

# Co create International Business

Journey

IB National Platform

April 16

14:00-15:00

# Who are we?

Tom Vos



Wim de Haas



# Co-creation Vision Avans

*“Through co-creation, we bring together the perspectives of students from various degree programs, researchers, industry partners and lecturers to create something that does not yet exist. In doing so, we involve the target group of the issue as much as possible, for example, city residents, a company’s customers or patients in a hospital. Through co-creation, we learn from one another and thus develop new knowledge, ideas or solutions together. This therefore goes beyond mere collaboration.” (Co-creation at Avans: what and how?)* Translated with DeepL.com (free version)



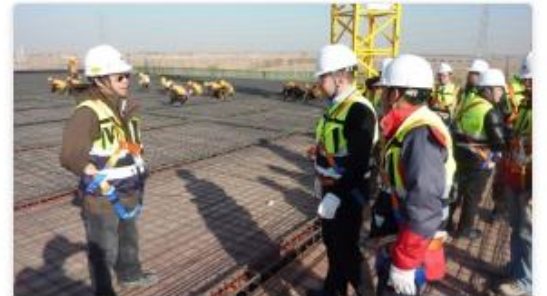
Co-creatie met een onderwijspartner



Co-creatie met een onderzoekspartner



Co-creatie met een HELIO



Co-creatie met een werkveldpartner

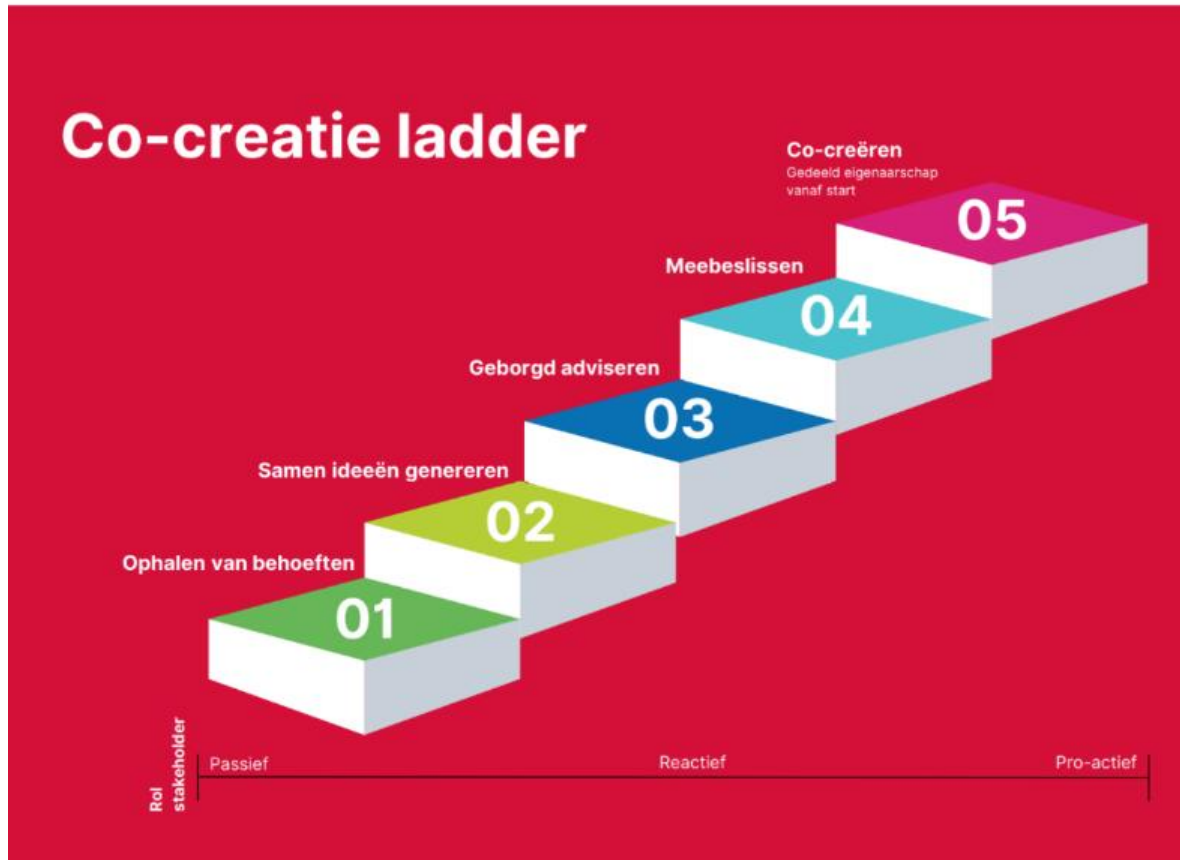
## 2. VISION ABE (IB) CO-CREATIE



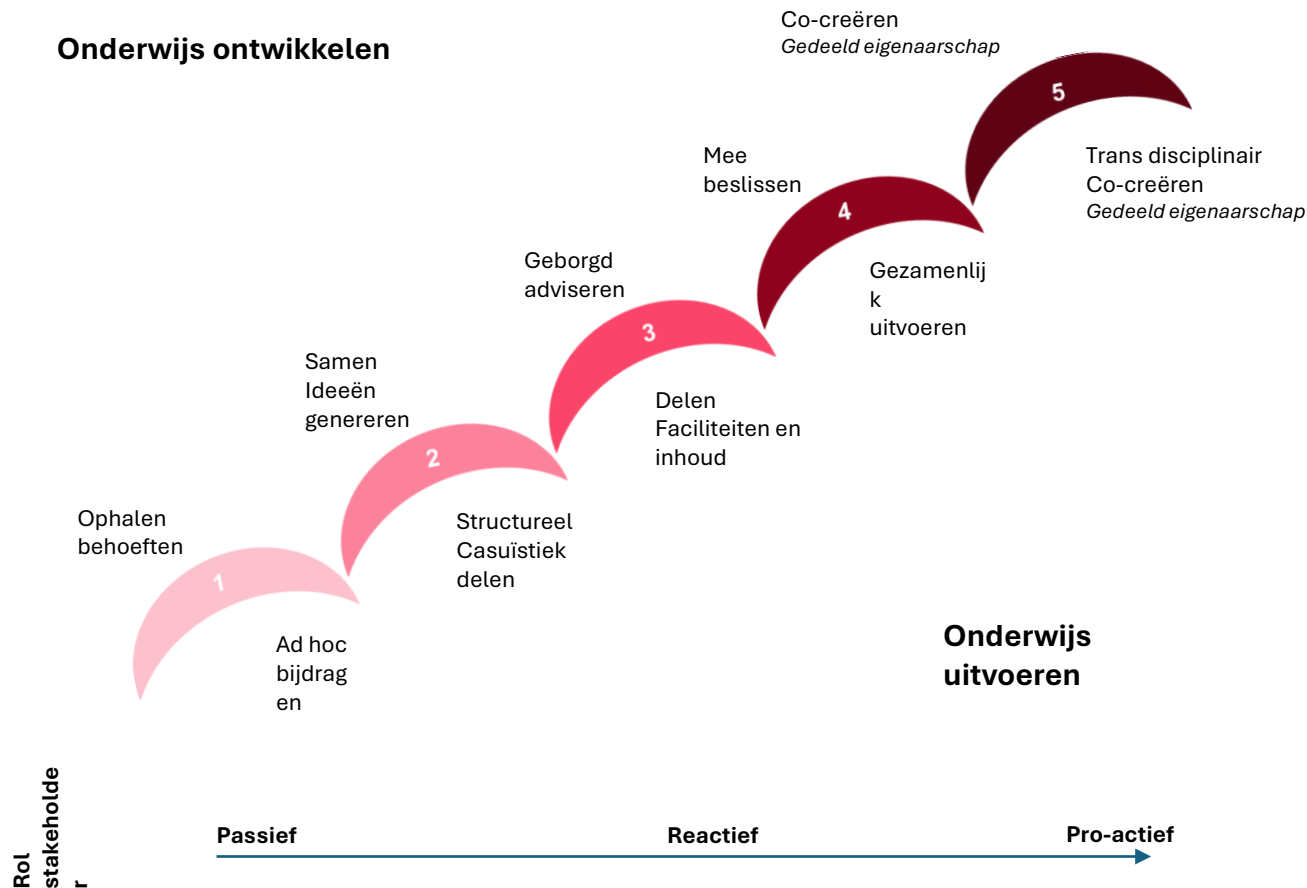
*“At ABE, we focus on co-creation with (strategic) partners to strengthen our education, in synergy with practice-oriented research, and to adapt it to regional labour market needs and societal sustainability goals. Through complementary alliances and shared resources, we strive for a relationship of mutual dependence in which partners support each other’s ambitions and make a joint impact. Co-creation at ABE revolves around dialogue, decisiveness and a focus on results, with knowledge and infrastructure being shared to build an innovative future.”*

