



**TEMPUS Fostering Entrepreneurship
in Higher Education - FoSentHE ^{e5}**



Welcome

Welcome to the first Tempus FoSentHE newsletter issue!

We, the project team members from Pula (Juraj Dobrila University), have the honour to edit this issue, which makes us so happy. After showing the main Tempus FoSentHE Project guidelines and aims, we present the resume of events and activities that have happened so far. Finally, we introduce the grantholder of the Tempus FoSentHE Project as well as the team members from Zagreb and Pula.

Dobro došli

Dobro došli u prvi broj Tempus FoSentHE vijesti!

Upravo je nama, projektnome timu Sveučilišta Jurja Dobrile u Puli (Hrvatska) pripala čast da uredimo ovo izdanje, što nas veoma veseli. Nakon glavnih odrednica i ciljeva Tempus FoSentHE projekta donosimo sažetke dosadašnjih događanja i aktivnosti.

Na kraju predstavljamo voditeljicu Tempus FoSentHE projekta, te članove zagrebačkoga i pulskoga tima.

Project / Projekt

BACKGROUND

The increasing global integration and rise of the global market have created a tremendous need for strengthening and comprehending teaching programs focused on enterprises and entrepreneurship. Indeed, the EU is determined to foster entrepreneurial mindsets, especially among young people. Therefore, there is a strong need to create positive entrepreneurial climate and appropriate framework which stimulates education in entrepreneurship.

Specifically, this project enables an interdisciplinary research forum and window of opportunity for scholars, researchers, entrepreneurs, businessmen, managers, consultants and practitioners in the field of entrepreneurship. It is important to find innovative ways of involving the academic community and introducing entrepreneurship into the universities as quickly as possible, by supporting research at universities in order to create interest in the community and start a national initiative in the academic community towards the development of entrepreneurial knowledge.

WHY ENTREPRENEURSHIP?

Entrepreneurship is not just a way of looking for market opportunities, creating and using them; profit-making, employing and creating new products and services. This is a life-style. Entrepreneurship is a lively, adjustable, innovative and creative economic branch, which starts the biggest number of jobs, creates a new value, invests money in new products and services but largely brings money back to the community, as well. Anyone can become an entrepreneur if he/she is able to turn his/her business idea into the market success, regardless all the obstacles, problems, rejections and misunderstandings he/she encounters. Entrepreneurs are not only the ones who graduate from business schools and faculties of economics. Medical doctors, publishers, writers, pharmacists, civil engineers, small craftsmen, artists, students, the unemployed, even retired people, can also become entrepreneurs. This project targets them all. At first, we are addressing to students.

O PROJEKTU

Rast globalnih integracija i svjetskoga tržišta kreirao je potrebu za jačanjem i razumijevanjem programa podučavanja koji se usredotočuju na poduzeće i poduzetništvo. Uistinu, Europska unija odlučna je u podržavanju poduzetništva, posebice među mladima. Jasno je kako postoji naglašena potreba za stvaranjem pozitivne poduzetničke klime, kao i prikladna okvira promicanja poduzetničkog obrazovanja.

Ovaj projekt osigurava interdisciplinarni istraživački forum koji pruža nove prilike studentima, istraživačima, poduzetnicima, zaposlenima, menadžerima, konzultantima i praktičarima u poduzetništvu. Važan je za pronalazak inovativnoga načina privlačenja znanstvene zajednice i uvođenja poduzetništva u sveučilište u što kraćem roku. Svoja istraživanja usmjerava razvoju znanja u poduzetništvu i jačanju istraživačke inicijative u znanstvenim krugovima.

ZAŠTO PODUZETNIŠTVO?

Poduzetništvo nije samo način traženja, stvaranja i korištenja tržišnih prilika, stjecanja dohotka, zapošljavanja i kreiranja novih proizvoda i usluga. To je način života. Poduzetništvo je živa, prilagodljiva, inovativna i kreativna gospodarska grana, koja otvara najviše radnih mjesta, stvara novu vrijednost, ulaže bogatstvo u nove proizvode i usluge, ali ga i velikim dijelom vraća zajednici. Poduzetnik može postati svatko tko svoju poslovnu zamisao uspije pretvoriti u tržišni uspjeh, bez obzira na sve prepreke, probleme, odbijanja i nerazumijevanje na koje nailazi. Poduzetnici nisu samo oni koji završe poslovne škole i ekonomske fakultete. To mogu postati i liječnici, nakladnici, pisci, farmaceuti, građevinari, mali obrtnici, umjetnici, studenti, nezaposleni, pa i umirovljenici. Svima je njima namijenjen ovaj projekt. Za početak obraćamo se studentima.

