

INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE

February 2017

Dear Partners and Colleagues,

The project “INTernational ENTrepreneurship Skills Europe” (INTENSE) was launched in September 2016. With this newsletter we would like to keep you updated on the project’s progress.

We are looking forward to working with you!

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INTENSE – INTernational ENtrepreneurship Skills Europe

■ Project Background

In September 2016 the Erasmus+ project “INTENSE – INTernational ENtrepreneurship Skills Europe” was launched. The project will run for a period of three years with a total budget of 405.991,00 EUR. INTENSE is an international project, implemented by the University of Applied Sciences (HTW) Berlin, Germany (project lead), the University of Applied Sciences (HU) Utrecht, Netherlands, University of Applied Sciences LTD (TUAS) Turku, Finland, University Colleges Leuven Limburg (UCLL), Belgium, and the Faculty of Economics (EFOS) Osijek, Croatia.

■ Project Summary and Main Outputs

INTENSE aims to promote the collaboration and innovative practices between Higher Education Institutions (HEI) and European Small and Medium-sized Enterprises (SME) in order to stimulate entrepreneurial behavior, innovation skills and the internationalisation of students, HEI staff and SMEs. As a result it will increase the employability of HEI students and staff.

INTENSE focuses on developing and implementing a teaching module on the internationalisation of SMEs for HEI students. Mixed teams of students, SMEs and HEI staff from five EU countries help SMEs to internationalise their businesses and raise awareness for the importance of internationalization in globalised work and learning environments. The project builds on previous experiences of the project partners and fosters an exchange of best practices between the partner HEIs.

■ Project Components:

- Building a bridge between Higher Education Institutions, students and entrepreneurs/SMEs
- Provide cross-border support to SMEs through student consultancies
- Making use of and further E-learning and blended learning
- Enhancing innovation, internationalization and entrepreneurial competences

■ Outputs:

- Teaching module on the internationalisation of SMEs, including teaching manual
- INTENSE Tool kit for SMEs
- Scientific publications on the INTENSE learning model
- Measuring innovation competences with the help of the INCODE Barometer
- INTENSE policy recommendations catalogue

Communication Channels:

Website: <http://intense.efos.hr>
Facebook: www.facebook.com/Intenseproject
Twitter: @projectintense
Linkedin: <https://www.linkedin.com/groups/13501961>

Project Management

■ Coming up: 2nd Transnational Project Meeting in Utrecht

The next transnational project meeting will take place at HU Utrecht from March 13th to 14th 2017. At the project meeting representatives of all partner HEIs will work together on the teaching material for the teaching module and will discuss and share best practices on innovative teaching methods in the field of entrepreneurship education.



Project Activities

■ Teaching Material on Internationalisation of SMEs

The project partners agreed on a first draft structure for the teaching module on internationalisation of SMEs in November 2016. The module covers 15 ECTS and has three components. The first component provides students with background knowledge on internationalization; the second component focuses on student's project management and consultancy skills; the third component includes a company analysis conducted by the students as well as international student meetings. The partners are currently gathering exiting data and teaching material. The first draft of the teaching concept and possible teaching methods will be discussed at the upcoming transnational project meeting in Utrecht. The first pilot run of the teaching project will take place during the winter term 2017/2018. Five students per country will support SMEs in their internationalisation.

Dissemination Activities

■ Head Conference 2017, Valencia

In January HTW Berlin handed in a paper proposal for the "Third International Conference on Higher Education Advances (Head'17)" which will take place in Valencia, Spain in June. The paper covers the theme of "Boosting the Employability of Students and Staff at European Higher Education Institutions: An Educational Framework for Entrepreneurship, Internationalisation and Innovation". It aims to develop an educational framework for boosting student and staff employability at European HEI and adds to the practical dimension of HEI internationalisation, entrepreneurship education and innovation pedagogy. Using the example of INTENSE it propounds how these inter-related concepts can be integrated into the curricula of HEI.

■ Science Symposium "Industry of Tomorrow", Berlin

HTW Berlin will present a paper on the topic of "Fit for Internationalisation" at the Science Symposium "Industry of Tomorrow", organised by HTW Berlin in November 2017. The paper will be published in an edited volume on HTW Berlin's current projects and activities which is aimed at a specialised audience from the areas of industry and business. It will address concrete steps and competencies leading to internationalisation and how cooperations between Higher Education Institutions and SMEs can support the process of SME internationalisation.

Public Relations

■ INTENSE Corporate Design & Social Media

As part of our public relations strategy the Faculty of Economics at the University of Osijek (EFOS) has finalised the project's corporate design and set up social media accounts (s. links above). These channels will be used to disseminate INTENSE project outputs and current activities, so make sure to connect yourselves in order to stay updated. INTENSE's corporate design now includes a powerpoint template, a roll-up banner and a business card template. Furthermore, EFOS is keeping track of the project's public relations activities in a bi-monthly project communication report.

