

# INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE

June 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!

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



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## Project Activities

### ▪ **Update: Teaching Material on Internationalisation of SMEs**

The project partners have finalised 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 internationalisation; the second component focuses on students' project management and consultancy skills; the third component includes a student consultancy for SMEs who seek to internationalise as well as an international student meeting.

All project partners are currently working on the teaching material as well as the teaching notes for the individual topics. The teaching material will be ready by August, just in time for the pilot run of the INTENSE project which will take place in the winter term 2017/2018. Throughout the pilot run students will support local SMEs in their internationalisation process.

### ▪ **Long-term Staff Exchange HTW Berlin → HU Utrecht**

The INTENSE project coordinator of HTW Berlin, Christina Saulich, will spend two months at HU Utrecht to revise and further develop the intense teaching material together with Menno de Lind van Wijngaarden and Willem Klijnstra of HU Utrecht. The long-term staff exchange also serves to jointly plan the cooperation between students and SMEs and further project activities. During her stay, Christina is participating in student presentations with firms, poster sessions, and further teaching-related activities to gain insights into entrepreneurial teaching at HU Utrecht. As part of the long-term staff exchange HTW Berlin's e-learning expert, Marcel Dux, will come to Utrecht to offer a workshop on online collaboration and online-based group work to the staff of the International Business and Management Studies programme at HU Utrecht.

### ▪ **National Steering Committee of EFOS, Croatia**

In the course of a team project meeting held on April 28, 2017 the Croatian national steering committee (NSC) was founded and its members are: Dinko Romer – student representative; Sunčica Oberman Peterka – EFOS professor, HEI representative; Tomislav Barbarić – Centre for Entrepreneurship, SME's representative; Jasenka Crnković – Erste&Steiermarkische Bank – Erste Bank Croatia. NSC members were introduced to the project and its goals. The first meeting of the Croatian NSC is scheduled for the last week of June 2017. The main topics of the meeting will be an introduction to the project, the selection of companies for the pilot-run and the selection of the students for the pilot run. The Croatian NSC will help the team from EFOS, Croatia with coordinating the companies included in the pilot-run as well as the promotion of the INTENSE projects and the benefits it provides for SMEs.

### ▪ **Student Contest for the INTENSE Pilot Run in Croatia**

On June 13 the team from EFOS started the selection process of students that will be part of the pilot run. Student are able to apply until June 30, 2017. Team EFOS and the Croatian national steering committee will then choose the students who will participate in the pilot run. The process will be concluded on July 7, 2017. Six students will be elected and who will be working in two teams. All information about the student contest can be found on <http://www.efos.unios.hr/poziv-studentima-na-sudjelovanje-u-projektu-intense/>.



- **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 (TUAS), Finland. The training is directed to teaching staff of all partner universities involved in teaching the module on SME internationalisation developed by the INTENSE team. The programme of the staff training includes a two-day training on Innovation Pedagogy by TUAS as well as various interactive workshops on entrepreneurial learning and teaching, effectuation, and online team and project work.

## Dissemination Activities

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

The INTENSE team at HTW Berlin presented the INTENSE project at the annual symposium of the HTW Business School in April 2017. The symposium served as a platform for exchange for teaching and administrative staff and was an ideal opportunity to raise awareness for the INTENSE project within HTW Business School and to establish collaborations with related projects.

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

In May 2017 the INTENSE project coordinator of HTW Berlin, Christina Saulich, met with teaching staff of the Business Academy Aarhus and the VIA University College Aarhus to exchange ideas on teaching entrepreneurship and innovation at Higher Education Institutions (HEI) and to raise awareness for the INTENSE project. The insights gained throughout the staff mobility will benefit the INTENSE project.

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

HTW Berlin presented a poster at the “3<sup>rd</sup> 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 European Association for International Education (EAIE) annual conference in Seville, Spain, in September 2017. EAIE’s annual conference is a meeting place for HEI and is Europe’s largest and most comprehensive higher education event. This year’s theme of the event is ‘A Mosaic of Cultures’. As EAIE has 2500 members from 80 countries around the world, it is a great opportunity for promoting the INTENSE project. HU Utrecht will disseminate promotion material to promote the INTENSE project at its stand.

