

INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE

September 2019

Dear Partners and Colleagues,

The project “INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE” (INTENSE) was launched in September 2016 and has now reached its project end. With this, our final newsletter, we would like to inform you of its results and future moving forward.

We continue to 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 (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. The INTENSE project 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 internationalisation 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, internationalisation, 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 FINCODA 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 Results

Teaching Material Now Online

The INTENSE Team is proud to announce that all of our teaching material, worth 20 ECTS and a detailed teaching manual on the INTENSE Teaching approach to support the lecturers is now online! Our team has worked ever so hard over the past three years to develop this material and make it available online for your use. Our innovative, engaging, and relevant material is a mix of interactive lectures, blended learning, and traditional lectures supplemented with e-learning, case studies, and interactive videos. You can access this information on our website from the following link: <http://intense.efos.hr/index.php/teaching-materials/>.



Interactive Video Case Studies

Nr.	Topic	ECTS	Teaching type
C1	Internationalisation of SMEs	5 ECTS (41 hrs in-class; 64 hrs self-study time)	Lecture with interactive exercises
C2	Project Management & Consulting Skills	5 ECTS (36 hrs in-class; 93 hrs self-study time)	Interactive lecture
C3	International Entrepreneurship Skills: Transnational Student Consultancy	5 ECTS (22.5 hrs in-class; 108.5 hrs self-study time)	Lecture / blended learning / advisory sessions
SUPPLEMENTARY: Case Writing and International Student Week		5 ECTS 2 ECTS	Additional material to be integrated into the courses
Entrepreneurial Mindset Toolbox INTENSE Case Study		3 ECTS	

Overview of modules from INTENSE Teaching Manual

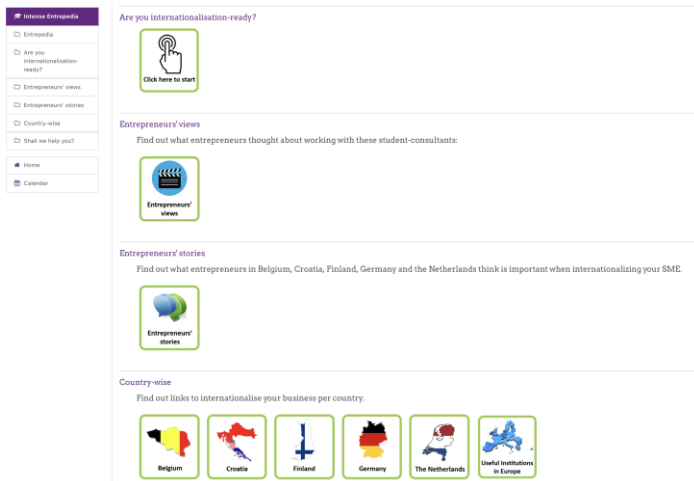
Measuring Competencies

A further aim of the INTENSE project was to offer interesting research results for this under-explored research topic by using a novel innovation competence assessment tool in a new context and with new target groups by measuring the innovation competences and international skills of students, teachers, and SMEs during university-company cooperation.

In order to measure such competencies, the project used the FINCODA Innovation Barometer Assessment Tool, which is a psychometric tool that measures an individual's capacity for innovation. The FINCODA tool has been validated and created for both educational and business contexts. In the INTENSE project, the tool is deployed in an international environment and has been redeveloped so that it includes extra questions related to international skills. Hence, the INTENSE project created new information about innovation competences and their association with international skills in the context of international university-business cooperation. For the detailed report and findings, please click on the link to access the download: [INTENSE Measuring Innovation Competencies](#).

SME Toolkit

The INTENSE team created an SME Toolkit to facilitate and aid SMEs in their journey through internationalisation. The toolkit contains a questionnaire, which is based on the Quick Scan Feasibility concept which leads the SME through the internationalization decision. Additionally, there are insights from entrepreneurs and their stories, as well as country-specific links to useful institutions and organisation informing and supporting SMEs in the internationalisation process. Click here: [SME Toolkit/Entrepedia](#) and have a look!



SME Toolkit Website

Policy Recommendations

The INTENSE project derived lessons learned through project activities with SMEs, and developed a Policy Recommendation Catalogue. The recommendations embrace the policy questions that the project is related to: 1) How can HEI improve and support practice-oriented international and digital competences and mobility among students, teachers, and other staff according to the Europe 2020 objectives and the agenda for the modernisation of Europe's higher education systems? 2) How can HEI promote internationalisation and entrepreneurship by carrying out concrete actions of cross-border SME support, thus enhancing entrepreneurial skills and employability of students and HEI staff? 3) How can HEI enhance the international competitiveness of students and SMEs by developing an innovative learning module where international multidisciplinary student teams and entrepreneurs work together in close interaction?

The target group of this document are policy makers (ministries of higher education, entrepreneurship, economy), the private sector, SMEs, HEIs, Employer's Associations, etc. Researchers of all partners HEIs contributed by analysing lessons learned and collecting feedback from various target groups at national multiplier events and at the international multiplier event in Belgium. To download the document, please click on the following link: [INTENSE Policy Recommendations](#).

Publications

The INTENSE team members also published 16 academic and practitioner articles on the different INTENSE outputs and the INTENSE teaching approach. Most of these publications are open access publications. You can find the links on [our webpage](#).

Additionally, a book with the best student case studies is currently being edited. These are teaching cases written by our students based on their experiences during the transnational student consultancy projects. They focus on SME internationalization examples. The book will also be available open access.

INTENSE in Numbers



Universities

5 partner universities implemented the INTENSE teaching approach
5 new universities joined, 2 already implemented the teaching approach



Students

Over **950** students across Europe already benefited from the INTENSE teaching material



Transnational Student Consultancy

Over **290** already took part in transnational student consultancy projects, engaged in consulting an SME and cooperated virtually with different teams across Europe



SMEs

49 SMEs were consulted by students in their internationalisation venture during the transnational student consultancy projects



Intermediary Institutions

19 Intermediary institutions could increase their services to their members through the transnational student consultancy projects



Research

In more than **16** publications, INTENSE team members discussed project outputs, lessons learned and conclusions from our teaching approach



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Our Thanks and the Future of INTENSE

Wrapping Up a Three-Year Journey

As this three-year project comes to a close, we reflect on all that we accomplished and learned together; knowing this is merely the closing of a chapter, not the end of the story. Thanks to the diverse and strong network developed over the past three years, the INTENSE Programme will remain, and grow throughout Europe. Students, SMEs, and HEIs are continuing to cooperate in order to help solidify the sustainable success of our future leaders and professionals, as well as the varied international SMEs and institutions across the continent. With this, we would also like to welcome the newest partner institutions in our quest to expand the reach of this programme and its vision:

- The Otto von Guericke University Magdeburg, Germany
- The University of Applied Sciences and Arts of Southern Switzerland (SUPSI), Switzerland
- CEU San Pablo University, Spain
- Polytechnic Institute of Porto, Portugal
- Yaşar University, Izmir Turkey

The Next Steps for the INTENSE Programme

As mentioned before, this is not goodbye! Our network will continue to cooperate and work with SMEs in their journey to internationalisation. For more information on how to join either as an HEI or SME, please do not hesitate to contact your local INTENSE Partner:

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