

Minutes: Advisory Board Meeting for Engineering programs in Engineering, Innova- tion and Business

Date and time: 7th of June 2024
Location: Danfoss Drives
Participants: Sara Lind Kolbeinsdottir (Danfoss),
Markus Hofmann (LINAK),
Niels Albert van Dulmen (Danfoss Drives),
Mark Yeoman (Swipbox), Morten Roth Nielsen (LINAK),
Peter Byllemos (Better Energy),
Marianne Stenger (SDU), Elias Ribeiro da
Silva (SDU), Kari Kleine (SDU), Charlotte
Fog Brockmann (SDU)
Cancellation from: Philip Baxter (Banke), Ronen Hadar (LEGO)
Arne Bilberg (SDU), Silke Tegtmeier (SDU),
Sanjeet Kumar Dwivedi (Siemens Gamesa)
Taken by: Charlotte Fog Brockmann

7 June 2024

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Minutes:

We started the meeting with a tour of Danfoss Drives followed by a lunch.

1. Welcome

Marianne explains what the Advisory Board consists of for the new members.

2. General info about student applications and uptake (Marianne Stenger)

- Marianne gives insight into the applicant numbers.
- All programs are increasing in application numbers, and EIB is increasing in 15% compared to 2023.
- We had a discussion of the lack of student housing and student jobs in relation to the increasing number of future students.
- Likewise, a discussion about what the university is doing in relation to the possible lack of classrooms.
- A debate about what the new reform means for the students and the program, and how the program can continue to be relevant to companies.
- This leads to a discussion of how we retain students and what can be done to retain students. And what the reasons are for them dropping out. And how the larger classes affect the sense of belonging and knowing your fellow students.
- There are 88 applicants for the Master's program, of which 31 are qualified and have been offered a place. 12 have said yes to a place.

Studieretning	Prioritet	05. Jun 2023	05. Jun 2024	Forskel 2024-2023 (n)	Forskel 2024-2023 (pct)
Civilingeniør in Electronics	1. prioritet	18	22	4	22%
Civilingeniør in Engineering, Innovation and Business	1. prioritet	117	134	17	15%
Civilingeniør in Mechanical Engineering	1. prioritet	0	55	55	
Civilingeniør in Mechatronics	1. prioritet	42	51	9	21%
Civilingeniør in Software Engineering	1. prioritet	218	375	157	72%
Diplomingeniør i maskinteknik	1. prioritet	110	149	39	35%
Diplomingeniør in Electronics	1. prioritet	64	79	15	23%
Diplomingeniør in Mechatronics	1. prioritet	131	174	43	33%

3. Status on Master in Supply Chain Simulation (Marianne Stenger)

- The plan is that the program will hopefully start next year, however, there is a lack of finances to get the candidate up and running. Some finances have been added from various foundations.
- Meetings have been held with various relevant companies to get support to start the Master's program. They indicated that it was a good idea and that there was a need for graduates with this background.
- A collaboration and a meeting with Industrigruppen have been offered.
- Negotiations are currently underway to raise the last 5 million to meet the financial need.
- There is a discussion of how funds might be sought from other larger companies that are further away. Where the companies will not favor universities.

4. Strategic directions and needed competencies at LINAK and Danfoss Drives (Markus Hofmann & Niels Albert van Dulmen)

Markus Hofmann (LINAK)

- Brief introduction to Linak, number of employees, offices - also mission and vision.
- Linak is working towards growth, both in terms of economy, number of employees and products, with better and more digitalized product lines.

The need for competencies:

- There is a need to be a good negotiator, project manager, IT consultant and similar skills.
- Human relations appreciate the combination of business and engineering skills found at the Engineering, Innovation and Business program.

- An ideal profile is someone who can work in mechatronics and production systems and being able to work in multidisciplinary teams as EIB students will be able to work- and communicate across departments.
- An understanding of business knowledge and business understanding is also important.

Niels Albert Van Dulmen (Danfoss Drives)

- Brief insight into Danfoss and number of employees, offices, and factories.
- The focus at Danfoss has been on going green for several years now.
- They have three main goals within ESG: reducing their carbon footprint, more focus on diversity, equity, and inclusion - and circularity.
- Danfoss also focuses on utilizing energy and energy efficiency.
- Focus is on circularity - rethink, reduce, recirculate.
- In addition, being able to navigate in the market where there is a slight decline in investments.
- Focus on ESG initiatives and the implication of this.

The need for competencies:

- They need employees who can think in a holistic way and understand the complex systems they work with. In addition, employees who can identify sustainable improvements and how to guide customers in their journey towards more sustainable businesses.
- Analytical skills, creative skills and problem-solving skills.
- It is important to be able to work with different people, from different cultures and be self-driven. As there are many employees and partners located in different countries and time zones.
- There are ESG courses available for all employees, so employees are informed and have sustainability in focus throughout their work.

5. Discussion of implications and new directions for the program

- There was a discussion about if there is enough focus on sustainability, and if the newly employed employees are prepared to think in terms of sustainability.
- Maybe an applicant will be put in a better position if they have had relevant subjects in sustainability.
- There is the possibility of creating two tracks if the second master is not created. One could be in sustainability.
- There is a lack of people with software knowledge, IT developers.
- Maybe there should be more focus on IT in the new master.
- EIB should remain as a broader education than the rest of SDU Sønderborg.

6. Any Other Business

Yours sincerely

Charlotte Fog Brockmann
Programme coordinator