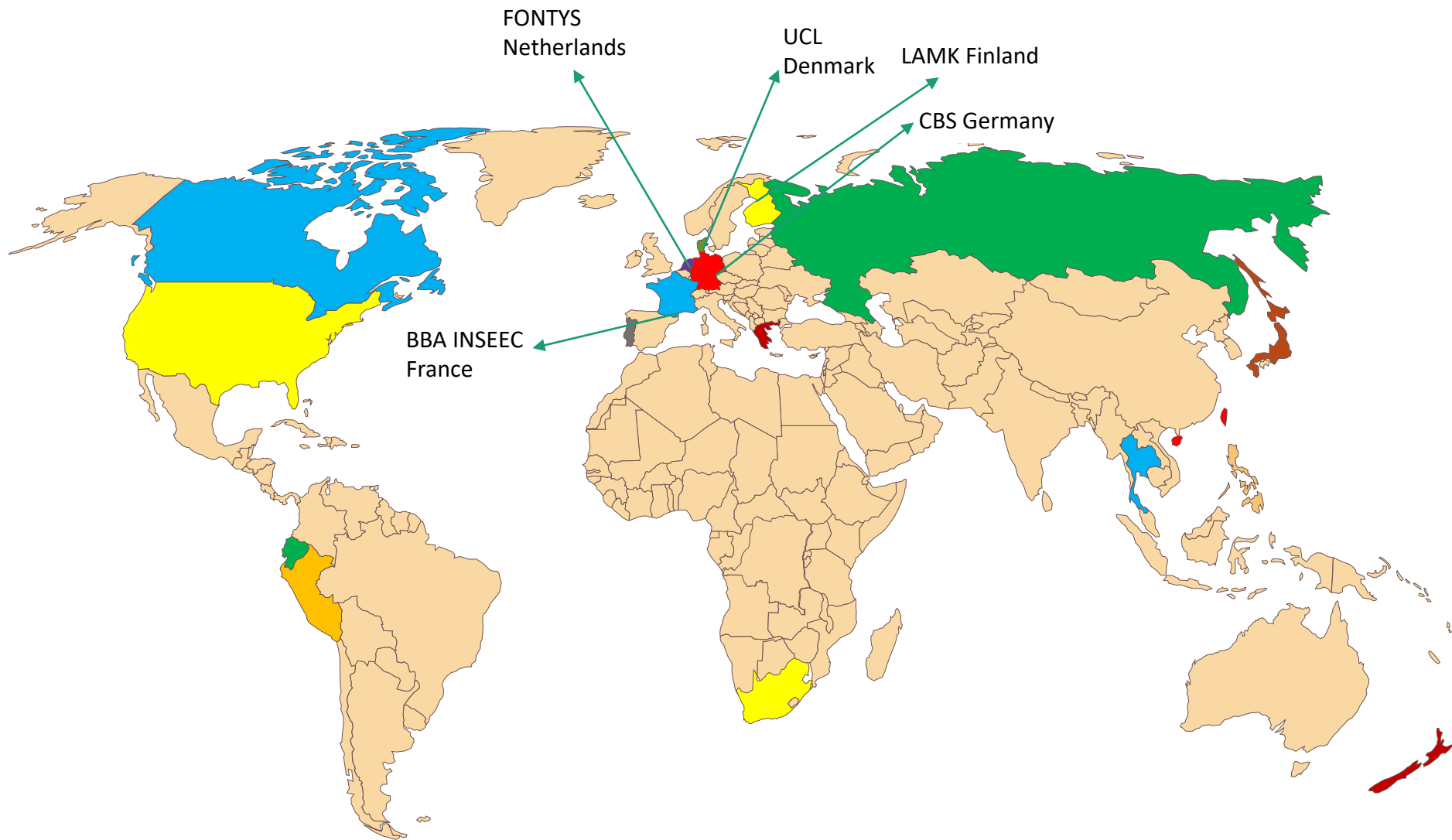**BELCO ALLIANCE**

SUSTAINABLE INTERNATIONAL COLLABORATION
STEPPING FORWARD TOGETHER AND
DEVELOPING RESILIENT "MODULAR" COURSES

Dr. Maurice Cuypers
Fontys University of Applied Sciences

FONTYS
Netherlands

UCL
Denmark

LAMK Finland

CBS Germany

BBA INSEEC
France

LAB University of
Applied Sciences

BBA INSEEC
ÉCOLE DE COMMERCE EUROPÉENNE
LYON · BORDEAUX · LONDON · SAN FRANCISCO

BELCO
ALLIANCE

UCL
University
College

CBS | COLOGNE
BUSINESS
SCHOOL

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UNIVERSITY OF
APPLIED SCIENCES

