



Guide to Businet

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 Institutes of Higher Education, their staff, and their students. Currently the organisation has 145 members and is represented in 35 countries.

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

Commonly used terminology associated with the organisation and structure

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.

The curriculum (working) groups currently are:

- HEDICT - Information and Computer Technology
- HEDMINT - Marketing and International Trade
- HEDTOUR - Tourism and Hospitality Management
- HEDCOM - Communications
- Intercom - Intercultural Competences
- HEDLAW - Business Law
- Health and Social Matters - Business Health
- Logistics / Supply Chain management

Additionally, there are seven special interest groups:

- IRM - International Relations Managers

The International Relations Managers working group brings together people responsible for managing international activities of their institutions. It allows for the sharing of good practice and networking. It examines new developments in EU and the funding mechanisms associated with education. Discussions are broad based, and examine common issues, with the aim of sharing good practice and mutually benefiting.

- Interdisciplinary Group
- Internationalisation@home
- Entrepreneurship
- Research Group
- STEM - Science Technology Engineering and Maths
- Sustainability



Conferences

Businet organises two conferences and a workshop each year.

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 complemented by the sharing of good practice in workshop sessions. The working groups meet to examine specific curriculum issues. The conference is held at the beginning of the academic year and is central to the planning processes of many of the member institutions.

The Businet conference is held in different countries each year. The conferences are held in hotels which offer an accommodation package, to enable the delegates to meet and to maximise the networking time available.

Student Conference

Businet has hosted a student conference annually since 1997. The event was referred to as the Unité student conference. Over the years the content and venue have been changed but the concept of bringing students from different countries and institutes together to network and learn has not changed. In 2017 a review of the venue and programme led to the further evolution of the event. Previously the Unite Conference explored Employability Skills and Cultural Awareness.

This new format incorporates the evolution of the programme, which will

- identify and explore Employability Skills,
- encourage Reflective Thinking,
- provide the opportunity to sample Experiential Learning, and
- introduce the concept of Emotional Intelligence.
- assist students to identify and develop skills and self-awareness through reflection.

Conference registrations can be made online at www.businet.org.uk.



Spring Workshops

In 2012 Businet introduced a spring workshop which enables curriculum groups to get together and discuss issues of mutual interest and work on proposals relating to collaborative working. The 2018 event was held at Avans University of Applied Sciences in Breda. The venue of the 2019 event was held in Leuven at UCLL. Since the pandemic the spring workshops have been held virtually in the spring.



Busidays and Busiweeks

Members organise intensive programmes within the curriculum working groups. The duration of these events varies. They explore a theme with students from different institutes from different countries. In 2022 over 40 events were held. These recent addition to the portfolio of Businet activities have proved to be exceedingly successful and make a very valuable contribution.



Collaborative Working

The network is keen to support members wishing to work collaboratively on projects, whether funded or otherwise, and can act as the manager for appropriate projects, or as a dissemination partner.

Many members work together on intensive weeks and student based activities. Members can communicate via a communication system called Basecamp.



Businet Awards (certifications)

Businet aims to provide “added value” for its member organisations and the stakeholders in those organisations. For students who participate in international activities Businet provides a range of certificated qualifications. The reason for offering such qualifications is to provide an element of “added value” for our students. Each individual curriculum group (referred to as HED groups or working groups) establish the criteria for the award in their curriculum area based around the accreditation guidelines set by the Businet organisation.

Higher Education Certificate Regulations - HEC

Accredited programmes of study will be:

- Of two years (minimum), full-time duration (or part-time equivalent).
- Incorporate the study of a foreign European language to a level of proficiency which enables a good level of communication in countries associated with that language.
- Provide an induction at an introductory level into the culture of one or more countries associated with the foreign European language
- Incorporate the award of a nationally recognised higher education qualification, gained after a minimum of two years full-time, post-secondary study (or part-time equivalent) from a member state higher education study.

Higher European Diploma Regulations – HED

Accredited programmes of study will be:

- Of three years (minimum) full-time duration (or part-time equivalent)
- Incorporate the study of a foreign European language to a level of proficiency which allows first destination employment in countries associated with that language
- Provide an introduction into the culture of one or more countries associated with the foreign European language
- Incorporate the award of a nationally recognised higher education qualification, gained after a minimum of two years, full-time, post secondary study (or part-time equivalent) from a member state higher education institution.

Certificate of International Business Practice - CIBP

The CIBP was designed to give credit to students for completing a work placement activity outside of their home country. The intention being that it enables the student to display “added value” to potential employers.

The required criteria to achieve this award are as follows:

- The placement must be of a minimum 2 months duration
- The placement must be outside the home country (and could be outside Europe)
- Documentary evidence of the successful completion of the placement period (assessment documentation) must be held by the home institution, from both the student and the placement provider.

