



INTENSE Consulting Project: samenwerken rondom international entrepreneurial student projects

door Menno de Lind van Wijngaarden

[Research Group Financial Economic Advice in Innovation](#)

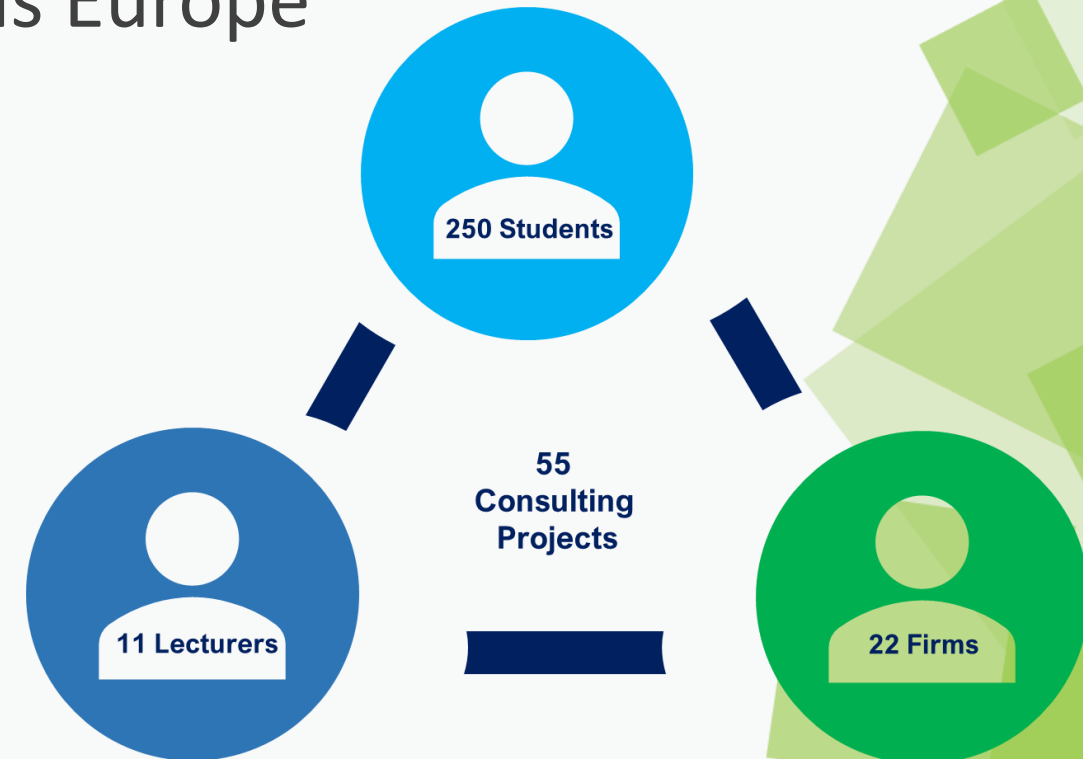
[Hogeschool Utrecht](#)



Doelstellingen INTENSE

INTernational ENTrepreneurship Skills Europe

- Gemeenschappelijk onderwijs voor Internationalisering van het MKB
- Innovatief onderwijs, verbetering kwaliteit en relevantie.
- Europees Netwerk van Hogescholen, Nationale instituties en MKB.
- Mobiliteit verbeteren van studenten en medewerkers hogescholen
- Versterken kennisdriehoek onderwijs, onderzoek en innovatie (EU prioriteiten agenda)



Project MKB internationalisering

- MKB komt met internationalisering vraag.
- Studenten team doet Internationalisering scan bij bedrijf. Onderzoeken motieven en 'readiness for internationalisation'.
- Globaal markt, concurrentie en industrie analyse. Bepaling internationaliseringsstrategie
- Advies market entry, marketing plan, business plan, strategic partnerships
- Maar ook opportunity seeking, ideation.