*Translated with DeepL.com (free version) (**ABE creating impact**)*

# Level of Co creation



# Level of co-creation; develop and execute

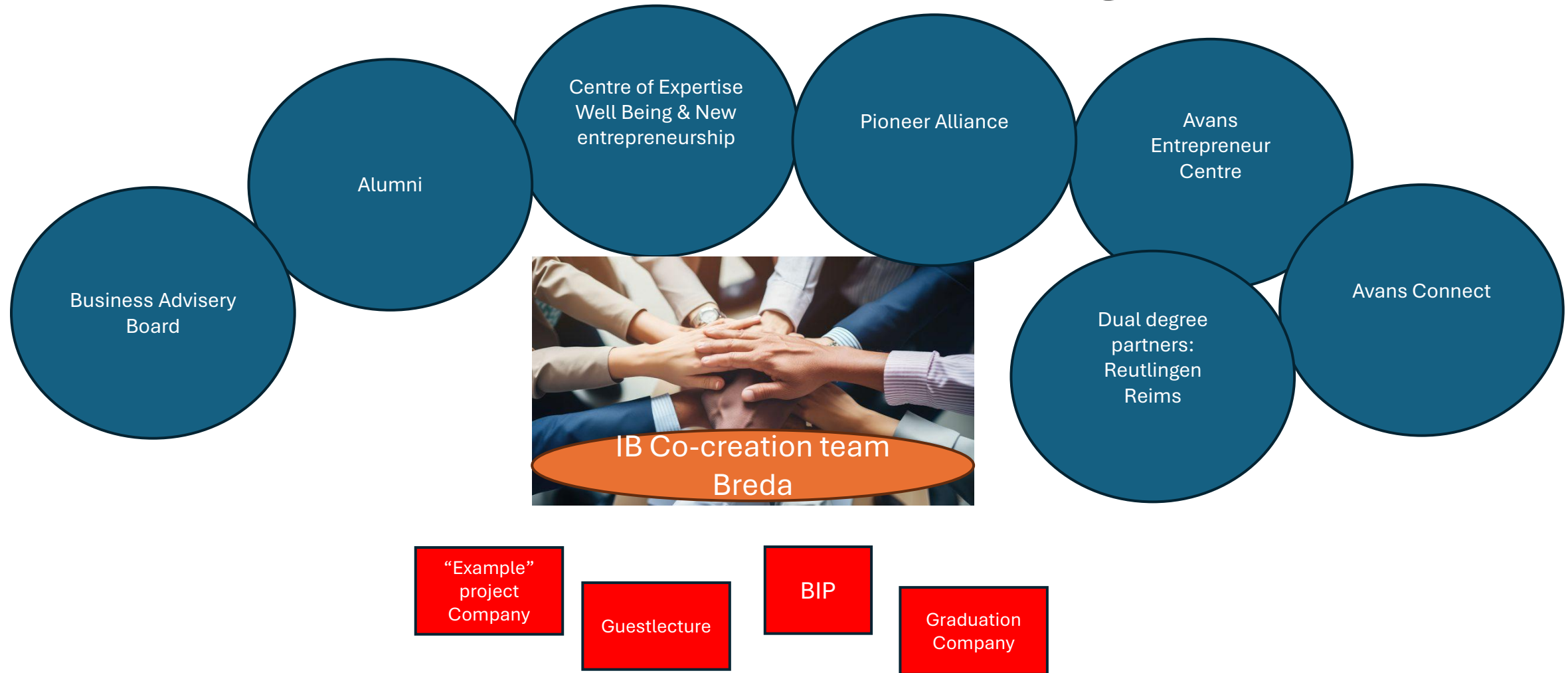


- The extent of co-creation in the development phase may vary from module to module
- The extent of co-creation in the implementation phase of education may vary from module to module and also in relation to the development phase
- The various phases (1 to 5) involve different forms in which co-creation is applied; both in the development and implementation phases
- The further up the co-creation ladder, the more proactive the role of the partners is in development
- Challenges relating to development are mainly beliefs, authorisation and budgeting
- Challenges relating to implementation are mainly legal restrictions and frameworks



Vision and a great view

# Co creation in IB Breda – playing field



# Curriculum Co-creation IB Breda

CYCLUPS  
PREMIUM NON-PLASTIC

van Bommel  
SUPERIOR SHOES  
SINCE 1734  
BOBOTEX®

XXXX  
GEMEENTE  
BREDA

