

INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE

April 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 look forward to working with you!

INTENSE – INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE

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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 behaviour, 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

■ Communication Channels:

- Website: <http://intense.efos.hr>
- Facebook: www.facebook.com/Intenseproject
- Twitter: [@projectintense](https://twitter.com/projectintense)
- LinkedIn: <https://www.linkedin.com/groups/13501961>



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Project Activities

- **Looking Back: 2nd Transnational Project Meeting in Utrecht**

The second transnational project meeting took place at HU Utrecht from March 13th to 14th 2017. At the project meeting representatives of all partner HEIs worked together on the teaching material for the teaching module and discussed and shared best practices on innovative teaching methods in the field of entrepreneurship education, innovation pedagogy and internationalisation skills.

- **Update: Teaching Material on Internationalisation of SMEs**

The project partners revised the structure of the teaching module on internationalisation of SMEs which 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 project partners agreed to finalise the teaching material as well as the teaching concepts for the individual topics by end of May. The pilot run of the teaching project will take place during the winter term 2017/2018. Throughout the pilot run five students per country will support local SMEs in their internationalisation process.

- **Coming up: Staff Training in Turku, 28 August – 1 September 2017**

From August 25th to September 1st 2017 a training for international teaching staff will take place at Turku University of Applied Sciences, Finland. The training is directed to teaching staff of the partner universities and further universities engaged in teaching international business as well as entrepreneurship, innovation and internationalisation skills. A call for participation and a draft agenda will be circulated within the next weeks.

- **Coming up: International Student Exchange in Utrecht, 27 Nov. – 1 December 2017**

The first INTENSE international student exchange will take place from November 27th to December 1st at the University of Applied Sciences Utrecht, the Netherlands. Five students from each partner university will participate in a one-week training course. This course includes workshops on intercultural and negotiation skills, case writing as well as online-based collaboration in international teams. Furthermore, students will reflect their experiences in consulting SMEs. A second international student exchange will take place in the full run of the INTENSE project in the winter term 2018/2019 with a group of 60 students from all partner organisations.

Dissemination Activities

- **Symposium of the HTW Business School, 21 April 2017**

The team at HTW Berlin will present a poster on the INTENSE project at the annual symposium of the HTW Business School in April 2017. The symposium serves as a platform for exchange for teaching and administrative staff. It is an ideal opportunity to raise the awareness for the INTENSE project within HTW Business School and to establish collaborations with other projects working in related fields.



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- **Staff Mobility to Denmark, 10 May – 19 May 2017**

In May 2017 the INTENSE project coordinator of HTW Berlin, Christina Saulich, will meet teaching staff of business schools in Aarhus and Roskilde, Denmark to exchange ideas on teaching entrepreneurship and innovation at Higher Education Institutions (HEI) and to promote the INTENSE project. Denmark has a long history of fostering entrepreneurship education and innovative teaching methods. The insights gained during Christina's stay in Denmark will be shared with all project partners.

- **Head Conference 2017 in Valencia, 21 June – 23 June 2017**

HTW Berlin was accepted to present a paper at the “3rd International Conference on Higher Education Advances (Head'17)” in Valencia, Spain. The paper covers the theme “Boosting the Employability of Students and Staff at European Higher Education Institutions: An Educational Framework for Entrepreneurship, Internationalisation and Innovation”. It develops 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 interrelated concepts can be integrated into the curricula of HEI.

- **EAIE Conference in Seville, 12 September – 15 September 2017**

Information about the INTENSE project will be handed out at the EAIE conference that takes place in Seville, Spain, from 12 to 15 September 2017. The annual conference is the meeting place for HEI and is Europe's largest and most comprehensive higher education event. The theme of the event this year is 'A Mosaic of Cultures'. As the European Association for International Education (EAIE) has 2500 members from 80 countries around the world, it will be a great opportunity to use this event for promoting the INTENSE project. HU Utrecht will disseminate the INTENSE project at the HU stand with promotion material.

- **Symposium in Pforzheim, 23 October – 25 October 2017**

Members of the team from EFOS, Croatia will attend the “38th Symposium Osijek Pforzheim - Competitiveness in Knowledge Society” which will be held in Pforzheim from October 23 to 25, 2017. The symposium is the result of a long-term cooperation between the Faculty of Economics in Osijek and the Business School of the University of Applied Sciences in Pforzheim. The team will present a paper on "Increasing Competitiveness in Higher Business Education – INTENSE Project". The paper will present expectations and desired outputs of the project INTENSE. With our contribution we seek to increase the awareness for INTENSE and gain insights from other Higher Education Institutions (HEI) about their activities in this field.

- **Science Symposium “Industry of Tomorrow” in Berlin, 9 November 2017**

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. The paper provides an overview of the diverging patterns for SME internationalisation. It further discusses how a cooperation between SMEs and Higher Education Institutions (HEI) can support the internationalisation process of small firms.