BOARD
BELCO ALLIANCE

BBA INSEEC-ECE	France
Cologne Business School	Germany
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LAB UAS	Finland
UCL University College	Denmark
universidad del Pais Vasco	Portugal
Plekhanov Russian University of Economics	Russia
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Kanagawa University	Japan
Universidad Internacional del Ecuador	Ecuador
Universidad de Piura	Peru
Cape Peninsula University of Technology	South Africa
Nelson Marlboro Institute of Technology	New Zealand
Kasetsart University, Faculty of Economics - ECIA	Thailand
Shih Chien University	Taiwan
Lingnan University	Hong Kong
Stamford International University	Thailand
Kyuroku University	Japan

What's in it for our us as partners

- International knowledge exchange, and an instrument to increase quality

- We strengthen the global competencies of our students and thereby increase their employability and personal skills

- We strengthen our teaching staff global competencies and improve our learning environment

- We get external funding to innovate and develop courses/programs etc. in international/global perspective

- We cooperate with cross border regional SMEs to strengthen applied learning and employment

How do we think internationalization in a strategic context? (frameworks as examples) 1 of 3

Progression for Program internationalization opportunities

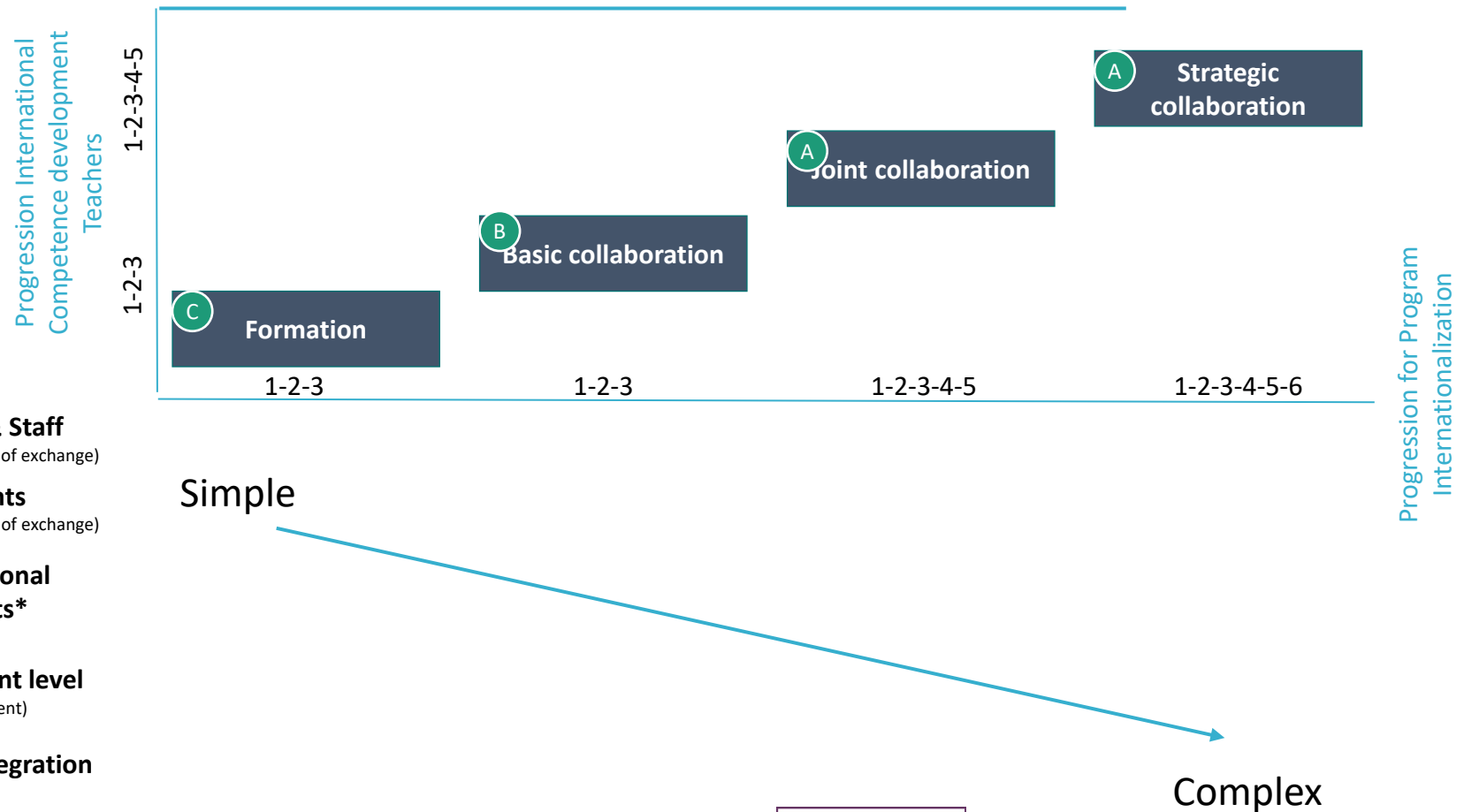|	
6.	**Cross sector partnerships for holistic development** Joint Degrees, International Talent Programs, Departments aboard, System Export, Membership in sector alliances and knowledge alliances
5.	**Strategic partnerships for development** Double degrees (based on student/faculty mobility) Joint modules, joint applied research for students/faculty
4.	**Recognition and transparency** Semester packages (outgoing students), Recognition of foreign study programs
3.	**Mobility – academic/internship** Semester exchange (in-/outgoing students)
2B.	**Short-/Intensive mobility aboard academic/internship* (outgoing)** Intensive course cooperation with partners
2A.	**Short-/Intensive mobility aboard academic/internship* (incoming)** Intensive course cooperation with partners
1.	**Internationalization at Home** International guest lecturers (ingoing T&S), international arrangements e.g. case competition - program based