Clients Expectations: Students Outputs

	Firm A	Firm B	Firm C	Firm D	Firm E	Firm F	Firm G	Firm H	Firm I
Product ideation		x				x			
Business model analysis		x							x
Competitor analysis	x		x	x	x	x			x
Industry analysis									x
Market research	x	x	x		x	x			x
Find location				x					
Find partners		x				x			
Sales & Distribution channels					x				
Customer analysis/segmentation/discovery				x	x	x			
Market entry plan								x	
Internationalisation plan							x		
Website/online sales/soc. Media plan		x							
Outsource activities/on location/ from home?						x			

Samenwerking Partner Universiteiten

INTENSE

University of Applied Sciences Utrecht (HU), Netherlands



Tampere University of Applied Sciences (TAMK), Finland



Hochschule für Technik und Wirtschaft (HTW) Berlin, Germany



Institut supérieur du commerce de Paris (ISC Paris), France



Universidad CEU San Pablo Madrid, Spain



The Instituto Politécnico do Porto (ISCAP-IPP), Portugal



J.J. Strossmayer University of Osijek, Croatia



voorbeelden opdrachtgevers

TRANZER

ABN·AMRO

brantsandpatents

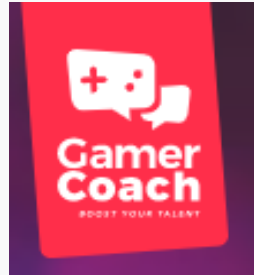
The Fellowship
OF ACOUSTICS

nolita
healthy pleasure.

SnackFuture BV

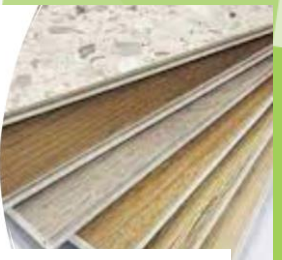
SunRider

JIMMY NELSON



Calcium Silicate board

- main raw material
 - Slaked lime
 - Cement
 - Pulp
 - Quartz sand
- Key feature
 - Energy efficiency, recyclable, environmental friendly
 - 100% free of asbestos, radioactive, formaldehyde and other hazard substance



