European University
Enterprise Network

The EUE-Net Final Workshop

Minute

Venue: *Point Hotel Taksim*, *Topçu Caddesi No.2 Taksim - İstanbul /Turkey*

Date: *9-11 September 2010*.

1. Attendees

2. Topics

THURSDAY 9 SEPTEMBER 2010, 16:00 HRS – 19:00 HRS

1. Welcoming and short introduction by Doru Talabă. The programm in the first day of meeting is structured around the four direction of the project:
   - Quality of students placement
   - Network of CDO's
   - Mobility of young entrepreneurs in universities
   - Tuning research
2. Simona Lache (Transilvania University of Brasov) presented the course of the project, starting with objectives and closing with outcomes; the presentation name is: *An overview of EUE-Net and its major objectives and outputs: Q-Planet, CDO-Net, Enterprenaut and Enterpreneurship Tuning*.

3. Edmund Zirra - University of Applied Sciences Karlsruhe, Director of KOOR-BEST: *Quality of student placements - an overview of EUE-Net and Q-PlaNet achievements and continuation after the project life*

Mr. Zirra:
- A short reminding of Q-PlaNet objectives and steps
- As a continuations of the project an enlargement of the QRCs network is aimed – a possible opportunity is In October, in Brussels, when Erasmus Consortia and National Agencies have a meeting; Edmund will be present and will invite Consortia to join Q-Planet network

Discussion:
- Doru Talaba mentioned ISO 9000 as a model of dissemination of a quality standard; other participants (Norbert Voith, Ian Sunley) consider that the quality standards will be easily to implement if they become compulsory, or at least strongly recommended at a national level; a good placement is already seen as an advantage in getting a good job;

- A marketing plan is needed to disseminate standards – partners from EUE-Net were invited to join the network or to become enterprises that comply with the quality standards and might be labeled.

- Students are a reliable source of information about the quality of a placement (Engin Kilic) but they can not offer information about a large number of places that are needed in order to cover the request from universities – a network of QRC (each of them knowing the enterprises from their region) can solve this problem

- Through this system enterprises open internationally and are considered trustful (similar as "fair companies" a system of company labeling that function in Germany)

4. Norbert Voith, Director of Amadeus Association: *The network of career development offices in Europe*

Mr. Voith:
- A network of career development offices in Europe was established at CareerCon Vienna, 15-17 April 2010, attended by 84 career organizations
- The challenges to operate such an organization are to be able to share data bases – there still are technical problems, but some solutions were already identify: to include only 4 filed with information (or a limited number, e.g. subject of studies, field of studies, work experience achieved in the past, foreign language skills)
- The site of CDOnet is a marketing tool – users link to a member career office and benefits from its services
- There will be a fee for the enterprises and also for career offices – as a member fee
- Mobility for career center staff are suggested
- Invitation to CareerCon2011 in Reykjavik, Iceland, was lunched

Discussion:
- Doru Talaba: Universities need to identify the trends for training and education and career offices offer real and up to date information from graduates and employers; the CDOnet is an independent network that function as a barometer for request and offer and allow a unified information
- In order to accomplished the objective of data collection the instruments must converge to similar formats
- Partners from Greece (TEI of Piraeus) expressed their interest in joining the network
- Jolanta Vaiciunaite, Csaba Forgacs: universities must focus on improving competencies not on finding jobs for students; In Lithuania is not possible to post information about students because of national law, only information about companies are available on career center's site
- Possible solutions were discussed in order to accommodate different situation: CDOnet is a network not a body itself, so each client (student or company) will address to their career office; students may want their data available and give permission for that; national partners may be also involved (either universities or enterprises); universities share information at national level and they might externalized through CDOnet.