* 2C. Short-/Intensive mobility – summer schools (Intensive course cooperation with partners)

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How do we think internationalization in a strategic context? (frameworks as examples) 2 of 3

	Progression for international competence development for teachers	**Erasmus funding opportunities**
5.	**Research** Participation in activities constituting and supporting own professional doctorate. Network, research and development and publication.	
4.	**International Project development** Participation in development of own and partners international projects e.g. Erasmus+, NordPlus. Networking and joint development.	Erasmus KA 2 – Capacity Building – Strategic Partnerships
3.	**International Project participation** Participation in own and partners international projects e.g. Erasmus+, NordPlus. Networking and joint development.	Erasmus KA 1 (107) – International Credit Mobility
2.	**Teacher & Staff outgoing** Training and Teaching - participating in partners arrangements e.g. International Week, general and program based. Networking.	Erasmus KA 1 (103) – Teacher & Staff
1.	**Internationalization at Home** Participating in own international arrangements e.g. International Week, Int. case comp., general and program based. Networking.	

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How do we think internationalization in a strategic context? (frameworks as examples) 3 of 3

Applied university - Applied university cooperation model

Progression International Competence development Teachers

1-2-3-4-5

(A) **Strategic collaboration**

(A) **Joint collaboration**

1-2-3

(B) **Basic collaboration**

(C) **Formation**

1-2-3   1-2-3   1-2-3-4-5   1-2-3-4-5-6

Progression for Program Internationalization

Teacher & Staff
(number/regularity of exchange)

Students
(number/regularity of exchange)

International Projects*

Management level
(involvement)

Business integration

Civil society integration

* Incl. NordPlus

Simple

Complex

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Applied university - Applied university cooperation model

Progression International Competence development Teachers

Progression for Program Internationalization

1-2-3-4-5

1-2-3

(A) **Strategic collaboration**

(A) **Joint collaboration**

(B) **Basic collaboration**

(C) **Formation**

	1-2-3	1-2-3	1-2-3-4-5	1-2-3-4-5-6
Teacher & Staff (number/regularity of exchange)	Few / ad-hoc	Few / regular	Varying / regular	Varying / regular
Students (number/regularity of exchange)	Few / ad hoc	Few / regular	Varying / regular	Varying / regular
International Projects*	KA 1 – T&S	KA 1 – T&S KA 1 – Credit	KA 1, KA 2 Horizon & InterReg	KA 1, KA 2, KA 3, Horizon & InterReg
Management level (involvement)	None	Ad hoc	Regular	Regular
Business integration	Irregular	Regular	Regular/integrated	Integrated
Civil society integration	Irregular	Regular	Regular/integrated	Integrated