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Year 1	Challenges of Internationalisation (15 EC) PLO 1, 3, 4	Entering foreign Markets (15 EC) PLO 1, 3, 4	Mapping Internationalisation (15 EC) PLO 2, 3, 4	Going International (15 EC) PLO 1, 2, 3, 4
Year 2	Work Placement (30 EC) PLO 1, 3, 4		Elective module (15 EC)	Planning international projects (15 EC) PLO 1, 2, 3
Year 3	Creating impact together (15 EC) PLO 2, 3, 4	Redesigning business models (15 EC) PLO 2, 3, 4	Elective module(s) (2x 15 EC or 30 EC) or Study abroad (30 EC)	
Year 4	Elective module (15 EC)	Internationalisation Strategy (15 EC) PLO 1, 3, 4	Graduation (30 EC) Mastering professional competence PLO 1, 2, 3, 4	

Educational material designed by Expertice Centre

Guest lectures:  
-Amgen (SCM)  
-Sandvik (SCM)  
-Forward Club (Trends)

Meet and greet alumni (job market)

Student 'own' choice company

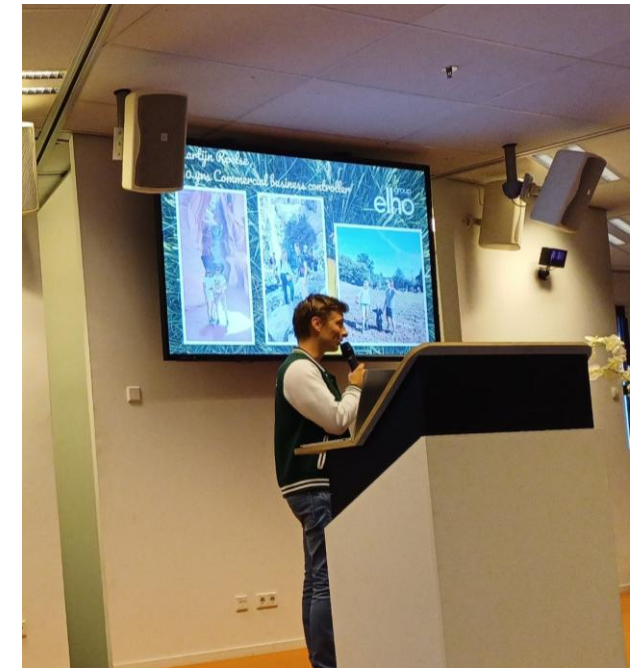
REVIT!  
NOESIS

Educational material designed by Expertice Centre

Guestlectures:  
IMCD, LambWeston, KPMG, Perfetti vanMelle, Organon (sustainability\_)

# Visuals / Photos

Goal 1 : Professionalize & strengthen collaboration with Network (alumni, partner universities, and companies)