5. Florin Jianu, President of The Young Entrepreneurs Association from Romania: *Experience and further actions for EUE-NET*

Mr. Jianu:
- Presented his own experience in a 3 day mobility at WU Vienna
- Accent on the present situation: lack of up to data research about entrepreneurship, lack of education and training in entrepreneurship, lack of internationalization
- Effectiveness must be the principle behind any tool that is used

Discussion:
- Doru Talaba: the third entrepreneur mobility in the project is on going; mobility are appreciated but the mechanism run by the government of European Committee must be put in place
- Aleccsandra Millevolte: entrepreneurs must be engage in students training and universities must find ways to make them interested by students; entrepreneurs have no guaranty that students that work with them have the transversal competencies and the necessary attitude they are looking for
- Doru Talaba: the entrepreneur point of view is very important and universities must try to forecast what entrepreneurs want and to improve their courses as a consequences
- Norbert: SME must be more attractive also, for the students

The day ended half-hour after the scheduled program

FRIDAY 10 SEPTEMBER 2010, 9:00 HRS – 17:30 HRS

1. Doru Talabă: opening and summarizing the main ideas of the previous day:
- Entrepreneurship mobility are needed – represent a possible direction for further projects
- Education of entrepreneurs – is included in adult education branch and governmental stimulus might be given via Universities
- Universities tend to work with large company – a switch toward SME is needed
- training and assistance for remote areas (villages) engaging entrepreneurs as trainers/ teachers

2. Marcela Luca, Transilvania University of Brasov: *Tuning research concerning entrepreneurship competencies acquired during practical placement. Qualitative issues*.

Prof. Luca:
- Analysis of important / interesting inputs from the three groups of respondents involved in tuning research
- Main conclusion: practical placement is highly appreciated by all stakeholders; quality of placement must be assured; transversal competencies are most important; still there is not a clear definition / understanding of entrepreneurship as a concept – some consider entrepreneurship as equivalent with employability

3. Laura David, Transilvania University of Brasov: *Entrepreneurship competencies. Importance and level of achievement from the perspective of Academics, Employers, Graduates and Students*.

Mrs. David:
- Quantitative analysis of questionnaire results demonstrate a good internal reliability of the instruments
- Main conclusions: The importance of entrepreneurship competencies during practical placement were rated above "considerable"; the achievement of competencies were rated between "weak" and "considerable"; first positions in the hierarchy are occupied ability to establish appropriate relations with clients; importance and improvement of the entrepreneurship competencies are related and vary in parallel

Discussion:
- All results will be published in a volume and will be available for those interested

4. ***Keynote:*** Dan Grigorescu, University of Bucharest, President AsTEC Romania: *Requirements and premises for more active non-university partners in ERASMUS Networks projects*

Prof. Grigorescu:
- Presented the last six years experience: partnership between university and enterprises were not entire successful because of unbalanced participation or the fact that partners enterprises were those who already were involved in bilateral actions with universities and not new ones
- Future openings: European Charter for Small Enterprises – sustain strong collaboration between educational partners (mainly universities) and enterprises
- Short overview of a Romanian case of good practice in creating an efficient university/non-university project partnership: The Hateg Country dinosaurs Geopark

Discussions:
- A possible problem of under expected success of project may be that usually the project are coordinated by Universities and enterprises are seen as beneficiaries; the representatives of SME must be leaders in U-E projects
- Association of enterprises may become more involved in project and assume the role to disseminate and initiate relevant information
- Alessandra Millevolte: refers to a presentation delivered in Amsterdam about U-E collaboration; to make projects really work is important to make sure that the representatives of the enterprises are entrepreneurs and not just employees

5. Lorna Uden, Ian Sunley, Staffordshire University: *Postgraduate based awards*

Ian Sunley:
- other possibilities to engage enterprises collaborate with universities are through: research project, e-learning methods and knowledge transfer partnerships

Lorna Uden:
- a MUST is integration of innovation and entrepreneurship in every curriculum, no matter the specialty – in this way the viability of an enterprise is assured (through graduates that are able to innovate)

Discussions:
- Academic subjects must be reform and innovation must be integrated in curriculum
- Models of financial support from government for joint Ph.D. projects exists in Germany

6. Csaba Forgacs, Corvinus University of Budapest: *Developing entrepreneurship competencies of students by improving international placement organisation systems*

Mr. Forgacs:
- The aim is to increase the efficiency of services in the best interest of students, employers and academics
- A system oriented approach is proposed in order to increase U-E collaboration
- International practical placement and work placement are very important for best results in education
- Surveys are needed in parallel with placements in order to gather useful information for a proper balance of offer and request

Discussions:
- The framework of placement is different in every country
- Close attention must be paid in order to accommodate legal issues

7. Jolanta Vaičiūnaitė, Director of Vilnius University Career Center: *Leadership development using close to reality training*

