

University of  
Applied Sciences

**Windesheim**



# **Welcome Nice to meet you all**

Joost van Bul & Chiel van Dijk

University of Applied Sciences Windesheim

Zwolle, The Netherlands



# **W** Today's agenda

**Short introduction of the University & the programmes and the people involved**

**Why we wish to collaborate**

**How we want to collaborate**



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## About our university

### **Facts and figures**

- 23,500 students
- 2,300 staff
- 2 campuses: Zwolle and Almere
- 300 partners in 50 countries
- 50 4-year Bachelor's programmes (2 in English)
- 25 English-taught exchange programmes
- High quality education:
  - 2nd in Higher Education Selection Guide
  - 2nd in Elsevier ranking





Faculty of business, media & law

## About our programmes

### AD Management

2 year program, focussing on operations management & organisational behavior

### Logistics Management

4 year bachelor programme, focussing on process improvement



Let's introduce

## About us

Joost van Bul MSc.

Program director AD Management

Chiel van Dijn MSc. ing.

Lecture, international coordinator and researcher at the Logistics Management programme



## Working on skills

# **Why we want to collaborate international**

After the pandemic work is done more often online, in a international, intercultural virtual environment.

Strong desire from the industry to skill & teach students to learn how to work successfully in such a dynamic environment.





## Good practices

# Why (continued)

Our university has successfully implemented Coils and Bips and has a strong desire to expand the international programmes within all the programs

- ✓ BIP Branding project @ elective International Business Studies
- ✓ COIL @ elective International Relations with Widener University (USA) and D-E University Izmir (TK)
- ✓ BIP for Global Entrepreneurship Week (14-18 November 2022) with 4 partners
- ✓ COIL @ elective International Relations met Lincoln University (UK) en GEA (Georgia)
- ✓ BIP in development in Sustainable Food with 4 partners + WHC/MPGW
- ✓ COIL+ project in Logistics and Supply Chain management with partners: Artevelde, Uni of Rwanda en Mozambique



# How

- Working online together, with different universities from different countries for instance in a
  - Project
  - Game
  - Hackaton
- Sharing eachother knowledge by lectures online
- Presenting the results in a paper, report or presentation





# How (continued)

On topics such as management, operations, process management, quality management, strategy, internationalization, finance, human resource management etc.



# Example

... is looking for an international partner on a management project. The goal is to have our students (about 40 from our side) collaborate with yours on a management topic that we can decide on together (possible options: manager tasks, company structures, change & innovation, planning & decision making... preferably we focus on operational management rather than strategic management) – the idea is to work together for a few weeks so the students learn how to work with remote team members from another culture.





## Sander Janssens

Lecturer Marketing communication,  
Coordinator minor International  
Business Studies

**Volledig profiel weergeven**



Sander Janssens • 1e

Lecturer Marketing communication, Coordinator minor International Busines...

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Today we had the virtual kick off of the 11th edition of our international branding project. Around 80 students from five different European Universities take part in this challenging 10 week project. Students have to come up with a branding strategy for a Belgian company that produces non-alcoholic beverages for high end restaurants in Europe. The main learning goals are learning to work together in multicultural teams and learn about branding for a real (family) company that wants to expand it's business.

Thanks to the BIP short mobility Erasmus programme we are now also able to offer our students an excellent five day physical programme at the KdG University in Antwerp from 13-17 march.

Big thanks to all the international lecturers from five different universities KdG Antwerp, hogeschool Stenden, Leeuwarden, Windesheim, Zwolle, Brno Technical University, Brno and University of Tampere, Tampere. As a virtual multicultural team we experience exactly the same challenges as our international students in our teamwork. :)

[Remo Herzog](#), [Ronald Noppers](#), [Annikka Lepola](#), [Salman Saleem](#), [Patrick Schmit](#), [Barry de Haan](#), [Ondřej Janků](#), [Martin Očko](#), [Robert Zich](#), [Astrid Frieswijk](#)

This is the first time without our "Finnish founding mother". Thanks to her effort we have been able to continue this international branding project. A big thank you [Tuula Andersson](#) :).

[#windesheim](#) [#stenden](#) [#tampere](#) [#brno](#) [#Kdg](#)





Thanks for your attention

**Let's discuss**

And continue the conversation...

Let's stay in touch:

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