OVERVIEW

The underlying idea of the project is to incite students' entrepreneurial activity: the best way to improve business theory (education) and practice at the same time is to ensure their continuous interaction and mutual upgrading. To this end, the project develops the 5e⁵ outcome model. The mission of the FoSentHE Project is to "create the E cathedral" through the 5e⁵ outcome model:

Entrepreneurial Mindset:

Developing entrepreneurial education as an academic discipline is our vision. The project is dedicated to promote entrepreneurship in the programmes of different studies (e.g. engineering, chemistry, medicine, pharmacy, biotechnology, MBA business etc.).

E - learning:

FoSentHE comprises an innovative Virtual Campus of Higher Academic Institutes beyond the gates of academia, inviting relevant "societal actors" in a public dialogue on how to deal with the particularly complex interdisciplinary and intercultural issues of enhancing entrepreneurship in higher education.

Excellence:

Relates to both education and business world through the lessons learnt in the EU Consortium members, introduction of modern technology and cutting edge teaching methods and interaction. Excellence requires permanent education and improvement of skills and competencies. Excellence in education and business world is further fostered through the interactions with the social factors in development process on one hand, and with the international community, on the other hand. These interactions will be enabled by establishment of the pilot E/E Centres at the Faculties of Economics and Business in Zagreb and Split, Croatia. Excellent and motivated students are our target group and the association E-student at the Faculty of Economics and Business Zagreb is one of the key partners.

PREGLED

Osnovi cilj projekta je poticanje studentske poduzetničke aktivnosti. Najbolji način unapređenja poslovne teorije (obrazovanja) i prakse u isto je vrijeme osiguranje kontinuirane interakcije i zajedničkog napredovanja. Projekt FoSentHE realizirat će se kroz koncept 5e⁵, a njegova je misija stvaranje „e katedrale“, tako da svaki od 5e ima svoj cilj u projektu, kako slijedi:

Poduzetničko razmišljanje:

Naša je vizija razvijanje poduzetničkoga duha kao akademske discipline. Projekt promovira poduzetništvo u programima različitih područja (poput inženjerstva, kemije, medicine, farmacije, biotehnologije, MBA itd.).

E - učenje:

FoSentHE će oblikovati virtualni kampus visokoškolskih institucija, koji će prelaziti akademske okvire i pozivati relevantne predstavnike društva na javni dijalog o određenim kompleksnim interdisciplinarnim i međukulturalnim pitanjima važnim za rast poduzetništva u visokome školstvu.

Izvrsnost:

Odnosi se na obrazovanje i poslovanje putem prenesenog iskustva članova konzorcija koji dolaze iz Europske unije, uvođenja moderne tehnologije i metoda podučavanja, te interakcije. Poticanje izvrsnosti zahtijeva kontinuirano obrazovanje i unapređenje vještina i sposobnosti. Izvrsnost u obrazovanju i poslovanju temelji se na interakciji s društvom, kako u razvojnome procesu, tako i u međunarodnoj zajednici, te se smatra kako će te interakcije osigurati uspostavu pilot E/E centara na ekonomskim fakultetima u Zagrebu i Splitu, Hrvatska. Izvrstan, motiviran student naša je ciljna skupina, a udruga e-STUDENT s Ekonomskoga fakulteta u Zagrebu jedan je od ključnih partnera.

FoSentHE project / Project FoSentHE

E/E Centres:

These are centres for education/entrepreneurship with a twofold role: they provide various forms of education and training in the field of entrepreneurship and foster entrepreneurship and economy as a whole.

Centres, here established as pilot projects, are envisaged to act as real economic promotion centres in future – actually connecting the state, academia and business, providing exchange of information. This is a way in which a student who wants to be an entrepreneur can be educated and receive all the information regarding entrepreneurship.

E/E virtualni poduzetnički centri:

To su centri obrazovanja/poduzetništva s dvostrukom ulogom: osiguranja različitih oblika obrazovanja iz područja poduzetništva, te razvoj poduzetništva i gospodarstva u cjelini.

