

# INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE

September 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>

## Project Activities

### Start of the INTENSE pilot run in the winter term 2017/2018

We are happy to announce the start of the pilot run of the INTENSE project! From September 2017 until January 2018 lecturers and students at all partner universities will have the chance to test the INTENSE teaching material and will be involved in student consultancy projects. Two SMEs per country will work together with student teams on issues related to internationalisation. The student teams will share their experiences and support each other during an international student meeting in Utrecht in November 2017. The pilot run will be an interesting learning experience for students, lecturers, and SMEs. The first partner university to start the pilot run was TUAS, Turku on the 6<sup>th</sup> of September with 9 students. Just in time for the start of the pilot run, Sirpa Hänti from TUAS, one of the “founding mothers” of the INTENSE project, re-joined the project team. Welcome back, Sirpa!

### INTENSE Teaching Manual

The project team has started to work on the INTENSE teaching manual. The teaching manual provides information for lecturers who want implement the 15 ECTS INTENSE teaching module at their university. One of the components of the teaching manual are teaching scripts, that include a summary, the learning objectives, assessment methods as well as a detailed teaching concept for each topic of the INTENSE teaching module.

### Looking back: Staff Training in Turku, 28 August – 1 September 2017

From August 25<sup>th</sup> to September 1<sup>st</sup> 2017, a training for international teaching staff took place at Turku University of Applied Sciences (TUAS), Finland. The training was 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 included 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. During the training, participants also visited the start-up centre SparkUP and the entrepreneurial education project “Me & My City”.



INTENSE participants at the Staff Training in Turku 2017

### Coming up: International Student Meeting in Utrecht, 26 – 30 November 2017

From 26 to 30 November 2017 a group of 25 students and 10 lecturers from all partner universities will come together for an international student meeting at HU Utrecht. The student meeting is part of the INTENSE pilot run. At the meeting, students will exchange experiences on their student consultancy projects, work on case studies, participate in an intercultural training and in workshops on online group work and entrepreneurship.

### Dissemination Activities

#### INTENSE @ [openeducationeuropa.eu](http://openeducationeuropa.eu)

Since July 2017, the INTENSE project has a profile on the EU-platform [openeducationeuropa.eu](http://openeducationeuropa.eu): <https://www.openeducationeuropa.eu/en/case-study/intense-international-entrepreneurship-skills-europe>. The online platform reaches out to an international community interested in innovative teaching and learning.

### EAIE Conference in Seville, 12 September – 15 September 2017

HU Utrecht is presenting the INTENSE project 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.

### 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". EFOS's contribution will increase the awareness for INTENSE and gain insights from other Higher Education Institutions (HEI) about their activities in this field.

### Sales Excellence Week in Turku, 16 November – 18 November 2017

The INTENSE team from TUAS Turku will present INTENSE at the Sales Excellence Week in Turku to local companies and representatives from international higher education institutions. The event also includes a sales excellence day during which CEOs, partners and directors will offer their views on e.g. sales engineering and innovative solutions, sales leadership, and customer experience. The Sales Excellence Week is a great opportunity to promote the INTENSE project among students, local companies and staff members of higher education institutions.

### 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 by HTW Berlin which is aimed at a specialised audience from the areas of industry and business. The paper discusses how a cooperation between SMEs and Higher Education Institutions (HEI) can support the internationalisation process of small firms.



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