- The period must be recognised by the home institution as part of their programme of study.
- A study reference report must be completed (3000 words minimum)
- A language element must be involved during the placement period.

The home institution will be responsible for confirming all requirements are met. The cost is €30.

Certificate of International Business and Cultural Awareness - CIBCA

Some students are not able to work or study outside of their own country because of family commitments, or personal circumstances. Likewise, many part-time students are not able work or study abroad because of work commitments. As a result of activities in college, or in the work place, some of these students have a knowledge and understanding of international business and / or cultural awareness. Discussions were held in Palma as to how Businet can recognise the experiences and knowledge of those students. Discussions led to the introduction of the new award.

This award can also be used in respect of intensive programmes. It may be something that enhances applications for funding.



Ordinary Membership

Businet is an organisation funded by the subscriptions of the membership. The membership fee is set annually by the members at the Annual Meeting (held at the Annual Conference)

To reward those members who pay their subscriptions before a set deadline Businet offers an “early bird fee”. This offers a significant discount to the member institution. The same principle is applied to the conference registrations. Those registering early receive a discounted price – again referred to as an early bird fee.

A special membership fee is also offered to those institutes coming from the expansion countries of the EU and countries outside of the EU. For a full breakdown of membership fees go to the website at www.businet.org.uk.



Associate Membership

The idea of associate membership is to enrich the composition of Businet by bringing in organisations which share the aims and objectives of Businet, but which are not mainstream teaching institutions.

Associate members bring a valuable additional resource to Businet through their business connections and experience. Associate members are charged an annual membership fee.

It is hoped that associate members will be able to participate fully in all the activities of Businet, but in particular will be able to attend the Annual Conference where they can meet and network with the delegates representing all the member institutions.

b Co-operation Partners

Businet also has an agreement of corporation with EURIE and ESA. These are complementary networks and networks that we are happy to be associated with.

b The Board of Management

The Board of Management consists of the President of the Association, the General Manager and three Board Members. The President and Board Members are elected every three years at the Annual meeting. The General Manager and the Financial Manager are both appointed posts.



President of the Association

Nico Nijsten
UCLL University of Applied Sciences

nico.nijsten@ucll.be



General Manager

Yvonne Farrand
Projects Beyond Borders

businet@gmx.com



Deputy General Manager

Griet Barrezele
UCLL University of Applied Sciences

griet.barrezele@ucll.be



Board Member

Ria Slingerland

Rotterdam University of Applied Sciences

a.a.slingerland@hr.nl



Board Member

Mindaugas Samuolaitis

Kauno Kolegija

mindaugas.samuolaitis@go.kauko.lt



Board Member

Rob de With

At Work SOLUTIONS

rdewith@atworksolutions.nl

The Board meets regularly throughout the year. Details of the functions of the Board can be found on the Businet website.

The organisation's administration is the domain of an appointed administrative officer.



Finance Manager

Petra Gillis

Belgium

petra.gillis@skynet.be

Social Media & Businet

LinkedIn 

www.linkedin.com

Connect to our [LinkedIn Company page](#) to

- **Stay Updated:** You'll receive updates about the Businet news, events, and content. This can be useful if you're interested in our activities or trends.
- **Networking:** Connecting can facilitate networking opportunities. You might interact with other followers, (potential) partners, or industry professionals associated with Businet, potentially expanding your professional network.
- **Engagement and Visibility:** Engaging with our posts or content can increase your visibility. Thoughtful comments or interactions may get noticed by other followers, boosting your profile's visibility.
- **Research and Learning:** Following Businet allows you to stay informed about trends, best practices, and innovations that Businet or their members might share, contributing to your professional development and knowledge base.

Ultimately, connecting with our company page on LinkedIn can be beneficial for staying informed, networking, and potentially accessing opportunities.



www.facebook.com

You can send a friend request to [Businet Network](#). Facebook is less work-related compared to 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 Fellowships

Businet Fellowships are 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.

An individual may be nominated for a fellowship either by a Board member, or by a minimum of five members who are not members of the Board. In the latter case the nomination should be in writing, signed by the nominees, and state the grounds upon which the nomination is based. The nomination should be sent to the President. A nomination form will be published on the website. A member's nomination which has not been received by the end of May will not normally be able to be considered by the Board in time for the Annual Conference for that year.

It would not be expected that not more than two fellowships would be granted in any year, and there may be years in which none are granted.

The award of fellowship will be made during the Annual Conference and the name of the fellow entered into the Register of Fellowships.

Fellows will be invited, as appropriate, to contribute to the work of the organisation whether or not they remain as the representative of a member institution. They will be invited to attend all Annual Conferences.