

Minutes: Advisory Board Meeting for Engineering program Innovation and Business

Friday 2nd of February 2018 from 12:00 – 15:00

The meeting was held at: Danfoss A/S, Nordborgvej 81, Nordborg

Invited to the meeting are: Tom Kragh (OJ Electronics), Bjarke Koch (Siemens Wind Power), Rasmus Banke (Banke Electrotrans), Sara Lind Kolbeinsdottir (Danfoss), Ronen Hadar (LEGO), Claus Hegelund Sørensen (Linak), Kirsten Sahl (Viking Life Saving Equipment), Marianne Stenger (SDU), Fei Yu (SDU), Arne Bilberg (SDU), Silke Tegtmeier (SDU), Per Æbelø (SDU), Christina Skytte Møller (SDU)

With apologues: Kirsten Sahl, Bjarke Koch, Rasmus Banke

Minutes:

1. Welcome (by/ Marianne Stenger)

After having seen a short Company presentation in the Danfoss cinema for 10 minutes and a splendid lunch, the meeting started with everybody presenting themselves as there was a new member in the panel.

2. Presentation of the Department and the role of an I&B graduate (by/ Povl Schroder)

Povl is the Head of the Group Regulatory and started by presenting the department. Group Regulatory is a legal department with a corporate role, trying to get all Danfoss Segments to react in the same way within the regulatory area. Danfoss is divided in four segments: Danfoss Heating, Danfoss Power Solutions, Danfoss Drives & Danfoss Cooling. The burden of regulations are growing and the Group regulatory departments role is to create transparency in the Company, avoid that divisions/departments are doing the same tasks twice and avoid silo-thinking – and that is a huge communication task. More and more documentation and Data is required from customers and there is more and more focus on standards and product compliance. It is a key task for Group Regulatory to get all segments/departments to act as one company to create fast, easy and relevant information to our customers.

In this process Saras qualifications as an Innovation & Business graduate are highly valued. She has a position as a Senior Project Manager and has both the business/project managements skills combined with the technical understanding, which is exactly what is needed in this position. OJ Electronics mentioned in relation to this, that they found the Innovation & Business candidate as a perfect match for them in the role of a project manager, as they possess the combination of skills mentioned above.

After Povls presentation, Jakob from Danfoss HR had a request in relation to how the University and other companies cooperate with students in relation to student projects (bachelor projects, final projects, internships, thesis, in-company period etc.). The supervisors/professors from the University most often use their network in the companies and contact those persons directly. If it has to go through the HR-departments it often takes too long time. At LEGO they treat all internships as regular jobs, where the students apply as they do for a job. Otherwise there is a database, where all projects and requests are gathered, and that works out well. This discussion led over to NDA contracts. The University has one contract, which is enough from their point of view. But many companies have their own NDA contract, which they want both the student, the supervisor/s and also all other parties such as a the external examiner to sign. When the University sends these contracts to the legal department the process becomes very slow and bureaucratic. There is no simple solution on this issue. LEGO has made one standard contract that everyone working in a project with LEGO needs to sign.

3. Status of the program (by/ Marianne Stenger)

a. Student uptake 2017 – marketing initiatives

Marianne showed the numbers for the uptake in 2016 and 2017, to illustrate that we have experienced a huge drop in the number of applicants for the Innovation & Business program. In 2016 28 students were admitted, in 2017 it dropped to 15 students! We do not know exactly why, but we can see that it is the German students that are missing. There has been a change to the approach to the German market as we the previous couple of years have been running extra marketing activities (MP2) using students to promote the program at German High schools. Last year we didn't do that and it might be part of the explanation. Also, the previous year the German school system was changed back from 8 to 9 years Gymnasium, with the consequence that at several schools there were no school finals. But it still doesn't explains the big drop in numbers, as the number of German students admitted to the Mechatronics program was the same in 2017 as in 2016. Upcoming marketing activities were discussed. Especially student recruitment activities were mentioned as one initiative that will be implemented asap.

b. New People at TEI (Technology Entrepreneurship and Innovation)

Marianne presented the people working in the TIE section and the new staff on board.

c. New title and new profile?

Because of the low number of students in the 2017 uptake, the Educational Committee is now considering if they should change the name, to create a clearer picture of what the programme contains. Members of the advisory board stated that it could also be risky to change the name and it should be carefully considered.

d. Innovation Lab activities

Silke presented the Innovation Lab (where we had the first Advisory Board meeting) and the activities around the lab. TEI has hired an Innovation Lab consultant, who among other things will create workshops for companies, organizations etc. in the Lab. Silke invited the participants to contact her, to discuss further collaboration.

e. Current company-student collaborations – evaluation

The program has many company-student collaborations every semester in e.g. the semester projects, both on bachelor and master level. Recently we have been doing projects with UVEX, LINAK, Danfoss and Borg Automotive. The students like the “real-life” challenges they are given and often the collaboration ends with the students going to the company presenting their solutions to a board.

4. Other

Action plan

Subject

Action	Timeframe

