

# Minutes from the Advisory Board Meeting for Engineering programs in Innovation and Business

*Tuesday 22<sup>nd</sup> of October 2019 from 12:00 – 15:00*

**The meeting was held at:** LINAK A/S, Smedevænget 8, Guderup

**Invited:** Bende Egebro Damgaard (OJ Electronics), Philip Baxter (Banke), Sara Lind Kolbeinsdottir (Danfoss), Ronen Hadar (LEGO), Claus Hegelund Sørensen (Linak), Niels Albert van Dulmen (Danfoss), Dwivedi Sanjeet Kumar (Danfoss), Raluca Nemes (LM Wind Power), Neda A Henriksen (Danfoss) Marianne Stenger (SDU), Fei Yu (SDU), Arne Bilberg (SDU), Silke Tegtmeier (SDU), Christina Skytte Møller (SDU)

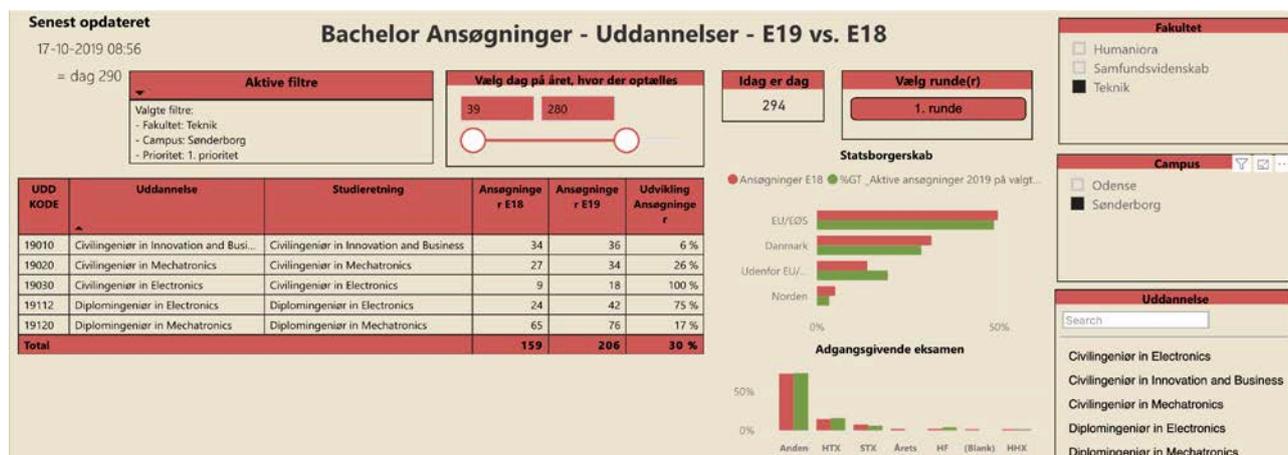
**With apologies:** Bende Egebro Damgaard (OJ Electronics), Neda A Henriksen (Danfoss), Fei Yu (SDU)

