UNITWIN/ UNESCO Chairs Programme

Progress report

Period of activity: 2006

UNESCO Chair Entrepreneurship and Intercultural Management

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I. Activities

1. Academic activities

Education

- MBA Programme *Entrepreneurship and Innovation Management*
  Duration: 2 years
  The MBA Programme is in German language. It includes 20 modules.

  First year / modules:
  
  Enterprise culture and entrepreneurship; statistics; Innovation Management; Management and Growth Processes; Strategic Management; Foundation and Growth Financing; Customer Binding Management; Enterprise Development and Personnel Management; Marketing case studies; Moderation, Presentation and Negotiation; Intercultural Management

  Second year / modules:

  Scientific Working; Business Administration; Enterprise Culture and Entrepreneurship; Marketing; Market Research…

On the 8th October 2005, the master study course “*Enterprise Management and Innovation at the ASE Bucharest*” was opened, starting with already 40 students in the first year. All in all, the MBA program is well received in Romania, although the competition is successively increasing. Against this background, 23 participants have demanded study places for the second year starting in October 2006, which is still good news. In the medium term, the aim is a number of approximately 20 participants to allow an effective, high quality level of working with the students. From the start, the MBA program has been economically feasible, as the
lecturers were to a large extent engaged in an honorary capacity. The program has not been supported by state subsidy.

The program, the philosophy of which is entrepreneurial thinking and acting, represents an active knowledge transfer from Germany to Romania. For an effective transfer it is, however, not sufficient to provide only a concept and the teaching material. A direct, personal exchange of individual knowledge is required. For this reason, teaching is carried out in the form of team teaching by German and Romanian lecturers together. From the German side, the professors of the FH Gelsenkirchen, the FH Bochum as well as entrepreneurs from all over the Federal Republic are amongst the lecturers of the MBA program. In addition, a financing expert from the European Investment Fund in Luxembourg teaches in the program. This means that on the one side, a knowledge transfer to Romania takes place on the basis of the available know-how of individual experts and their respective experiences. On the other side, an exchange of experience and a learning process occurs at all levels between the participating persons and institutions. This comprises the teaching through team teaching, but also the personal intercultural exchange between the professors and lecturers as well as the students in Romania. Moreover, innovative teaching and learning methods are employed. This makes teaching more interesting, and it is possible to communicate with the students in an interactive process. A very practice-related, modern type of education is applied, based on case studies and videos, e.g. in the area of entrepreneurial marketing. A great importance is attached to a theoretically founded education with a high degree of practice nearness. In comparison with already existing MBA programs on the Romanian market, the MBA program of the ASE Bucharest and the University of Applied Sciences in Gelsenkirchen is distinguished by the fact that it is employed using German as its language. This program is therefore the first and only one of its kind introduced in German at a Romanian university. The modules organized in 2006 and the associated lecturers can be taken from the annexe.

Training

- Workshop “Innovation management”- Subject: “Activities and Service of innovation and incubator centres and scientific parks”, Vilnius, Lithuania. The workshop was financed by the European Structural Funds, May 2006.

2. Conferences /Congresses / Meetings

- International Conferences

In October 2006, the conception of the UNESCO-CEPES and FH Gelsenkirchen conference for 2007 was initiated with regard to content and operation as well as the granting of the UNESCO Chair Entrepreneurship Awards:

- Corporate Social Responsibility and Social Entrepreneurship, Granting of the UNESCO Chair Entrepreneurship Award: “Entrepreneurial Thinking and Acting”

A first evaluation of the applications for the prize which were received was carried out. A total of 23 universities and colleges applied in response to the invitation to tender for the granting of the UNESCO Chair Entrepreneurship Awards.

- International Research visits
- Official presentation of the Research paper “(women) Business Angels in Germany—an exploratory study within an international context” at the 3rd International AGSE Entrepreneurship & Innovation Research Exchange, Unitec, New Zealand, February 2006. The official presentation of the Research paper was organized by Frau Prof. Volkmann and Prof. Kim Oliver Tokarski.

- Meeting
  - Personal exchange of ideas between the Romanian study course director (Prof. Dr. Pop) and the German director (Prof. Dr. Volkmann). For the further development and quality assurance of the MBA program, a personal exchange of ideas between the Romanian study course director (Prof. Dr. Pop) and the German director (Prof. Dr. Volkmann) was necessary. In addition to these personal conversations, the coordination and assistance by phone, fax and e-mail communication continued from the year 2005. All in all, an intensive knowledge transfer from Germany to Romania has taken place in order to build-up the German-Romanian course of study. This did, however, not finish with the work carried out in 2005 and 2006, as the MBA program is designed as a long-term systematic and well founded transfer of knowledge. This became also evident in a comprehensive cooperation contract which was concluded between the ASE Bucharest and the FH Gelsenkirchen in 2006 and contains, for example, an agreement about the compensation of expenditures, the take-over of travelling costs, exchange of lecturers etc.