Ti su centri pilot projekti, čiji je cilj da postanu središta poduzetničke promocije i povežu državu, akademsku i poslovnu zajednicu. Studenti koji se žele baviti poduzetništvom moći će se u njima educirati i dobiti potrebne informacije.

European Network:

FoSentHE will insist on the quality assurance, standardization and dissemination of education of entrepreneurship through internationalization of curriculum, and also on creation of models and processes that are flexible and applicable throughout the Consortium. European Network is a network unit of entrepreneurship expertise within the target institutions responsible for the dissemination of best outputs (dissemination material, newsletters, books, guidelines etc.). Network serves also as a mean to involve local/regional authorities and relevant institutions into the process; enables the transfer of best practices to the partner countries.

Europska mreža sveučilišta:

FoSentHE će inzistirati na kvaliteti, standardizaciji i diseminaciji poduzetničkog obrazovanja kroz internacionalizaciju kurikuluma i stvaranje modela i procesa koji su fleksibilni i primjenjivi na cijeli konzorcij. Europska mreža je mreža stručnosti u poduzetništvu, te je unutar ciljanih institucija odgovorna za diseminaciju rezultata (materijala, vjesnika, knjiga, smjernica, itd.). Mreža služi za uključivanje lokalnih /regionalnih organa vlasti i relevantnih institucija u dani proces te osigurava transfer najboljih praksi zemljama partnerima.

PROJECT CONSORTIUM / PROJEKTI KONZORCIJ:

- The Faculty of Economics and Business, University of Zagreb, Croatia, project grandholder
- The School of Business Administration, The College of Management, Rishon Lezion, Israel
- Institute of Systems Sciences, Innovation and Sustainability Research, University of Graz, Austria
- Université de Nice-Sophia Antipolis, France
- ISM University of Management and Economics, Kaunas, Latvia
- EFMD – The International Network for Excellence in Management Development, non-profit organisation, Brussels, Belgium
- University of Maribor, Faculty of Economics and Business, Maribor, Slovenia
- Poznań University of Economics, Poznań, Poland
- Juraj Dobrila University of Pula, Department of Economics and Tourism - Dr. Mijo Mirković, Pula, Croatia
- University of Split, Faculty of Economics, Split, Croatia

- E- Student, students' organisation, Zagreb, Croatia
- Medora, Zagreb, Croatia

Individual experts: prof. dr. Ines Drenjačević- Perić (J. J. Strossmayer University of Osijek, Faculty of Medicine, Osijek, Croatia), prof. dr. Đula Borozan (J. J. Strossmayer University of Osijek, Faculty of Economics, Osijek, Croatia), prof. dr. Slavica Singer (J. J. Strossmayer University of Osijek, Faculty of Economics, Osijek, Croatia), dr. Mira Krneta (HABOR, Department of Split, Croatia), Viljenka Godina (Institut of Economics, Maribor, Slovenia)

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- Sveučilište u Zagrebu, Ekonomski fakultet Republika Hrvatska, nositelj projekta
 - The School of Business Administration, The College of Management, Rishon Lezion, Izrael
 - Institute of Systems Sciences, Innovation and Sustainability Research University of Graz, Austrija
 - Université de Nice-Sophia Antipolis, Francuska
 - ISM University of Management and Economics, Kaunas, Latvija
 - EFMD – The international network for excellence in management development, neprofitna organizacija, Bruxelles, Belgija
 - University of Maribor, Faculty of Economics and Business, Maribor, Slovenija
 - Poznań University of Economics, Poznań, Poljska
 - Sveučilište Jurja Dobrile u Puli, Odjel za ekonomiju i turizam "Dr. Mijo Mirković", Pula Hrvatska
 - Sveučilište u Splitu, Ekonomski fakultet, Split, Hrvatska
 - E- Student, studentska organizacija, Zagreb, Hrvatska
 - Medora, Zagreb, Hrvatska

Individualni eksperti: prof.dr.sc. Ines Drenjačević- Perić (Sveučilište J. J. Strossmayera u Osijeku, Medicinski fakultet, Osijek, Hrvatska), Đula Borozan (Sveučilište J. J. Strossmayera u Osijeku, Ekonomski fakultet, Osijek, Hrvatska), Slavica Singer (Sveučilište J. J. Strossmayera u Osijeku, Ekonomski fakultet, Osijek, Hrvatska), Mira Krneta (HABOR, Odjeljenje u Splitu, Hrvatska) Viljenka Godina (Ekonomski Institut, Maribor, Slovenija)

