

## ICES – International Centre for Entrepreneurial Studies

28.-29.9.2007 Kick-off meeting  
J.J. Strossmeyer University in Osijek, Croatia

### MINUTES OF THE MEETING

Friday, September 28, 2007  
12.00 – 16.00

- (10.00 – 11.00 Press Conference)
- 12.00 Welcoming and presentation of the meeting by Vladimir Cini, Vice Dean of the Faculty of Economics at the J.J. Strossmeyer University in Osijek
- 12.00 – 12.15 Presentation of the order of the day and the objectives of the meeting by the coordinating organisation (Slavica Singer).
- 12.15 – 13.00 Explanation of the objective, functions and characteristics of each organisation (consortium members and individual experts) taking part in the project.
  - Turku School of Economics, Finland, Professor Antti Paasio and Kirsi Lamminpää (Administrator, Grand holder)
  - J.J. Strossmeyer University in Osijek, Croatia, Professor Slavica Singer (Partner country, Coordinator)
  - University of Maribor, Slovenia, Professor Miroslav Rebernik and Matej Rus (Consortium member)
  - University of Durham, Great Britain, Dinah Bennet (not present) (Consortium member)
  - Universität Klagenfurt, Austria, Professor Erich Schwarz, (not present) (Consortium member)
  - Prof. Jouko Havunen, University of Vaasa, Finland (Individual expert)
  - Prof. Allan Gibb, University of Durham, Great Britain (not present) (Individual expert)
  - Center for Entrepreneurship in Osijek, Croatia, Director Darija Krstic (Consortium member)
  - Microsoft Hrvatska d.o.o., Croatia, director Davor Majetic (not present) (Consortium member)
  - National Competitiveness Council, Croatia, Mira Lenardic (Consortium member)
  - Other participants of the kick-off meeting: Technology Development Centre Osijek, Croatia, director and staff of J.J. Strossmeyer University in Osijek, Croatia (see Annex 1: List of participants)
- 13.00 - 16.00 Presentation of the project by the coordinating organisation. Reflection on it and definition of objectives.
  - **Objectives:**
    - (1) To create a modular Ph.D. program in Entrepreneurship and Innovation aiming to build a critical mass of intellectual capacity (academic base) for entrepreneurship (and to legitimizing entrepreneurship as a discipline).
    - (2) To develop a virtual learning platform based on new innovative methods and tools to be used by all higher education consortium members to deliver effective entrepreneurial programs of all kind (including formal and informal teaching).
    - (3) To create the interdisciplinary and outreaching model of university

entrepreneurship education (entrepreneurship across campus) that strongly contributes to the commercializing of the university intellectual property and to the development of the overall entrepreneurial culture of the university and business community.

- **Discussion on objectives:**
  - **(1) Doctoral program in entrepreneurship.** Doctoral students are lacking support and therefore we should widen the support group. After the Project the network could be broadened in order (among other objectives) to create a group of mentors and advisers for the doctoral students. Need to consider how the outputs of the Project will be incorporated with the on-going activities of all actors in the Project (diplomas, issuing Ph.D. certificates etc.). Discussion on whether there might arise serious problems in legitimizing entrepreneurship as an interdisciplinary discipline. Discussion on the organisation and management of the Ph.D. e-ship program in practice: whether it is possible to issue a joint degree or do universities issue their own certificates, because some universities are more preferable than other. How the Ph.D. e-ship program will be organized: each university has its own e-ship program that offers some joint courses, contents and learning platform; students can submit thesis to their local, domestic institution and that institution issues the certificates. At least one member of the evaluation committee must come from other institution of the Project. Instead of offering a faculty/department program it could be wiser to develop a university program, which could be more attractive for students from other faculties. **Conclusion:** Discussion will continue later on 2<sup>nd</sup> joint meeting. Agreement and consensus on creating a jointly organised e-ship program and common teaching and learning resources that will be jointly used in the Project and after it.
  - **(2) Virtual learning platform** in order to provide teaching and learning resources via internet, open access for everybody interested in entrepreneurial learning. Creating an extranet area for certain courses (contents specific such as Ph.D. program). Creating an intranet area for the use of the Project management. Need for server and software (Microsoft's role to be analysed and discussed: e.g. Content Management System CMS, virtual servers ...). First discussing the pedagogical aspects and goals and then creating a platform that enables the realizing these aspects and goals. Experiential learning and pedagogical methods. Creating an interactive platform (universities, students, companies etc.). Discussion on how to avoid just relocating old material and methods into a different location. Benchmark information on deciding how to answer what? and how? and why? Theory vs. action (skills and competences of an entrepreneur, practical approach)? Platform is a resource for all programs in teaching entrepreneurship (including LLL programs for entrepreneurs). More qualitative approach (alongside with quantitative approach) as an opportunity to learn for students without ambition on publishing quantitative data. Process vs. content in doctoral programs? Discussion on entrepreneurial university. Validity of the research. Research data and resource could be shared via the learning platform. Interface between research and business should be provided. Could it be possible to get a degree if you work as an entrepreneur? Creating new paradigm via this new approach. **Conclusion:** We will create varying content and varying processes in order to support different courses for different target groups. Relevant content will be emphasized in developing entrepreneurial mindset,