* Incl. NordPlus

Full degree students Faculty

Knowledge Center's

* Management Education

ACTIVITIES

- CURRICULUM DEVELOPMENT
  - DUAL DEGREES
  - TRIPLE DEGREES
  - BRIDGE PROGRAMS
  - INTERNATIONAL MODULAR SEMESTER PROGRAM
  - SUMMER PROGRAMS

- STAFF AND STUDENT EXCHANGE

- RESEARCH
  - DIGITAL TRANSFORMATION
  - RESILIENT CITIES / SMART CITIES
  - INTERNATIONAL HIGHER EDUCATION
  - ENTREPRENEURSHIP

MODULAR SEMESTER PROGRAM
"Employability Skills"
(Erasmus+ Strategic Partnership project)

Hybrid Instruction Model Alignment (AK)

TIMING

LOCATION

	Synchronous	Asynchronous
Physical	**PHASE 2** — Live, instructor-led class for students physically present	**PHASE 4** — Choice of small team-based or individual assessment
Virtual	**PHASE 2** — Live online class simulcast via Teams for students virtually present	**PHASES 1,3,4** — On-demand, interactive, time-independent, equitable access

Physical & Synchronous

Physical & Asynchronous

Virtual & Synchronous

Virtual & Asynchronous

NORTH PARK UNIVERSITY CHICAGO — Lives of Significance and Service

Fontys — SCHOOL OF BUSINESS AND COMMUNICATION

BELCO ALLIANCE

Modular Curriculum program

The semester consists 6 modules of 5 ECTS, lectured one module at the time. A module has a duration of 3 weeks

(after Covid-19)

Monday
August 20th

Friday
December 21st

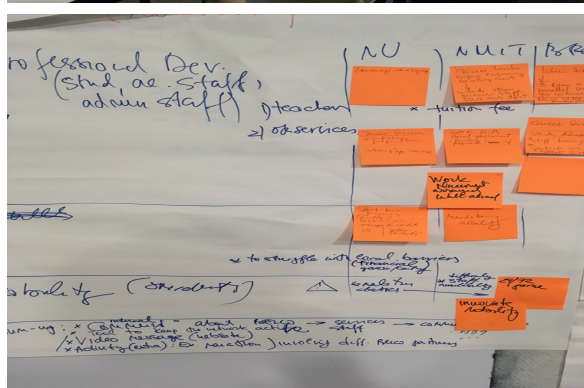| 34-35-36 | 37-38-39 | 40-41-42 | 43-44-45 | 46-47-48 | 49-50-51 |
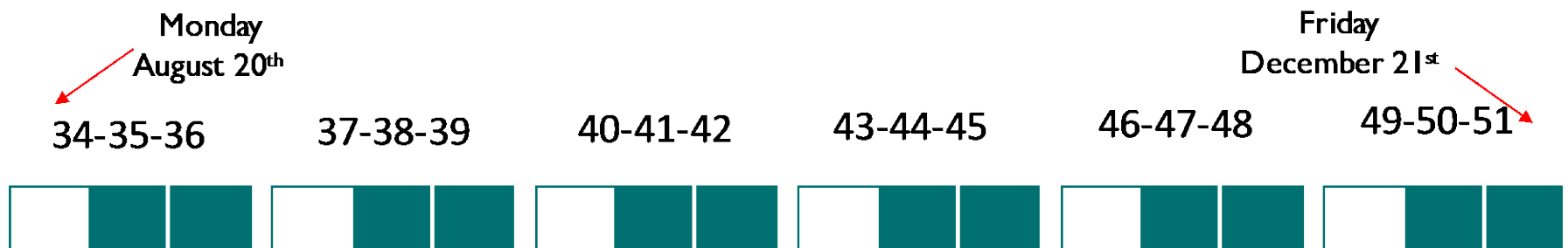
International semester structure - Across programs

The semester consists of 6 modules 5 ECTS each, lectured one module at the time. Each module has a duration of three weeks in total. The module starts with one week prepartory work, to be followed by 2 weeks lecturing and finalizing with an exam.

	Module 1	Module 2	Module 3	Module 4	Module 5	Module 6
Partner 1	International Markets	International Economics	Business Economics	Statistics	Law	Entrepreneurship
Partner 2	NN	NN	NN	NN	Digital Marketing	NN
Partner 3					Wine Marketing	
Partner 4						

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BELCO MEMBER MEETING IN BORDEAUX
(BEFORE EAIE CONFERENCE)

BELCO BOARD MEETING IN GENEVE