Events / Događaji

In the first Tempus FoSentHE Project trimester, 4 activities, previously planned, were realised: the first meeting including the Tempus Consortium members in Zagreb (Croatia), the meeting comprising the Tempus Project coordinators in Brussels (Belgium), the roundtable discussion in Pula (Croatia) and the workshop in Maribor (Slovenia). Also, the research into entrepreneurial activities, done by students from all the universities in the countries which are the Tempus FoSentHE Consortium members, is being carried away by using the online questionnaire (<http://fosenhe.efzg.hr/survey/>).

U prvome tromjesečju Tempus FoSentHE projekta provedene su 4 planirane aktivnosti: održan je prvi sastanak članova Tempus konzorcija u Zagrebu (Hrvatska), zatim sastanak koordinatora Tempus projekata u Bruxellesu (Belgija), Okrugli stol u Puli (Hrvatska) i radionica u Mariboru (Slovenija). Također, u tijeku je istraživanje poduzetničke aktivnosti studenata svih sveučilišta u zemljama članova Tempus FoSentHE konzorcija, koje se provodi putem online anketnog upitnika (<http://fosenhe.efzg.hr/anketa/>).

FIRST MEETING - Zagreb, Croatia

PRVI SASTANAK - Zagreb, Hrvatska

▶ The kick off meeting with the Tempus FoSentHE partners was held in Zagreb from 3rd to 5th February 2009. The first day was spent on informal communication and get-acquainted dinner in a popular restaurant in Zagreb. The ceremonial 'launch' of the project occurred at the Faculty of Economics, Zagreb (Croatia) on the second day, when the participants were greeted by Prof. Darko Tipurić, Ph.D., Dean of the above-stated faculty, Prof. Aleksa Bjeliš, Ph.D., Rector of the University of Zagreb, and Radovan Fuchs, Ph.D., Permanent Undersecretary for Higher Education. Prof. Marina Dabić, Ph.D., who is in charge of the Tempus FoSentHE Project for Croatia, presented the project in detail, its aims and the expected contribution to the higher education quality from entrepreneurship in the countries-Consortium members. The project was also supported by Prof. Melita Kovačević, Ph.D. and JP Tempus grantholder as second project as

▶ Od 3. do 5. veljače 2009. u Zagrebu je održan prvi sastanak Tempus FoSentHE partnera. Prvi je dan proveden u neformalnoj komunikaciji i upoznavanju sudionika, uz večeru u poznatome zagrebačkome restoranu. Svečano «lansiranje» projekta održano je drugoga dana na Ekonomskom fakultetu u Zagrebu (Hrvatska), uz pozdrave prof.dr.sc. Darka Tipurića, dekana Ekonomskoga fakulteta u Zagrebu, prof. dr.sc. Alekse Bjeliša, rektora Sveučilišta u Zagrebu, i dr.sc. Radovana Fuchsa, državnoga tajnika za visoko obrazovanje. Voditeljica Tempus FoSentHE projekta za Hrvatsku, prof.dr.sc. Marina Dabić predstavila je projekt u cjelini, njegove ciljeve i očekivani doprinos kvaliteti visokog obrazovanja iz poduzetništva u zemljama članova konzorcija. Svoju su potporu projektu iskazale i prof.dr.sc. Melita Kovačević, prorektorica za znanost i tehnologiju Sveučilišta u Zagrebu, i voditeljica JP Tempus

grantholder roel for University of Zagreb, Vice-Rector for Science and Technology at the University of Zagreb, and Gordana Cukar, the National Tempus Programmes coordinator from the Agency for Science and Technology, the Republic of Croatia. After the official opening, the following members of the Tempus FoSentHE Consortium

were presented: Faculty of Economics and Business in Zagreb, University of Zagreb, Croatia (Marina Dabić), The College of Management, Academic Studies, Israel (Dafna Kariv), Institute of System Sciences, Innovation and Sustainability Research, University of Graz, Austria (Elvis Kenik), Université de Nice-Sophia Antipolis, France (Christophe Bansart & Jean-Christophe Boisse), ISM University of Management and Economics, Litva (Asta Pundziene), EFMD (Christophe Terrasse), University of Maribor, Slovenia (Vojko Potočan), University of Economics, Poznań, Poland (Maciej Pietrzykowski), Juraj Dobrila University of Pula, Croatia (Danijela Križman Pavlović), University of Split (Maja Fredotović), eSTUDENT (Mato Mrkalj), Medora (Danica Ramljak).