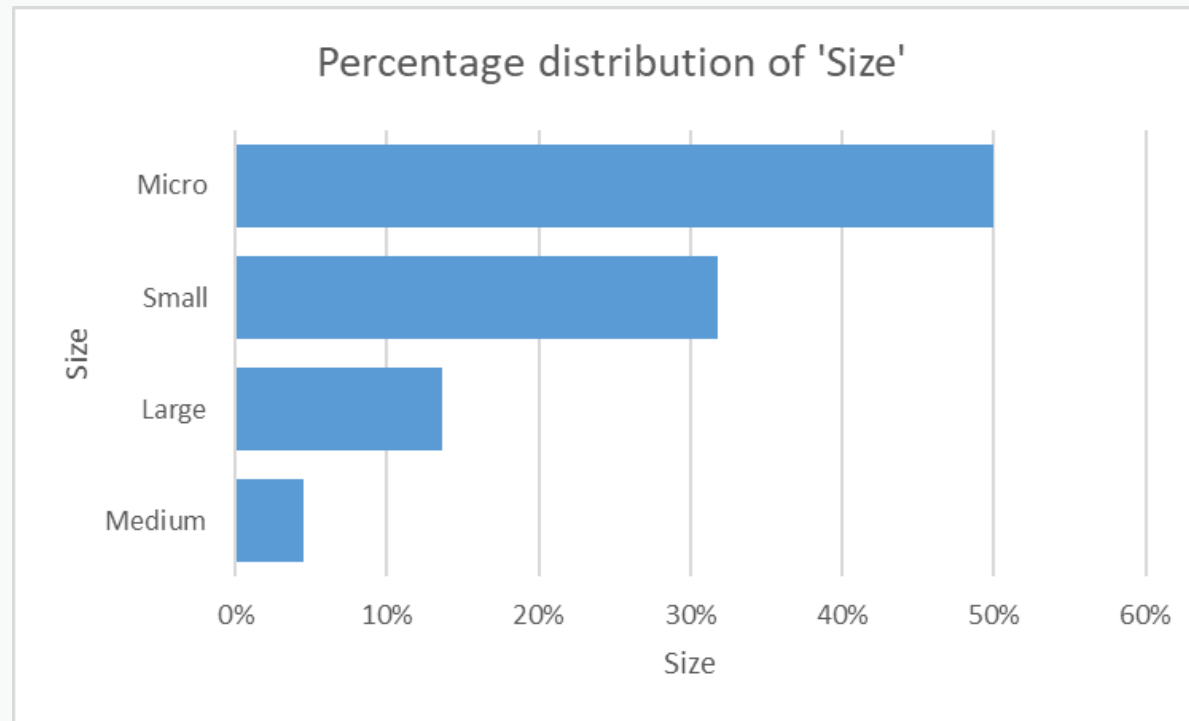
bloakes
intuitive marketing research

TRENDFORCE.ONE



Welke opdrachtgevers?

Netherlands	29
Germany	10
Portugal	6
Spain	3
France	3
Croatia	3
Belgium	2
Finland	1
Sudan	1
Singapore	1
Denmark	1
Switzerland	1
China	1
UK	1
USA	1
Hungary	1
Kenya	1



Consulting Project Timeline

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Kick-Off
Lecturers

02

Assignment submission
Reports & Presentations

07

Weekly Meetings, Lecturers, Students & Clients

04

04

04



Consultation
with Clients for
project Intakes

01

Kick-Off
Lecturers
Students & Clients

03



Final Deliverables
Students Presents to
Lecturers & Clients

05

Repeat? Evaluations
Reflects, Improve & Implement

Close Project & Networking
Students, Lecturers & Clients

06

conclusies

- Goed platform om samenwerking met buitenlandse universiteiten te verdiepen
- Betere samenwerking met bedrijven, kennisuitwisseling, terugkerende klanten
- Innovatie curriculum, studenten dichterbij beroepspraktijk, skills based (HILL model, Dochy & Segers, 2018) (Koenen et al., 2015)
- Uitdaging managen uitbreidend netwerk
- Match tussen opleiding leerdoelen en variëteit aan bedrijfsopdrachten
- Toenemend interdisciplinair werken

Publicaties

- Lehmann, Tine; Saulich, Christina & Wohlgemuth, Veit (2018): [Transnational Student Consultancy – an Integrated Approach to Business’ Students Learning](#). Domenech, Josep et al. (Hrsg.): Conference Proceedings of the 4th International Conference on Higher Education Advances (Head’18) Valencia: Universitat Politècnica de València, pp. 303-311.
- Rantanen, Helena (2018): [INTENSE Pilot Run: Positive Experiences in Internationalization](#). Journal of Excellence in Sales 2018(1).
- Hänti, Sirpa; Kairisto-Mertanen, Liisa & Rantanen, Helena (2018): [Learning Innovation Competences and International Entrepreneurship](#). Paper presented at the ISPIIM Innovation Conference – Innovation, The Name of The Game. Stockholm, 17-20 June 2018. European Commission (2018): EntreComp into Action. Get Inspired, Make it Happen. A user guide to the European Entrepreneurship Competence Framework, Luxembourg.
- Jokiniemi, Sini (2017): [INTENSE – Entering New Markets Successfully](#). Journal of Excellence in Sales 2017(2), pp. 19-21.
- Saulich, Christina, Wohlgemuth, Veit & Lehmann, Tine (2017): Fit for Internationalization. In: Hochschule für Technik und Wirtschaft (Hrsg.): Industrie von Morgen. Beiträge und Positionen 2017. Berlin: Berliner Wissenschaftsverlag, pp. 90-95.
- Saulich, Christina & Lehmann, Tine (2017): [Boosting the Employability of Students and Staff at European Higher Education Institutions: An Educational Framework for Entrepreneurship, Internationalisation and Innovation](#). In: Domenech i Soria, Josep et al. (Hrsg.): Conference Proceedings of the 3rd International Conference on Higher Education Advances (Head’17) Valencia: Universitat Politècnica de València, pp. 899-907.

Nog vragen?



Menno de Lind van Wijngaarden · 1st
Senior Lecturer at HU University of Applied Sciences, Utrecht
The Randstad, Netherlands · [Contact info](#)

Menno de Lind van Wijngaarden
menno.lind@hu.nl



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