- 4 Companies Y1

# Visuals / Photos

Goal 1 : Professionalize & strengthen collaboration with Network (alumni, partner universities, and companies)




3.2 - 6 Guest Lecturer

# Visuals / Photos

Goal 1 : Professionalize & strengthen collaboration with Network (alumni, partner universities, and companies)

Grace Soekhoe 27/10 14:14



Please read the English version at the bottom of this text

Hi ABE-Team, Nice to know

📍 OpenX, 2nd Floor  
🕒 1:00 PM – 4:15 PM

Wim en Team Events kijken ernaar uit om aanstaande donderdag maar liefst 27 internationale bedrijven te ontvangen die in contact komen met onze vierdejaars IB-studenten (mogelijk sluiten ook FCI-studenten aan). Naast de speeddates tussen studenten en het werkveld gaan Team Events en Wim in gesprek met de recruiters om te ontdekken hoe bedrijven het liefst contact leggen en wat zij zoeken in onze Young Professionals.

We nodigen graag collega's en docenten uit om hierbij aan te sluiten, om samen met ons het gesprek aan te gaan met de recruiters, sfeer te proeven, ideeën op te doen en te netwerken.

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Wim and the Events Team are looking forward to welcoming no fewer than 27 international companies this coming Thursday to connect with our fourth-year IB students (with FCI students possibly joining as well).

In addition to the speed dates between students and the professional field, the Events Team and Wim will engage in conversations with recruiters to explore how companies prefer to connect and what they are looking for in our Young Professionals.

We warmly invite colleagues and faculty members to join us, to connect with recruiters, experience the atmosphere, gain inspiration, and network together.

Eugénie & Grace

Organizations participating in the Job Fair





# BREDA UPDATE

Example Year 3

Housing problem municipality  
Breda

# Example Integres



The INTEGRES Project is a partnership between 5 international universities. The purpose is to broaden the enlarged skills related to accounting and reporting on non-financial information in Higher Education Institutions.

## Future proof financial experts

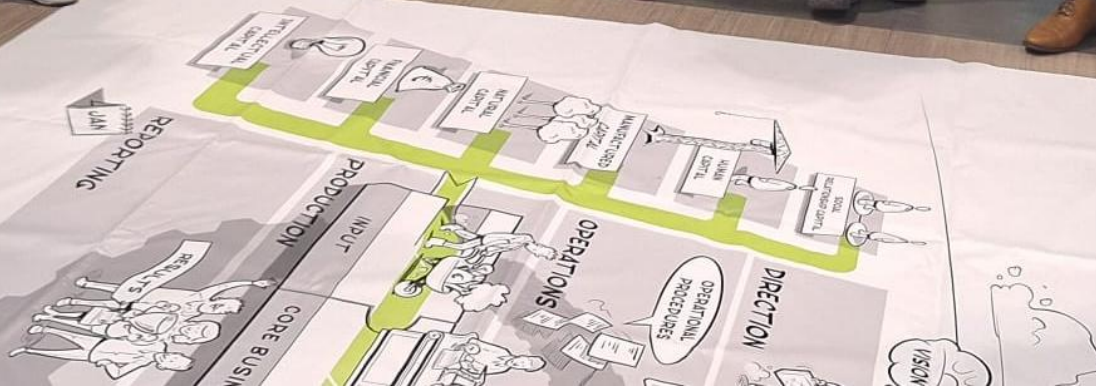


July 28, 2022

### Intense Study Programs

The INTEGRES partners are aware of the knowledge and skills gaps in regard to accounting and reporting on non-financial information...

Researcher  
and  
education





# Pitfalls – pros and cons - tricks



- Motivation students
- Up to date competences
- Interdisciplinary
- Collaboration

- Time consuming
- Relations management
  - CRM
- Avans & business
  - Where? Entrance? Who?
- Time lap business-education
- Mutual expectation
- Level of students
- Personal contacts
- Legal issues
- Holistic assessment
- Continuity
- Role teacher

Next trainstation?





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Thank you for  
your participation

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