The Entrepreneurial Centre was also announced to be open at the Faculty of Economics in Zagreb. The following topics were presented from the preview TEMPUS projects to provide the partners with adequate education: 'How to Write the Tempus Project Reports' (dr. sc. Livija Puljak in u ime prof. Dujic Tempus Capacity Building for Research in Croatia (CBRC), 'How to Write Good Financial Reports' (MD Lejla Bosak), 'Continuous Financial Evaluation' (Viljenka Godina), 'Standardization in Teaching of Medicine (STEAMED) (prof.dr.sc. Ines Drenjančević - Perić, MD). Intensive preparations considering the project realisation also followed the next day, when the participants discussed and agreed upon the deadlines, results and evaluation covering the first year of the Tempus FoSentHE Project.

projekta koji je također dodijeljen Sveučilištu u Zagrebu kao nositelju. Gordana Cukar, nacionalna koordinatorka Tempus programa pri Agenciji za znanost i obrazovanje Republike Hrvatske. Nakon službenog otvaranja predstavili su se sljedeći članovi Tempus FoSentHE konzorcija: Ekonomski fakultet Zagreb, Sveučilište u Zagreb, Hrvatska (Marina Dabić), The College of

Management, Academic Studies, Izrael (Dafna Kariv), Institute of System Sciences, Innovation and Sustainability Research University of Graz, Austrija (Elvis Kenik), Université de Nice-Sophia Antipolis, Francuska (Christophe Bansart i Jean-Christophe Boisse), ISM University of Management and Economics, Litva (Asta Pundziene), EFMD

(Christophe Terrasse), Sveučilište u Mariboru, Slovenija (Vojko Potočan), University of Economics, Poznań, Poljska (Maciej Pietrzykowski), Sveučilište Jurja Dobrile u Puli, Hrvatska (Danijela Križman Pavlović), Sveučilište u Splitu (Maja Fredotović), eSTUDENT (Mato Mrkalj), Medora (Danica Ramljak). Predstavljen je početak rada i Poduzetničkog centra Ekonomskoga fakulteta u Zagrebu. S ciljem edukacije projektnih partnera predstavljena su iskustva s prethodnih Tempus Projekata i sljedeće teme: "Kako pisati Tempus projektne izvještaje" (dr.sc. Livija Puljak in u ime prof. Dujica TEMPUS Capacity Building for Research in Croatia (CBRC), "Kako pisati dobre financijske izvještaje" (dr. Lejla Bosak), "Kontinuirana financijska procjena" (Viljenka Godina), "Standardizacija u poučavanju medicine" (STEMED Tempus) (prof.dr.sc. Ines Drenjančević - Perić).

Intenzivne pripreme izvođenja projekta nastavljene su sljedećeg dana, a raspravljani su i dogovoreni rokovi, rezultati i proračuna za prvu godinu provedbe Tempus FoSentHE projekta.



MEETING WITH TEMPUS IV PROJECT COORDINATORS - Brussels, (Belgium)

SASTANAK KOORDINATORA TEMPUS IV PROJEKATA- Bruxelles, (Belgija)

On 19th and 20th March, in its Central Office situated in Brussels, the European Commission gathered the coordinators of the TEMPUS projects (approved upon the first application of project suggestions, the TEMPUS IV Programme), the Tempus Offices, and the National Contact Points related to the TEMPUS Programme. Every year, the topics discussed during such meetings refer to managing the Tempus projects. Additional information on the meeting is available on the European Commission website (http://ec.europa.eu/education/programmes/tempus/manage09_en.html#slides0309), as well as on 2nd application for projects (http://ec.europa.eu/education/programmes/tempus/call09_en.html)

