

# Successes and Challenges in Implementing an International Joint Study Programme. The Case of VIKO, ISCAP and EUAS

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2023 11 07-09

“We are currently preparing students for jobs **that don't yet exist**, using technologies that **have not been invented**, in order to solve problems we **don't even know are problems yet.**”

- Karl Fisch

# Background

2011

Feasibility study for the JSP Bachelor Degree **Creative Enterprise** at VIKO and UCN.

2012

Preparation and Implementation of the JSP Creative Enterprise to Increase the Study System Internationalization at VIKO.

2013

JSP partner changed – ISCAP, EUAS.

2014

Launched JSP **Creativity and Business Innovation**.

# Background

2011

Feasibility study for the JSP Bachelor Degree *Creative Enterprise* at VIKO and UCN.

Qs

Regarding the components of a JSP – development of the forecasted **knowledge, skills** and **competences** and their assessment, **relevance** and appropriateness in business practice.


R

207 companies (78% SMEs, 16% L, 6% micro).  
34% trade, 29% service provision, 37% other (law and insurance sectors, IT, financial, medicine and pharmacy, advertising and publishing, transportation and shipping).

S/C

53,3% **Entrepreneurial** (innovative thinking, risk taking, decision making, responsibility).  
44% **Career development competences** (appropriately apply skills and competences).

# Background



2012

Preparation and Implementation of the JSP Creative Enterprise to Increase the Study System Internationalization at VIKO.



International expert group (VIKO, UCN, AAU).



An exclusive blend of **creativity** and **entrepreneurship**.



Trainings and best practices.

# Background

2013

JSP partner changed – ISCAP, EUAS.



Translation from EN to LT, PT, EE languages.



Evaluation and registration in **3 countries**.



Marketing campaign.

# Background

2014

Launched JSP Creativity and Business Innovation.

0

Organize and implement **new thinking** and complex assignments in **innovative aspects** of modern society, based on relevant new theories and methods.

0

Create **non-standard ideas** and provide **creative solutions** to innovate enterprises.

0

Contribute to **continuous development** of strategic business processes.

0

Understand and develop direct and indirect communication with stakeholders on **creative solutions**.

# Agreement (amendment)

RECITALS

TERMS

PROGRAMME GOVERNANCE (Consortium, JSP Committee, JSP coordinators - prepares and implements quality enhancement and curriculum development measures throughout the Consortium).

DEGREE PROGRAMME (curricula, grading, academic year, mobility, graduation thesis defense).

STUDENT ADMINISTRATION (admission, keeping records, exchanging data, student handbook).

STAFF (requirements, collaboration, feedback).

QUALITY ASSURANCE (regular meetings, quality handbook, evaluation of the programme/ field).

PROMOTION (joint responsibility).

FORCE MAJEURE

TERMINATION



# Study plan



Modules and credits				
1	<b>Business Analysis – 10 ECTS</b> Fundamentals of Business – 3 Organizational Behavior – 2 Business Analysis – 5	<b>Organization and Management – 10 ECTS</b> Management – 7 Organization – 3	<b>Innovative Individual and Organization – 10 ECTS</b> Individual creativity – 5 Organizational creativity – 5	30
2	<b>Sustainable Development – 10 ECTS</b> Sustainable Business Environment – 2 Corporate Social Responsibility – 4 Business Ethics – 4	<b>Personal Insight and Development – 10 ECTS</b> Personal Leadership – 5 Self-development – 5	<b>Economics and Business Documentation – 10 ECTS</b> Economics – 3 Enterprise Financial Management – 4 Legal Basics and documentation – 3	30
3	<b>Sales and Market Mechanisms – 10 ECTS</b>	<b>Communication – 10 ECTS</b> Organizational Communication – 4 Public Speaking – 2 Communication – 4	<b>Entrepreneurial Behavior and Characteristics – 10 ECTS</b>	30
4	<b>Creativity – 10 ECTS</b> Enhancing Creativity – 5 Creativity as a Scientific Field of Study – 5	<b>Practice – 20 ECTS</b>		30
5	<b>Business Models and Evolutionary Strategic Development – 10 ECTS</b>	<b>Knowledge Acquisition – 10 ECTS</b> Knowledge and Philosophy of Science - 5 Intervention Theory and Practice – 5	<b>Free Electives – 10 ECTS</b> Foreign Language (English/ German/ Russian/ French/ Italian) - 10 Leadership – 10 Quality Management – 10	30
6	<b>Final Practice – 20 ECTS</b>		<b>Final Thesis – 10 ECTS</b>	30