Mrs.Vaičiūnaitė:
- Proposal for future direction of EUE-Net – focus on leadership
- In presents leaders are no longer seen as exceptional persons but as individuals that had trained certain competencies which sustain efficiency in tasks' solving
- Projects focused on leadership are appealing for both universities and enterprises and beneficiaries are situated on both sides

Discussions:
- There are similarities between entrepreneurs and leaders that might facilitate this direction of future projects
- Is important to differentiate between SME leaders and big company leaders
- Always be aware of the importance of personal characteristics when start training in leadership (maybe prior selection is necessary)

8. Michel Eboueya, Nadine Pasternak Eboueya, University of La Rochelle: *A reading of multi - paradigmatic Entrepreneurship*

Mr. Eboueya:
- Short overview of the actual paradigms of entrepreneurship is used as a support for brainstorming to create a new paradigm that serve to understand entrepreneurship
- New context emphasis the importance of networking, team leadership, resource conservation and re-use, economical and environmental sustainability, value creation and so on
- Education, practice and leadership may represent the nucleus of creative entrepreneurship

Discussion:
- Theory and practice must be harmonize
- Employers needs need to be acknowledge and answered

9. Nelson Duarte, Porto Polytechnic Institute: *Entrepreneurship, Intrapreneurship & Local Development*

Mr. Duarte:
- Distinction between entrepreneurship and intrapreneurship
- Intrapreneurship concept might have a larger opening because is more related with enterprise management
- New directions for EUE-net:
  - identify/describe the role of universities and enterprises on entre/ intrapreuneurship
  - construction of a battery of indicators for entrepreneurship and intrapreneurship
  - construction of a battery to measure local development
  - identify and generate courses that improve entre/ intrapreneurship behavior
  - identify characteristics of students that can be trained

Discussion:
- there are different levels of complexity of entrepreneurship
- intra/entrepreneurship division may respond to the interest of both small and large enterprises
- one step in adapting curriculum to entrepreneurship requirements is to include information about intellectual rights legislation, so students become aware of the opportunity to continue the subjects they worked on in their final thesis (so good and innovative ideas don't waste as student graduates)

10. Maria Kaltsogianni, Artemis Sigalas, Liaison office of T.E.I. of Piraeus: *Encouragement of international entrepreneurship activities for the graduates of higher education and economic development: the role of EUE-Net, strategy for the future*

Mrs. Kaltsogianni:
- Some ways to identify future direction for EUE-Net are:
  - be sensitive to uncongenial ideas
  - adopt helicopter skills strategy (explore things from above)
  - be flexible and open to challenges even when the actions or the outcomes are not clear defined

- networking represent a key

Discussion:
- SME don't approach universities at easy; they must become aware of the advantages and the benefits must be made obvious; universities must tailor their offer more close to the SME needs
- Students must be involved in the network (see AIESEC Brasov)
- Entrepreneurs may become partners in course design
- Model of collaboration must be implemented (but first a clear definition of terminology so it becomes unified)

11. Danguole Rutkauskiene and Egle Butkeviciene, Baltic Education Technology Institute and Kaunas University of Technology, Lithuania, *Enhancing Entrepreneurial Capacities through 5L*

Mrs. Butkeviciene:
- Presentation of a project that runs in Latvia and Lithuania where a virtual platform was launch as a tool for education, networking and placement
- Conclusion: EUE-Net can become more virtual

12. Natalia Narits, Pentti Mustalampi, Aalto University of Economics, Finland: *Entrepreneurship network development among universities*

Mrs. Narits:
- Three different projects are running simultaneous in Baltic region concerning:
  - creative entrepreneurship training network,
  - developing a joint "soft landing" model for companies for expansion into other CB markets through combination of activities and joint training for the business incubator and science/technology park managers of the CB region
  - adaptation of an entrepreneurship e-learning package to the needs of potential knowledge-based entrepreneurs

Discussion:
- the projects are more narrow than EUE-Net project but with cross border partners and are an excellent example of efficient projects
- information about number of beneficiaries how they were identify was given

13. Bedrich Zimola, Michal Pilik, Tomas Bata University in Zlin, Czech Republik: *Enterprise Network for "Talented Students" (Encouragement of "Talented Students"),International week exchange*

