



# *EuroFaculty* yesterday, today, tomorrow

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# Yesterday 1

- 1 recipient university benefits from donors' input
- Overseen by CBSS
- 1st: Tartu, Riga Vilnius
  - Open the doors, introduce to *European Academic Traditions*
- 2nd: Kaliningrad
  - Law and Business
  - Bologna *emerging*

# Yesterday 2

- The donors contributed, bringing *normal* European academic processes in place (BA/MA levels)

# Yesterday 3: Kaliningrad

- A long 6-7 year project with a serious effort to comply with Bologna principles
- Roskilde and Trondheim among the longest-serving donors within EF
- Business complemented with law
  - Law more sustainable than business education
  - Plans to establish Baltic Law Institute still alive?

# Today 1: EuroFaculty Pskov

- Initially significant dispute over Pskov vs. Novgorod
- TSE/UTU led coalition won the competitive bid (initially 3 years), more or less following the Kaliningrad model
- TSE/UTU, RUC, TBS, HHS<sub>StPete</sub>, StPeteSU
- PPI and VI at the business end in Pskov
- 3 project leaders within the first year(s)

# Today 2: EuroFacultyPskov

## Turbulence and Disruption

- The Volnyi Institute Liquidated in 2010
- The long-standing Specialist Education transformed into Bologna-type BA + MA
  - Perhaps in wrong faculty... (Finance and Economics instead of Management)
  - Serious shortage of PhD/Professor level academic educational capacity
  - Only 20 ECTS *profiling studies* initially planned within EFP
  - Serious infrastructural deficiencies (ICT, Library,...)
  - English language
- PskovSU merger (in all cases a multi-year effort)
- Lead-university (TSE) merged, too (UTU)
- EFP in UTU transferred into another department
- St.Petersburg SU withdrew from the project due to disagreements about the terms of teaching
- Fiasko of German funding
- The objectives were relevant and quite well defined

# Today 3: End of first phase

- BA was outlined as planned (excluding International Business)
- MA was only lightly discussed but initiated anyway
- Infra progressed well
- Discussion with local authorities progressed well
- It was obvious that more years were needed if the goals should be met

# Today 4: 2nd Phase

- Emphasis on the MA level: Planned launch of Master of Baltic Sea Region Business by 2015
- Fine-tuning the BA level
- Bringing in the element of Innovation&Entrepreneurship (students highly important)
- Designing a *Eurofaculty-Type* executive program (BDPro)
- Inviting additional partners:
  - University of Latvia (probably benefits significantly), University of Tartu (because of their active innovation effort)
  - FINEC (UNECON) (a difficult one)
  - University of Viadrina (increasingly involved)
  - University of Warmia and Masuri (somewhat slow start)



# Today 5: Here and Now

- The international MA was launched in PskovSU and embedded in LU: The program is really very good with several modules coming from partners for joint use. More will follow, I am sure
- The BA is still fine-tuned, but with diminishing emphasis
- The Inno WG continues to launch joint events and very possibly a BSR-focused event BUSCINESSENCE 2015 (international student platform also works fine)
- BDPro Exe was designed into a compact and effective program but international situation prevents us from launching it just now. Hopefully 2015, or anyway several separate events will take place
- INFRA makes progress; Faculty development gets more attention during the last project year (desperate need for more senior academics); There is never enough mobility
- This week in Pskov, the EFP will launch a quality development process under the HHS leadership (prof. Johnny Lindström)

# Today 6: The EFP Impact

- My very subjective assessment is that the recipient university has received important support for its development and internationalization from the EFP team
- We can also see increasing benefits to other partner universities within EFP
- Without CBSS this could never have taken place

# Tomorrow 1: The Future of Eurofaculty

- Is there a need for a next (revised and modernised) Eurofaculty?

• YES!

- We need two new kinds of players
  - More 1st class universities within the BSR
  - Regionally strong players like BSRUN and BMDA

# Tomorrow 2: The Principles

- A multi-beneficiary networked approach is needed for commitment and strategic input (HUMAN and FINANCIAL)
- Cross-border, cross-faculty, cross-university (etc) rather than *just* Bologna
- EF should be an open BSR wide **centre of excellence**
- Education:
  - joint content creation and execution
  - Perhaps the 1 +1 model according to the EIT initiative?
  - The up-and coming players would benefit greatly from joint PhD education elements (teacher training, we all need it!)
  - Light, flexible, virtual (still jointly planned and executed) instead of heavy and bulky joint/double degrees
  - CBSS Summer University is a step in the right direction

# Tomorrow 2: The Principles

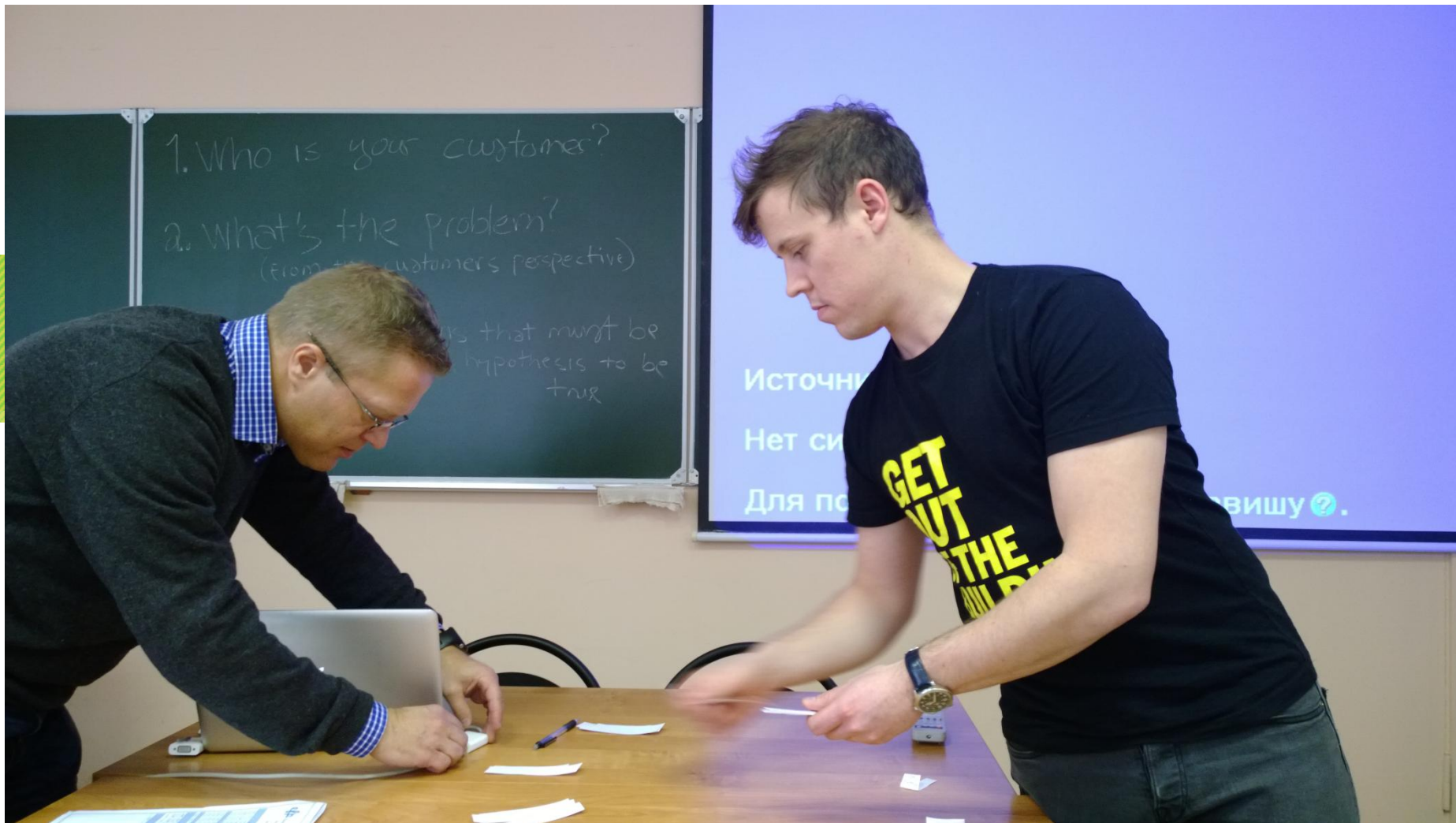
- **Collaborative Research** targeted towards the BSR Development (university without a strategic research effort cannot survive)
- **BSR-wide innovation & entrepreneurship initiative** should be deepened and widened (linking with SLUSH, MIT, ...) to strengthen Business/Technology linkages inside and outside universities (cooperation between universities and the business sector needs an upgrade)

# Tomorrow 3: Third Mission

- Applied research
- Executive education
- Start-up development
- Regional development
- Business linkages
- Policy support

# Tomorrow 3: Dissemination

- The EF has been a rather closed process and it is not so well-known outside the project boundaries (even within the immediate recipients)
- An annual (or bi-annual) BSR-wide EF event would strengthen the **BRAND VALUE of EF**
- Boot Camps, Labs, other intensive learning methods
- EF and Policy Makers should work more closely together
- Follow the open innovation principle!



**GET OUT OF THE BUILDING!**





EFP INNOVATION MARATHON IN PSKOV JUST A YEAR AGO



**WE SHOULD**

**AND COULD**

**AIM HIGH**