3. Partnerships/ Inter-university Exchanges

- Academia de Studii Economice Bucharest (ASE), university of Economics in Romania). MBA Programme “Entrepreneurship and Innovation Management”
- Network activities in the national and international context: The UNESCO Chair encouraged the formation of networks with universities and colleges especially in South East Europe (currently Romania, Croatia, Serbia)

4. Publications

- Book

The creation of the book has been a central and time-consuming activity of the Chair during 2006. First, extensive research work was carried out and a suitable content structure for imparting the knowledge was developed. The objective was to give a comprehensive presentation of the subject of the foundation and growth of enterprises. Starting with fundamental experiences and findings which Professor Volkmann was able to collect within the framework of the qualification of Entrepreneurship lecturers in the USA (e.g. at the Babson College and the Harvard Business School), the authors of the work have chosen a simple and engaging language. The numerous practical case examples serve to present the theoretical foundations to the reader in an easy to understand way.

Core aims of the text book:
1. Imparting the basic principles of the foundation and growth of young enterprises
2. Systematization and explanation of the different types of growth as well as the strategies which can basically be considered by young enterprises
3. Discussion of the relevance of vision and strategies for the growth of young enterprises
4. Theoretical basic principles regarding growth using selected growth models
5. Description, discussion and assessment of potential opportunities and risks in the foundation and growth process of enterprises.
6. Explanation, discussion and implementation of internal, external and cooperative growth strategies and selected associated tools.
7. Comprehensive representation of selected entrepreneurial growth strategies and tools in the areas of marketing, financing, personnel management, founder personalities and remuneration systems taking into account a well balanced mix of theoretical and practical teaching content.
8. Discussion of essential issues of problem areas little treated in text books so far, such as the growth or growth strategies, against the background of an ethical context.
9. Connection of the theoretically communicated knowledge with practical experiences in the form of short case examples.

The book has generated an extremely positive response amongst colleagues in the expert community, from lecturers as well as students at universities and colleges. Prof. Dr. Andreas Pinkwart, Minister for Innovation, Science, Research and Technology of North-Rhine-Westphalia, has also expressed his appreciation and positive assessment of this work.

Currently, the book “Entrepreneurship – Foundation and Growth of Young Enterprises” is being translated into the Romanian and English languages. In the course of the year, the work will be published by the publisher of the ASE Bucharest (Romania) as well as by the publishing company of the UNESCO-CEPES (England). The English publication is part of an agreement made in 2006 between the UNESCO Chair and UNESCO-CEPES.

- Other publications

In addition of the main publication of the text book, “Entrepreneurship-Foundation and Growth of Young Enterprises”, the following works were published:


II. Impact

Objectives and Direction of the Chair:

Essential aims of the “Entrepreneurship and Intercultural Management” UNESCO Chair are: The encouragement of entrepreneurial thinking and acting, the strengthening of the self-development and innovation capacity of students, the support of foundations by universities and colleges, in particular innovative enterprise foundations, as well as the improvement of the foundation culture with special emphasis on economically underdeveloped regions. Within this context, one main focus consists in the cooperation and networking with universities and colleges in other European countries, especially in the economically underdeveloped regions of South East Europe (currently Romania, Croatia, and Serbia).

Core competences of the Chair lie in the area of Entrepreneurship Education which comprises, amongst other things, the development and implementation of courses, training measures, seminars and workshops as well as MBA programs of study within the context of Entrepreneurship and Innovation. In the long term, the Chair is striving to build up a network of selected European universities and colleges, whose strategic orientation in teaching and research centres on Entrepreneurial Learning. Another main focus of the Chair is its concern with issues of Responsible Entrepreneurship and Sustainability. Sustainability in this connection means that enterprises or entrepreneurs take social and environmental aspects into account on a par with economic aspects. Within this context, actively practiced responsible entrepreneurship in a globalized world should gain special significance as regards achieving a long-term enterprise success.

One objective is the improvement of the teaching of Entrepreneurship with particular consideration of intercultural relations. Here it is the task of the Chair to generate and to publish suitable teaching material, such as for instance text books or case studies.

Another special focus in the activities of the UNESCO Chair is its assistance in building up and managing the German-language MBA program “Entrepreneurship and Innovation Management” at the Academia de Studii Economice Bucharest (ASE Bucharest), the leading University of Economics in Romania.