entrepreneurial skills, networking, providing insights how business decisions are connected (holistic view), and experiential learning as methods (a variety of methods for instance cases, practitioners as guests etc.).

- **(3) Organisational unit for providing entrepreneurship across campus approach** should contribute in increasing the capabilities of the university to act entrepreneurially. Different options: 1) unit, 2) joint decision with all departments or 3) as a separate unit within one existing unit providing e-ship for all disciplines. International Centre for Entrepreneurial Studies (ICES) working as a catalyst enabling ideas and contacts to develop, interaction among the partners. To look into whether partners can be shareholders in the centre. **Conclusion:** Discussion will continue later how other beneficiary parties will get access on the outcomes of the Project.
- Presentation and approval of the **Partner contracts etc.**
  - **Annex VI Mandate:** All partners need to include institutional information and sign the Annex VII Mandate and send it immediately back to TSE, Finland. One original, signed document for the partner and for TSE. Partners who did not take part in the kick-off meeting will get the Mandate by mail and will be asked to send it back. Mandate's content is non-negotiable and it is provided by the Commission.
  - **Agreement between the Grant holder and the Consortium member (Partner Agreement):** Kirsi will send all partners Partner agreement on electronic form and partners are asked to go it carefully through. Partner can suggest content that is missing or alternative contents. Final
  - **Division of labour and breakdown per partner:** Osijek will provide each partner a description of tasks and TSE will incorporate there the breakdown and financial structure by partner – for the 2<sup>nd</sup> meeting.

Saturday, September 29, 2007

12.00 – 16.00

- 9.00 – 11.00 Presentation of **the work plan and activities of the project in detail** (stages, methods, deadlines, results, roles and responsibilities of each partner etc.) for the first 6 months of the project.
- 11.15 – 11.45 Presentation and approval of the **Quality control:** principles, methodology and evaluation tools etc.
  - Roundtables for designing the internal quality control strategy of the three main objectives will be organised during the
    - **Evaluation of Ph.D. program:** In Master's program there is existing student evaluation instrument at the J.J. Strossmayer University which can be used in evaluating content, delivery methods, and lecturer.
    - **Evaluation of the learning platform:** technical evaluation during the development phase, after the product is ready (potential users, stakeholders) etc.
    - **Evaluation of the interdisciplinary and outreaching model (entrepreneurship across campus):** Internal discussion inside university, mini roundtables and focus groups, discussion will continue later on.
  - **Internal evaluators:** Jouko Havunen will assist in project administration since he has already done two other Tempus projects (assisting especially with interim reporting). Allan Gibb with his expertise in education, SMEs needs, entrepreneurship will monitor the

process of the project and provide feedback information on project's process of achieving expected outcomes.

- **Evaluation of the reporting:** Grant holder (Turku) keeps track on reporting etc.
- **Evaluation of the process:** Partner country (Osijek) keeps track on meeting the schedule.
- **Evaluation of the success of the partner meetings:**
  - J.J. Strossmeyer will prepare an evaluation sheet and send it to all participants and all members can make suggestions. Possible topics:
    - Relevance/importance of the topics
    - Delivery/performance
    - Level of consensus/mutual understanding
    - Preparation
    - Material
    - Technical running of the meeting
    - What was missing in the meeting
- 11.45 - 12.00 Presentation and approval of the **management plan**: principles, methodology and evaluation tools etc.
  - Minutes and memo (J.J. Strossmayer University)
  - All partners will be given a clear list of responsibilities and obligations (J.J. Strossmayer University)
- 12.00 - Scheduling next meeting
  - December 10<sup>th</sup> 2007 (Monday)