U svome središnjem uredu u Bruxellesu Europska je komisija 19. i 20. ožujka organizirala sastanak koordinatora TEMPUS projekata (odobrenih na 1. natječaju za prijavu projektnih prijedloga, TEMPUS IV program), te Tempus ureda i Nacionalnih kontakata za TEMPUS program. Teme sastanaka svake su godine usko vezane uz upravljanje Tempus projektima. Na stranicama Europske komisije nalaze se dodatne informacije o sastanku (http://ec.europa.eu/education/programmes/tempus/manage09_en.html#slides0309), kao i o 2. pozivu za projekte (http://ec.europa.eu/education/programmes/tempus/call09_en.html)



**First representative meeting in Bruxelles with a brochure of a project/
Prvi sastanak u Bruxelessu sa brošurrom projekta**

ROUNDTABLE DISCUSSION - Pula, Croatia

OKRUGLI STOL - Pula, Hrvatska

▶ On 27th and 28th March 2009, Juraj Dobrila University of Pula hosted the roundtable discussion on how to elaborate the entrepreneurial study course. The participants were greeted by Prof. Robert Matijašić, Ph.D., Rector of Juraj Dobrila University of Pula, Prof. Ines Kersan Škabić, Ph.D., Deputy Head of the Department of Economics and Tourism - Dr. Mijo Mirković; afterwards, the participants were taken around the new facilities of the Department. On the first day, the participants analysed the entrepreneurial course contents at all higher education levels in the EU countries and the members of the Tempus FoSentHE Consortium. Among others Gerome Navarro and Nicole Melis from Sophia Antipolis University of Nice (France) presented the computer system aimed at e-learning Jalon comprising 700 study courses, used by 1,000 academics and 11,500 students. How to work out the contents of 3 entrepreneurial courses was then discussed. The first two of them are to be used with students attending economic and non-economic undergraduate study programmes, and the third one is adequate for students attending economic graduate studies.

During a break, the participants walked around Pula accompanied by a French teacher and licenced tourist guide, Marija Nedveš, who revealed them some interesting details of the 3,000-year-old city. Finally, they found themselves in one of the best restaurants in Pula, enjoying the Mediterranean food and the Istrian wines.

The third part of the roundtable was held next day, when some conclusions and recommendations were made.

▶ Sveučilište Jurja Dobrile u Puli bilo je domaćinom okrugloga stola, održanoga 27. i 28. ožujka 2009. na temu izrade sadržaja kolegija iz poduzetništva. Sudionike su pozdravili prof.dr.sc. Robert Matijašić, rektor Sveučilišta Jurja Dobrile u Puli i prof.dr.sc. Ines Kersan Škabić, zamjenica pročelnice Odjela za ekonomiju i turizam 'dr. Mijo Mirković', nakon čega su u kratkom obilasku upoznali prostore i sadržaje nove zgrade Odjela.

Prvoga su se dana analizirali sadržaji kolegija poduzetništva na svim razinama visokog obrazovanja u zemljama EU i članova Tempus FoSentHE konzorcija. Između ostalih Gerome Navarro i Nicole Melis sa Sveučilišta Sophia Antipolis iz Nice (Francuska), predstavili su računalni sustav namijenjen učenju na daljinu, Jalon, sa 700 kolegija, kojim se služi 1000 sveučilišnih profesora i 11.500 studenata. U nastavku je dogovorena izrada sadržaja 3 kolegija poduzetništva. Prva su dva namijenjena studentima ekonomskih i neekonomskih visokoškolskih studija preddiplomske razine, a treći polaznicima ekonomskih studija diplomske razine. Nakon radnoga dijela sudionici su, u pratnji profesorice francuskoga jezika, ujedno i ovlaštenoga turističkoga vodiča, Marije Nedveš, prošetali Pulom i čuli zanimljivosti iz njezinih 3000 godina povijesti.

Dan je završio večerom u jednome od najboljih pulskih restorana uz mediteransku hranu i istarska vina.

Treći dio Okrugloga stola održan je sljedećega dana, kada su donijeti zaključci i preporuke.

WORKSHOP - Maribor, Slovenia

RADIONICA - Maribor, Slovenija



► How to Improve the Innovative Capacities of Small and Midsize Businesses

The first part of the workshop - 'Understanding Innovations as a Pre-Condition for Promoting Entrepreneurship in Higher Education' - was run by Matjaž Mulej, Professor Emeritus, directing a discussion on the implications and definition of innovation in relation to inventions and their successful marketing, i.e. use. The informal gathering in Maribor continued in the evening in one of the restaurants located in the old town. The second day of the workshop was on the following topic: 'How to Improve the Capacities of Innovative Society and Business'. The participants also visited the Entrepreneurial Research Centre, Entrepreneurial

► Kako unaprijediti inovativne kapacitete MSP (malih i srednjih poduzeća)

Prvi dio radionice - "Razumijevanje inovacija kao preduvjeta za promicanje poduzetništva u visokom obrazovanju" - vodio je profesor emeritus Matjaž Mulej, te moderirao raspravu o implikacijama i definiciji inovacija u odnosu na izume i njihovo uspješno trženje, odnosno uporabu. Neformalni dio mariborskoga susreta nastavljen je za večerom u restoranu u starome dijelu grada. Drugi dan radionice bio je posvećen temi "Kako unaprijediti kapacitete inovativnoga društva i poslova".

Sudionike je potom ugostio Institut za poduzetnička istraživanja, Poduzetnički inkubator - Tovarna podjemov, čiji je voditelj, Jure Vrhovec



► Incubator – Tovarna podjemov, whose head, Jure Vrhovec, presented the role of the Institute in teaching entrepreneurship in higher education institutions and in the education of students for working in entrepreneurship. More information on the Institute available on: <http://www.tovarna.podjemov.org/>

Profesor Miroslav Rebernik, representing the Faculty of Economics in Maribor, revealed his methods and experiences in teaching entrepreneurship as well as the results of two studies into entrepreneurship (GEM-analysis and entrepreneurial monitoring).

► predstavio ulogu Instituta u podučavanju poduzetništva u institucijama visokog obrazovanja i edukacije studenata za rad u poduzetništvu. Više informacija o Institutu dostupno je na internetским stranicama: <http://www.tovarna.podjemov.org/>

Sveučilišni profesor Miroslav Rebernik, predstavnik Ekonomskoga fakulteta u Mariboru, sudionicima je predstavio svoje metode i iskustva u podučavanju poduzetništva, te rezultate dvaju istraživanja o poduzetništvu (GEM-ovu analizu i istraživanja Entrepreneurial monitoringa).

RESEARCH

Survey on the Current Level of Students' Entrepreneurial Activities

This is being done by using the online questionnaire, available on <http://fosenthe.efzg.hr/survey/>. The multilingual questionnaire (in national languages spoken in the countries-members; in our case Croatian, also English, German, French and Spanish) includes 57 questions, from the basic demographic and personal details about subjects, their plans upon graduation, and entrepreneurial experiences, to recommendations to academic institutions regarding the creation and realisation of entrepreneurial teaching and practical activities.

ISTRAŽIVANJE

Anketa o trenutačnoj razini poduzetničkih aktivnosti studenata

Anketa se provodi putem online anketnog upitnika na adresi <http://fosenthe.efzg.hr/anketa/>. Višejezični upitnik (na nacionalnome jeziku zemlje partnera, u našem slučaju hrvatskome, zatim engleskom, njemačkom, francuskom i španjolskome jeziku) sadrži 57 pitanja, od osnovnih demografskih i osobnih podataka o ispitanicima, njihovim planovima nakon završetka studija i poduzetničkom iskustvu, do preporuka akademskim institucijama za kreiranje i izvedbu poduzetničke nastave i prakse.

People / Ljudi

At the end of each FoSentHE newsletter issue, we would like to present people, the current Project partners, all those who will model its outcomes and affect the quality of the expected results. In the first issue, we thus present Prof. Marina Dabić, Ph.D., grantholder of the Tempus FoSentHE Project, together with her team from Zagreb, as well as the Pula team members (Juraj Dobrila University) who contributed to this publication.

I na kraju svakoga izdanja FoSentHE newslettera želimo predstaviti naše ljude, partnere ovoga projekta, sve one koji će oblikovati njegove ishode i utjecati na kvalitetu očekivanih rezultata. U ovome prvome broju to su voditeljica cijelog Tempus FoSentHE projekta, prof.dr.sc. Marina Dabić i njezin zagrebački tim, te članovi tima pulskoga Sveučilišta Jurja Dobrile, koji su pridonijeli sadržaju ove publikacije.

TEMPUS FoSentHE Zagreb – Faculty of Economics and Business

TEMPUS FoSentHE Zagreb – Ekonomski fakultet



Prof. Marina Dabić, Ph.D.

Professor at the International Economy Sub-Department, