



# CIDDD NEWSLETTER

*Newsletter from the Consortium of International Double Degrees*



## About this Publication

The COVID-19 pandemic has forever changed higher education. During the pandemic, many classes remained empty while schools scrambled to shift their teaching online. While most educators and students are eager to return to the classroom, the lessons that we learned will allow universities to deliver education in new creative ways.

Virtual exchanges will likely continue. There is no substitute for living in another country, experiencing its culture, and exploring its attractions. But virtual exchanges offer several benefits. Taking classes virtually from a partner university allows students to interact with more people and take courses that are not offered by their institution. Virtual exchanges are less expensive. Also, even after travel restrictions are lifted, some students will opt for a virtual exchange because of family or work obligations.

Many educators took advantage of online delivery to invite guest speakers to their classes. I invited one of my colleagues from Rosenheim Technical University of Applied Sciences, a CIDDD institute, to speak to my students about lean management. My students also had the chance to talk to a consultant in Johannesburg South Africa, a group of young entrepreneurs from a business incubator in Zhengzhou, China, and a group of businesspersons from Iceland. Virtual education is borderless.

This year, we will use the second day of the General Assembly to discuss new ways to collaborate. On Tuesday, June 15, we will have a panel on virtual collaboration from 13:00 & 14:30 CEST and a workshop on teaching hybrid courses effectively from 15:00 to 16:30 CEST. Anyone from a CIDDD institution is welcome to join these free workshops. I look forward to seeing you during our virtual GA.

All the Best,  
Yoav

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## The CIDDD General Assembly in 2021

Although it has been over half a year since the COVID-19 vaccine was approved for use, much of the world population is not vaccinated yet and there are still many travel restrictions. Accordingly, the CIDDD board decided to hold its General Assembly this year online as it did in 2020. The GA will take place on Monday, June 14 between 1:00 pm and 4:30 pm Central European Summer Time using Zoom. During the GA, members will get to vote on important issues like the budget and reducing the membership payment for 2022.

During the assembly, the board will also announce the winners of the double-degree scholarships, with the first-place winner receiving a 1000 Euros scholarship. Additionally, the representatives in the meeting will get to learn about and vote for new potential members. The consortium will also hold an election for all six positions on the board – president, vice-president, treasurer, secretary, and two additional board members. Any representative from a CIDDD institution can run for election. If you are interested in running for a position on the board, please contact Johanna (Johanna.Koskinen2@haaga-helia.fi).

The CIDDD will hold virtual workshops on Tuesday, June 15 at 1:00 pm and 3:00 (CEST). The workshops are designed to help institutions to get the most from online education, which became commonplace during the pandemic and is likely to continue being an important part of higher education in the future. The first workshop will discuss global virtual collaboration including virtual exchanges, virtual programs, and code sharing, which is cross-listing online courses in multiple universities. The second workshop will cover how to teach hybrid courses, which are delivered both in-person and online, effectively. These workshops are free and available to anyone from a CIDDD institution.

If you have not done so yet, you can sign up for the GA and the workshops at <https://forms.gle/fpH6615JfBxo2aBw8> before the end of May. Institutions are welcome to send multiple representatives to the GA, but only one representative per institution is allowed to vote. If you have any questions about the GA or are unable to send a representative from your university, please contact Yoav Wachsman (yoav@coastal.edu).

### SCHEDULE OF THE GENERAL ASSEMBLY

#### Monday, June 14 (all times are Central European Summer Time)

**13:00-14:30** Official Meeting. We will discuss the board activities, go over the budget, vote on items, elect the CIDDD Broad, and introduce new potential members.

**14:30-15:00:** Break

**15:00-16:30:** Discussion about future of CIDDD

#### Tuesday, June 15 (all times are Central European Summer Time)

**13:00-14:30:** Workshop on global virtual collaboration

**14:30-15:00:** Break

**15:00-16:30:** Workshop on teaching hybrid courses effectively

**Workshops are open to anyone from CIDDD institutions. The General Assembly and workshops are FREE to attend.**



## Top 5 Applicants for the CIDDD Double Degree Scholarship in 2021

This year the CIDDD will give out a total of five scholarships to exceptional double degree students. The amount for 1st place is 1000 €, 2nd place is 750 € and 3rd, 4th and 5th place are 500 € each. We are happy to announce the top 5 candidates for the academic year 2020-2021 below.

