

Minutes: Advisory Board Meeting for Engineering programs in Engineering, Innovation and Business

Monday 30st of November 2020 from 14:00 – 16:00

The meeting was held online via Zoom

Invited to the meeting: Bende Egebro Daugaard (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) (from 15:00), Christina Skytte Møller (SDU)

With apologies: Neda A Henriksen, Arne Bilberg

Minutes:

1. Welcome (by/ Marianne Stenger)

The meeting started with a short introduction of all members in the committee

2. Orientation: Status of the program (by / Marianne Stenger)

There has been a reorganization on the Technical Faculty. A new institute has been established, which has affected the organization of the programs in Sønderborg. Until August 2020 all programs were part of MCI – the Mads Clausen Institute. Now we have 3 departments represented at the Technical Faculty in Sønderborg – MCI, IME (Department of Mechanics and Electronics) & ITI (Department for Technology and Innovation). The Engineering, Innovation & Business programs is part of ITI, a department with many different programs in Odense within innovation, production and civil engineering.

- a. New title – Engineering, Innovation & Business

The program has a new title, effectuated from the uptake 2020. We intend to interview the new students to obtain some knowledge on how the new title affected their choice of program – was it more clear for them that they applied for an engineering program?

b. New content on the program

On the bachelor program the programming course EMB1 has been moved to the first semester. It has been the feedback from students from the previous years that they need the programming knowledge on the 1st semester. We have developed a new course within Production Technology (PTECH) and the course BDE Business Development and Entrepreneurship on 2. semester is now more specified within Business Development

On the master program a new course has been developed within Data Science and Machine Learning. Besides that, the master has its focus within three main areas: Automatization & Digitalization, Innovation & Smart Product Development and Entrepreneurship in the program.

c. Uptake and study start

On the bachelor program the uptake was positive as we had an increase in intake. 24 students started on the bachelor program compared with 15 in 2019.

But - very few students applied for the MSc program – only 12 students have started on the program. One reason for the low number of students on the master, can be related to not being able to offer scholarship on the EIB master program this year. This is due to strategic reasons, as the faculty decided to offer most of the scholarships to the new Electronic Master program, a program with a strong industry support.

3. Discussion: How do we increase the awareness of the program and the graduate's competences among local companies? (by/ All)

In the discussion about how to increase the awareness of the program among local companies following ideas were suggested:

- Students are good at marketing – use student ambassadors to communicate the good stories about the strong company university collaboration
- Track and use the good stories from companies that benefitted from having students employed/working on projects.
- A good idea to get the alumni network up and running again, where current students get connected with alumnis
- Introduce the program in the companies to broaden the knowledge about the program
- Investigate what the industry is looking for in terms of current and future competencies. Tap into industry specific networks to get information about what strategic directions are emerging e.g. data science that can influence the content of the programme.
- Make strategic partnerships between foreign universities (India) and Institutes in Sønderborg (TEK)
- Run a series of news stories about what students have become (SDU journalist)

4. AOB