## Minutes

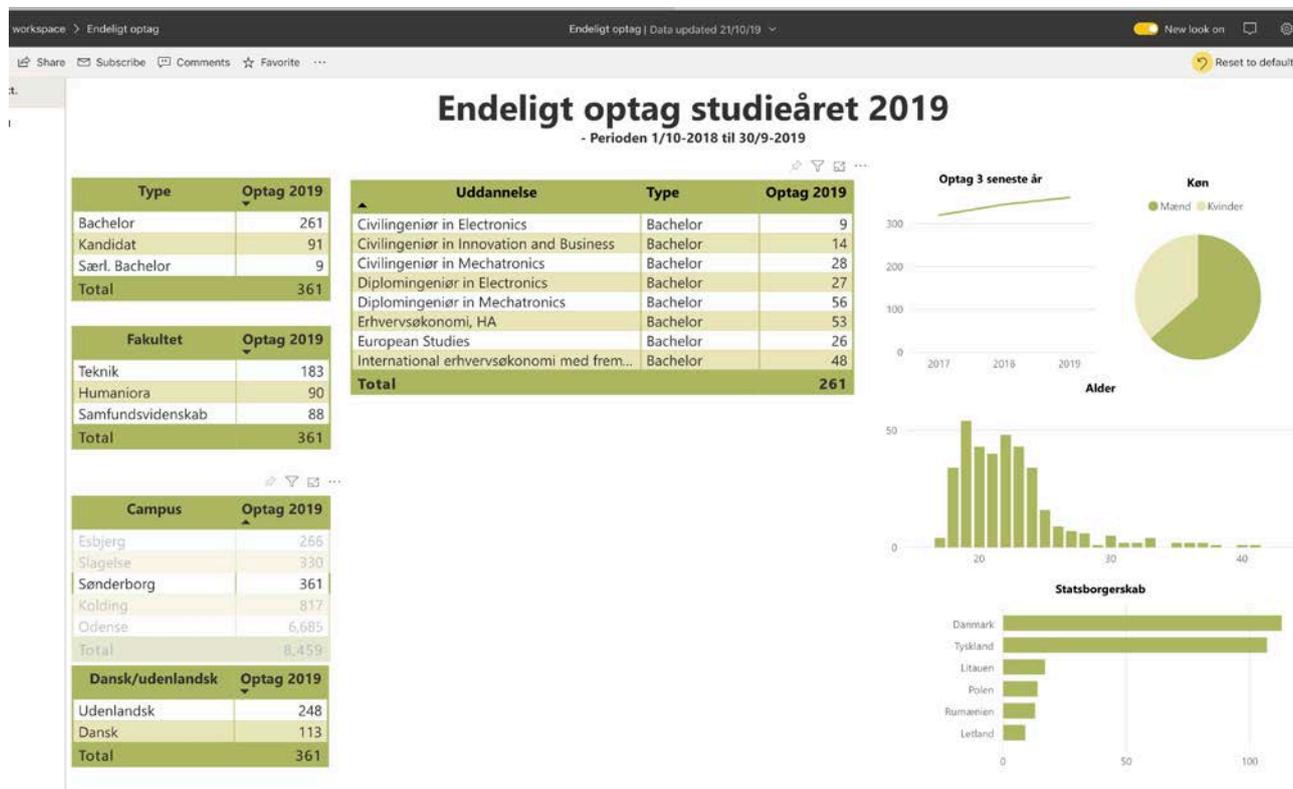
The meeting started with a tour around the production facilities followed by a lunch and a short presentation of LINAK.

After the tour and lunch Marianne said welcome. As there are new members in the board, there was a short presentation round.

Marianne gave a status on the program. Below the number of applicants for the program 2019 are shown:



In the table below the number of students who are enrolled in the program after 1<sup>st</sup> of October is shown – the numbers after oct. 1 are half the number of applicants.



It was discussed how to raise the numbers of applicants as 14 students in the program is just too few. Preferably there should be 25-30 students starting on the program to have the right critical mass, also for a bigger part of them continuing in the master's program.

It is difficult to create enough awareness of the program among all other programs offered from Danish Universities. It is an issue that Innovation and Business is not a unique program in Sønderborg (as Mechatronics is) and it is possible to apply for a similar education in Odense. There has been a discussion about changing the title over a longer period now, both to be able to attract more students and because the title Innovation & Business is not always perceived as being an Engineering program. Suggestions as Business Engineer and Industrial Engineer has been suggested, but after a meeting with the Dean and Director of studies it was decided to change the title to Engineering, Innovation & Business. Right now, we have an application pending in the ministry for the new title. It might be rejected as the full title of the program then will be Bachelor of Science in Engineering, Engineering, Innovation & Business – so the word engineering is there twice in a row. If the title is rejected, we will come up with another change of title, as it is needed to make the title more “engineering” like.

The panel had a lot of good suggestion on how to advertise for the program, a program that the students are very happy for, those who starts. The program has the highest student satisfaction at the Technical Faculty, so the program is good as it is. The issue is to attract enough students.

The CIE related activities have created a lot of positive attention in Sønderborg and the Innovation and Business programme will in 2020 benefit from some of the same marketing activities that are being implemented for recruiting students to the new electronics programme. Especially the use of agents in the eastern European countries is something that we expect a lot from.

Many of the good suggestions, mostly with ideas how to use social media more actively will be passed on to the communication department.

The discussion continued in relation to the content of the program. The panel was urged to give input to the development of the bachelor program as we want to twist the program in the direction of innovation, digitalization and smart products and production. The panel had a lot of good suggestions and it was a very interesting discussion leading to the question: which kind of engineer/persona do the university want to educate with this program? Is it a project manager, a product manager/product owner or which type of job should the engineer be educated to? It was suggested that the bachelor program has a strong focus on the technical part and the Master programs focusses more on the managerial skills (Innovation Management/ Process Management, project management etc.). The program's strength is without doubt the combination of the strong technical part combined with the business understanding. The panel emphasized the importance of keeping the focus on the core technical courses in the program. The panel also mentioned that the big trend among companies now is circular economy – the cradle to cradle mindset. As a last suggestion, the program should focus on how to differentiate itself to other programs, so it becomes more unique.