

INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE

June 2018

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

- Project Background and Main Outputs

Project Activities

- Recruiting Event with SMEs in Berlin @ Berliner Sparkasse
- INTENSE Project Meeting in Turku, 11-12 June 2018
- Broadening the INTENSE Network in and beyond Europe
- Save the Date! INTENSE International Event @ UCLL, 26 March 2019

Dissemination Activities

- INTENSE paper nominated for best paper awards at Head'18 Conference in Valencia, 20-22 June 2018
- INTENSE @ the ISPIM Innovation Conference in Stockholm, 17-20 June 2018
- INTENSE in UCLL curriculum.
- INTENSE related Bachelor Thesis
- INTENSE publication in “Journal of Excellence in Sales”
- INTENSE meets international and diversity liaison officers in HEI
- INTENSE curriculum curated in FRESH START
- EFOS News

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 (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>

Project Activities

Event with SMEs in Berlin @ Berliner Sparkasse

On June 5th, 2018, Berliner Sparkasse hosted an event with small and medium-sized enterprises (SMEs) that are interested in expanding their businesses internationally. The event aimed to offer SMEs the chance to participate in student consultancy projects as part of the INTENSE – INTERNATIONAL Entrepreneurship Skills Europe project by Hochschule für Technik und Wirtschaft (HTW) Berlin. From October 2018, five student teams from HTW Berlin will work with five Berlin-based SMEs on issues related to internationalisation. Michael Schmidt, Branch Director of Sparkasse FirmenCenter Treptow, and Lisa Olvermann, Sales Sparkasse International Business, opened the event and informed the participants about Sparkasse's international services. Prof. Tine Lehmann, INTENSE Project Manager, and Christina Saulich, INTENSE Project Coordinator, presented the INTENSE project and the student consultancy projects. Patrick Boadu, Retail Support & Retail Sales soulproducts GmbH, explained how SMEs can benefit from collaborating with students at HTW Berlin and with the INTENSE project. A team from soulproducts GmbH participated in the project in the winter term 2017/2018 and is currently implementing some of the recommendations that resulted from the collaboration with students. All SMEs showed great interest in the topic of internationalisation and in working together with students from HTW Berlin. We look forward to future cooperation!



INTENSE Project Meeting in Turku, 11-12 June 2018

The national coordinators of the INTENSE project from all partner countries (Germany, the Netherlands, Belgium, Croatia, and Finland) came together for a two-day meeting from 11th to 12th of June 2018 in Turku, Finland. Among others, the project team started to plan the student consultancy projects for the winter term 2018/2019 and the realisation of the 'SME Toolkit'. After two days of fruitful discussions all partners returned to their countries, packed with new ideas and tasks for the upcoming months.



Broadening the INTENSE Network in and beyond Europe

The INTENSE project team is broadening its network of partners at higher educational institutions (HEI) in and beyond Europe. The aim is to encourage as many HEI as possible to use the teaching material that has been developed by INTENSE project members and to participate in the student consultancy projects. First contacts have been established with CEU Universidad San Pablo in Madrid and with the MBA programme and the future 'Entrepreneurship Hub' at the University of the Gambia. Broadening the INTENSE network is an important step towards dissemination and to sharing the benefits of HEI cooperation.



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INTENSE in UCLL curriculum.

Starting from academic year 2018-2019 UCLL Belgium will be incorporating International entrepreneurship in its curriculum of Business Management and Office Management. Students from various disciplines will be able to choose this elective, e.g. the majors Logistics management, Languages & Business or SME management as well as students from the international exchange program. In the elective students will both work on theoretical frameworks and solve authentic business cases from various sectors. As part of the elective students will have the opportunity to collaborate with peers from the other partners in the INTENSE project.

INTENSE related Bachelor Thesis

The student Nita Ruotsala of the University of Applied Sciences Turku wrote her Bachelor Thesis related to the INTENSE project. The name of the thesis is "Internationalization steps in exporting. Cases of Finnish SME's".

EFOS News

EFOS Croatia has started the application process for students and companies for the full run of the INTENSE project. EFOS has already received 15 applications from students and seven from companies that would like to take part in the consultancy project. In the upcoming weeks, EFOS staff will carry out interviews with students to select students for the full run.

Dissemination Activities

INTENSE @ the ISPIM Innovation Conference in Stockholm, 17-20 June 2018

Helena Rantanen and Sirpa Hänti, both members of the INTENSE team at Turku University of Applied Sciences (TUAS), will present a paper on "Learning Innovation Competences and International Entrepreneurship" at the XXIX ISPIM Innovation Conference under the theme of "Innovation, The Name of the Game". The conference invites researchers, managers, executives, and consultants to discuss issues related to innovation management in Stockholm. The paper presents the FINCODA Innovation Barometer Assessment Tool that is used in the INTENSE project to assess students' and lecturers' innovation competences.

INTENSE paper nominated for best paper award at Head'18 Conference in Valencia, 20-22 June 2018

For the second time, a paper on the INTENSE project has been accepted at the International Conference on Higher Education Advances (Head) which will take place in Valencia, Spain in June 2018. We are proud to announce that our paper on "Transnational student consultancy - an integrated approach to business students' learning" has been selected as a best paper award candidate by the best paper committee. The final decision will be made during the conference that brings together practitioners and researchers from the area of higher education.

INTENSE meets international and diversity liaison officers in HEI

Every year, PHSTt in Graz hosts an international week, the Voices Conference inviting professors, lecturers, teachers and their international students to discuss the importance of internationalisation in education. In 2018, the theme was diversity as a resource. 70 colleagues from 18 countries including Thailand, participated.

UCLL presented INTENSE as a good practice showing how teaming up with entrepreneurs and colleagues throughout Europe deepens the knowledge construction and creates new opportunities. INTENSE was linked to the third mission of HEI: developing diversity strategies, the concept of a European university, transculturality and to intercultural competences. Check out the conference following this [link](#).

INTENSE publication in "Journal of Excellence in Sales"

Helena Rantanen, partner of the INTENSE project in Finland, wrote the article "INTENSE Pilot Run: Positive Experiences in Internationalization" which was published in the "Journal of Excellence in Sales", a Journal published by the University of Applied Sciences Turku. Read the article [here](#).

INTENSE curriculum curated in FRESH START

The INTENSE curriculum is curated by the FRESH START project (Horizon 2020, DIGI GROW Call). FRESH START offers an entrepreneurship course and a mentorship network for refugees in particular and migrants in general to coach them seeking opportunities and putting these into action.

FRESH START starts from intermediaries (organisations who offer services for refugees) and community leaders of the refugee leaders. They link the questions from the refugees to learning opportunities offered in European projects. As INTENSE focusses on inspiring local entrepreneurs to go international, the project seems to mirror the challenges in FRESH START. That is why they chose the INTENSE course and e-TOOL to create this patchwork course.

Save the Date! INTENSE International Event @ UCLL, 26 March 2019

The INTENSE International Event for Academics will be held on 26th March 2019 at UC Leuven-Limburg, (UCLL) Diepenbeek Campus in Belgium.

In the framework of the International Week on 'Smart Cities', that is initiated by UCLL and its partner network EUCLIDES, a network of European Engineering and Technology Universities, speaker sessions and workshops on 'International Entrepreneurship' will be scheduled.

We would be pleased to receive partner institutions and SMEs from all over the world to participate in this inspiring event.