dinner at the Phoenicia Hotel</b> <i>Musical entertainment provided by Lucy Ankers, Robbie Pick, Callum McClean and Chris Cowan of New College Durham</i>	Phoenicia Ballroom

## Friday 13<sup>th</sup> November

08.50	<b>Assemble at the Conference Room</b> <b>Welcome and Introduction to the Programme</b> <i>David Taylor, General Manager Businet</i>	Ballroom, level 7
09.10 – 09.50	<b>Keynote Address:</b> <i>The Challenge for Higher Education and Practical Education to bring Ethos to Business</i> <i>Gerben Van Straaten</i> <i>CEO Walas International and World of Walas</i>	Ballroom, level 7
09.50 – 10.30	<b>Keynote Address:</b> <i>The Regional Dimension: an Innovative Way to promote your Academic Institution</i> <i>Pascal Goergen</i> <i>FEDRA and Haute École EPHEC</i>	Ballroom, level 7
10.30	<b>Businet Good Practice</b> <i>Comparative Information related to Research</i> <i>Eva Abramuszkinová Pavlíková</i> <i>Mendel University</i>	Ballroom, level 7
10.40 – 11.10	<b>Coffee/ tea/ fresh juice</b>	Foyer
11.15 – 12.00	<b>AGM including Election of Officers</b> <i>Moderated by Carina Saelen, President</i>	Ballroom, level 7
12.00 – 13.00	<b>Workshop Sessions: Incorporating Best Practices in Businet</b>  <i>The 3 Things that will make your Presentation irresistible – Laszlo Kacsirek, Szolnok University College and Corvinus University</i>  <i>Can we join European Research Programmes? – Eva Abramuszkinová Pavlíková, Mendel University and Patrick De Mazière, UCLL University College Leuven-Limburg</i>  <i>Creation of a Diagnostic Tool – A Strategic Tool by and for every Member of a University College - Benjamin Colinet and Anne Majot, HELHA Haute École Louvain en Hainaut</i>	De Medici, level 5  Aragon, level 7  Laparelli, level 5

	<i>Understanding the Influence of Students' Entry Characteristics on their Learning Experiences in Marketing – Dr. Jie Liu, Manchester Metropolitan University Cheshire Campus</i>	Buonamici, level 5
	<i>Entrepreneurship in Action - Marijn Simons, Frank Kuipers and Ruben de Haas, Engency and Avans University of Applied Sciences</i>	Provence, level 7
	<i>What can Education do to help Businesses be more Sustainable and Responsible and Ethical? – Gerben Van Straaten and Mallora Rayner, Walas International and World of Walas</i>	Ballroom, level 7
	<i>How to create Growth with Regional Skills? – Pascal Goergen, FEDRA and Haute École EPHEC</i>	Bellavanti, level 5
13.15 – 14.15	<b>Working Lunch (buffet)</b>	Admirals Landing, level 5
14.15 – 16.00	<b>Special Interest Groups</b>	
	Decision Makers Forum	Provence, level 7
	Entrepreneurship	Castille, level 7
	International Relations Management	Bellavanti, level 5
	Leadership	Laparelli, level 5
	Research Group	Aragon, level 7
16.00	<b>Coffee/ tea/ fresh juices will be served</b>	Foyer
16.15 – 17.00	<b>Feedback Session</b>	Ballroom, level 7
17.00	<b>Meeting Close</b>	
19.45	<b>Cocktail Reception</b> <i>Pre-dinner cocktail</i>	
20.30	<b>Gala dinner</b> <i>Musical entertainment provided by Big Band Brothers</i>	

## Saturday 14th November

08.45

### Departure for social day

Reception

*After a short twenty-minute ferry crossing the social day participants will reach Mġarr harbour. The guide will lead around the Megalithic temples of Ggantija, the oldest free-standing monuments in the world. This will be followed by visits to the medieval citadel in Victoria, the fjord-like bay at Xlendi and the Azure Window at Dwejra.*

*At 15.00 participants depart Mġarr Gozo on small vessels for a cruise of Comino visiting Blue lagoon, Crystal lagoon and possibly some caves. The boats will then berth in Marfa Malta at around 16.00 for a direct transfer by coach to the hotel.*

17.00  
(approx.)

### Arrival back at the hotel