Mr. Zimola, Mr. Pilik:
- Results of a case study: students miss practical placement and when they undergo it they don't receive enough language preparation (same opinion found in students and in employers groups)
- Possible solutions: international week exchange and "talented students" program were experience in Czech repb.
- New openings: summer schools, connection of Erasmus offices with CDO-net and increase of practical placement

14. Doru Talabă:

- Day resuming: interesting projects are running, so, the EUE-net network may expand with projects' results assembly
- Prior learning experience help us to select the most efficient tools
- Social network is necessary in future to evaluate the main proposal for the projects
- Invitation to CareerCon2011 in Reykjavik, Iceland may be an opportunity to continue collaborations
- Thanks for fruitful discussions are presented and invitation for evening social program

SATURDAY 11 SEPTEMBER 2010, 9:30 HRS – 12 HRS

a) Internal evaluation of the project Outputs
- Doru Talaba presented the situation of outputs (see the Annex below)
- All outputs are completed or on target and no major deviations are recorded
- For some completed outputs, the partners are still required to complete the internal evaluation questionnaire. The outputs are posted online and the partners are kindly requested to analyse and validate them
- For the O6 Conference Proceedings, Prof Simona Lache presented the situation discussed already in Vienna according to which it was not possible to collect papers written as for the previous two conferences since most of the presentations relevant to the CDO have been delivered by external presenters who do not have resources for the further effort needed to prepare the papers. Therefore, a Proceedings compiling the ppt presentations was produced and also posted online on the project website. The partners are kindly requested to evaluate it.
- Doru Talaba: O4 – workshop just completed, the Brasov team will make the draft deliverable and post it on the project website for internal evaluation purposes, the same for O9: following the debats during Istambul meeting a draft agenda will follow shortly for partner's review comments and suggestions

b) Administrative matters
- Presents the means to become EUE-Net member: registration through Yves Boisselier; advantages: membership certificate, reduced conference fee, periodic information on EU opportunities for projects
- EUE-Net website: content presentation, underling information access
- Short review of best practice cases included on website with their links
- Dissemination: email address of the partners should be changed with website addresses
- Final steps: staff costs declarations, travel documents and all the other are needed to close financial report
- Warm thanks for each participant and good byes

11 Sept 2010

Laura David

Annex: Evaluation of the Project Outcomes / Results / Products
EUE-Net General Assembly, Istambul, 11 September, 2010

Workpackage Type and reference (1)	Deliverable title (2)	% Achieved	Delivery date	Nature	Comments
O1: PR EA	Quality of Practical Placements in Enterprises (WP1)	100%	30/09/2010	R	- Completed:
O2: PR EA	EUE-Net CDO Sub-Network and European unified employment database (WP2)	100%	30/09/2010	R	- Completed
O3: PROM, RES, PR EA	Teaching and learning Entrepreneurship in Europe as a general competence	100%	30/09/2010	R	- Completed - Book to appear - Synthesis article to be submitted to Journal (Marcela Luca and Laura David)
O4: PR EA	Workshop on "Entrepreneurship mobility" conclusions	50%	30/09/2010	R	- completed - Entrepreneurship mobility flows completed - Participants at the mobility flows to submit their individual reports - Draft report to be completed and posted on the website
O5: PR EA	Guidelines for a European Programme of Entrepreneur's mobility within Universities	100%	30/03/2009	R	- completed
O6: DISS, EXP	Conference proceedings	66%	30/09/2010	E	- Completed - Conference Proceedings CareerCon to remain with ppt presentations
O7: DISS	Project website	100% (completed)	30/03/2008	O	- completed - To be updated for the Final report
O8: DISS	Newsletters	70% (On target)	30/09/2010	O	- on target
O9: PROM	EUE-Net Agenda 2010-2013	0% (On target)	30/09/2010	O	- Presentations, discussions and debates completed in Istambul - Project coordinator to work out a draft Agenda and post it onto the project website
O10: MNGT, QPLN	Quality procedure set	100% (completed)	30/03/2008	R	- Completed
O11: MNGT, QPLN	External evaluation report	0% (On target)	30/09/2010	R	- External evaluation ongoing - External expert participating in Istambul meeting - External evaluation feed-back report ongoing