# The Creative Platform

- a didactic approach for **unlimited application of knowledge**.
- a model for **enhancing creativity**.
- built on four pillars:
  - **parallel thinking** - to focus the thinking of both the individual and all the participants in a group towards one task at a time
  - **task focused** - 100% aware of the focus of the task. What the participants are to be creative about is controlled.
  - **no judgement** - ALWAYS keep focus outside the participants and their relations.
  - **diversified knowledge** - as many mental books as possible.

# Mobility

- Each joint programme student has at least 1 semester (30 ECTS) at other joint programme partners.
- Virtual mobility could be only up to the 10% of the minimum students mobility.
- Staff mobility.

<b>Semester</b>	<b>VIKO Ss</b>	<b>ISCAP Ss</b>	<b>EUAS Ss</b>
1 <sup>st</sup>	VIKO	ISCAP	EUAS
2 <sup>nd</sup>	VIKO	ISCAP	VIKO
3 <sup>rd</sup>	ISCAP	VIKO	ISCAP
4 <sup>th</sup>	VIKO	ISCAP	EUAS
5 <sup>th</sup>	EUAS	EUAS	EUAS
6 <sup>th</sup>	VIKO	ISCAP	EUAS

# Quality Assurance

## ➤ **Quality Handbook:**

- Clear Communication (share information, updates, and feedback to address any issues promptly).
- Regular Meetings (meetings and check-ins to discuss progress and challenges).
- Faculty Collaboration (share insights, resources, and expertise to enrich the programme).
- Feedback Loops (mechanisms for students and faculty to provide feedback).
- Quality Standards (quality standards and benchmarks).
- Cultural Sensitivity (recognize and celebrate the diversity).
- Documentation (comprehensive records of program activities, agreements, and assessments).
- Student Support Services (mentorship, academic support services, counseling, and career guidance).

**Laughter is the best way to ensure a stress-free partnership!**

# Added value

- Attracts talents.
- Boosts the enrollment of foreign (degree-seeking) students and teachers.
- Enhances international experience and intercultural competence.
- Promotes the international content and overall educational quality.
- Promotes the internationalization of the higher education community.
- Strengthens collaboration with partner higher education institutions.
- Enhances students' standing in the global job market.



  
VILNIUS UNIVERSITY OF APPLIED SCIENCES  
FACULTY OF BUSINESS MANAGEMENT

**SPEAK OUT 2022**  
- public speaking event -

**P.PORTO**  
ISCAP

**DATE:** 27th October, 2022

**TIMING:**  
Part I: 9:00 – 10:30  
Part II: 10:30 – 12:00  
Part III: 12:45 – 14:00

**VENUE:**  
BMF Conference Hall

**SPEAKERS:**  
Second Year ISCAP students  
Creativity and Business Innovations  
study programme

**LECTURER:**  
Aušra  
Turčinskaitė-Balčiūnienė

You are welcome to join!

# Challenges

- Legal issues (diploma, different laws and regulations).
- Accreditation (Study programme/ field).
- Curriculum changes.
- Recruiting students.
- Academic calendar differences (institutional calendars).
- Communication.
- Cultural differences.
- Language issues.



“Joint Degree is an institutional, professional and cultural bridge. It is the most efficient, complex and the quickest tool to the internationalization of the national HE toward the **Higher Education Area**”. (Support and Promotion for Higher Education Reform Experts, 2020)

Thank you! Let's discuss!