Please note that these are in random order and we will announce their positions during the CIDDD General Assembly.

- **Lorela** from EPOKA University (home university) & University of Applied Sciences in Mainz (host university)
- **Tasho** from IMC University of Applied Sciences Krems (home university) & Haaga-Helia University of Applied Sciences (host university)
- **Malu** from Breda University of Applied Sciences(home university) & Haaga-Helia University of Applied Sciences (host university)
- **Rene** from Università degli Studi dell'Aquila (home university) & Karlstads Universitet (home university)
- **Thy Thi** from LAB University of Applied Sciences(home university) & FHWS University of Applied Sciences(host university)

You will also get the chance to see the winner's application video during the General Assembly and we will then provide you with a link to all the other videos, which will be available in our channel by then.

Do you want to see videos made by our applicants last year in 2020?

If you want to see videos our applicants made last year, here is a [link](#) to the CIDDD's YouTube channel.



PS. Don't forget to follow our [CIDDD LinkedIn page](#) to stay updated on the latest events and news from our CIDDD community. There you can find our latest interview of Eva Herttuainen, a Lecturer and Guidance Counselor from Haaga-Helia on how she has coped with the challenges of the pandemic in her work.

The interview is also available in our YouTube channel, click the picture to view it there.



# Introducing Seinäjoki University of Applied Sciences (SeAMK)



*"Together we are stronger - International network collaboration benefits all of us! CIDD creates a wonderful platform to learn from each other and to further develop double degrees. Let's work actively together also in the coming years!" ~ A short greeting from Marjo to all CIDD members*

Seinäjoki University of Applied Sciences (SeAMK) is a multidisciplinary institution of higher education and an efficient actor in research, development and innovation (RDI). The core values are entrepreneurial mindset, internationalisation, responsibility and SeAMK spirit. Internationalization is a strategic aim of SeAMK. Active student and academic mobility, double degree collaboration, RDI projects and international network cooperation are a vital part of our international activities.

In education and in RDI activities as well as in networks SeAMK concentrates on the profile areas of food safety, digital manufacturing and industrial internet, welfare technology, growth entrepreneurship and business transfers as well as circular economy. A master programme in International Business Management and three bachelor programmes - International Business, Automation Engineering and Nursing – are instructed in English. English-taught bachelor programme in Agri-Food Engineering will start in 2022. Also, a good selection of semester-long programmes are offered to exchange students.

Double Degree studies provide an opportunity to integrate two degree programmes in two countries, spend a well-organised study period abroad, gain valuable practical experience abroad and learn about international business from different viewpoints. In addition to double degree, mobility and network collaboration, SeAMK is interested in international RDI collaboration. Further information on SeAMK's RDI can be found in:

<https://www.seamk.fi/en/cooperate-with-us/rdi/>

## SHORT DOUBLE DEGREE PROFILE OF SeAMK

**Name of the Programme:** International Business

**Study Cycle:** Bachelor

**Total ECTS:** 210 ECTS

**Language:** English

In addition, double degree agreements in the fields of Business Management and Automation Engineering.

### Current double degree partners:

Altogether 17 double degree agreements with universities and universities of applied sciences in 8 countries.

### CIDD double degree partners:

Rosenheim Technical University of Applied Sciences & Würzburg-Schweinfurt University of Applied Sciences



## Want to know more?

Marjo Arola, Team Leader, International Mobility Services

Seinäjoki University of Applied Sciences (SeAMK), Finland

<https://www.seamk.fi/en/> , [marjo.arola@seamk.fi](mailto:marjo.arola@seamk.fi)



## How ESCE International Business School adjusted to the pandemic

We are delighted to share with you insights from May de Gendre, Director of Academic Partnerships, at ESCE International Business School in Paris, on how ESCE has adjusted to the pandemic.

### **How has the Covid-19 crisis impacted your university?**

As all institutions of education around the world, ESCE has been faced with the need to continue to carry out our mission while respecting local restrictions which has limited access to campuses in varying degrees at different moments of the crisis. As an institution of higher education whose DNA is international in which student mobility is central to our mode of functioning, ESCE has been and is still extremely impacted by the current Covid-19 crisis.

### **Could you mention the biggest challenges you were faced with?**

All of the challenges arise from one central challenge, which was maintaining pedagogical continuity.

Internally the adjustment to remote learning and teaching was the number one challenge. Externally, our biggest challenge has been that of student mobility and recruitment of students.

### **How have you adjusted to the changes?**

To adjust to the internal challenges related to remote learning and teaching, ESCE focused on aligning faculty skills to remote teaching by providing training and technical back-up, as well as, investing in technology. The creation of Covid-safe on campus learning environments and hybrid classrooms were also important technical responses to the challenges. We were also all missing both the informal and formal social dimensions of the ESCE community. Therefore, creating various opportunities to meet online became rapidly a priority. In addition to course related meetups with professors, online social interactions for students were organized by faculty, the career center, the student office and student associations. In terms of recruiting students both nationally and internationally, the Admissions office created Live Instagram multiple and frequent events in which faculty, staff, students and potential students came together to present ESCE, who we are and what we offer and answer questions.

### **Do you have any ideas how to continue international collaboration during Covid-19?**

The Covid global pandemic has impacted just about every aspect of the lives of every individual on this planet. To quote someone who hasn't experienced COVID, Socrates said that "the secret of change is to focus all of your energy, not on fighting the old, but on building the new." Covid has pushed us to take our traditional definitions and models and turn them upside down and inside out.

### **What do you think the future will look like after Covid-19?**

You can actually feel that both internal and educators around the world, partners and potential partners want to work together to make positive change happen and create new ways to learn in the global education ecosystem with all stakeholders. In the end, it all boils down to relationships and as the saying goes, we're all in this together!



MAY 2021



## Virtual Summer Program on Comparative Business Culture

Every summer since 2004, Coastal Carolina University has been inviting students from other CIDD institutions to its beautiful campus in Conway, South Carolina to learn about the US economy and business culture. Students in the program live on campus, take workshops from CCU professors, visit local attractions, and get to enjoy the beaches of the Grand Strand, a 20-minute drive from campus. When the COVID-19 pandemic broke in 2020, CCU had to shift all its classes online and cancel all on-campus events including its summer programs. So, a group of business professors decided to deliver the program online instead.

The virtual format was successful. Fourteen students from Germany, Italy, Russia, and Spain attended the program. They took virtual workshops from CCU professors as well as visiting professors from CCU's partner universities. One of the advantages of delivering the program online is that Coastal Carolina was able to invite professors from other countries to teach in the program without having to fly them over. The students in the program were divided into three multinational teams and each team was assigned a faculty advisor. At the end of the program, each team delivered a presentation about a European company that is considering expanding to the United States.

This year, Coastal Carolina University is planning to, once more, invite students from CIDD member institutions to participate in its summer program on comparative business culture. Any student from a CIDD partner institution is welcome to join as long as they are comfortable studying in English. The program will be delivered virtually every weekday from July 26 until August 6, 2021. Like last year, students will participate in a series of engaging workshops by business professors at Coastal Carolina University and its partner universities. The 90 minutes workshops will start at 8:30 and 11:00 Eastern Standard Time (14:30 and 17:00 Central European Time).

This virtual summer program will cover a variety of interesting topics including cross-cultural management, global leadership, entrepreneurship, the global economy, teamwork, and presentation skills. Students will work in virtual global teams to create a consulting report for European companies that could expand to the USA. At the end of the program, the teams will present their reports to a panel of professors. Students who complete the program will have a virtual graduation and receive a certificate with an American grade and the grade in percent.

Students who wish to sign up for this program should complete the online form at <https://forms.gle/TfnEofeECLh114w5A> by July 1, 2021. The program costs \$250 US. Most universities give students 5 or 6 ECTS credits for successfully completing this program. If you have any questions about the program, please contact Dr. Yoav Wachsmann at [yoav@coastal.edu](mailto:yoav@coastal.edu).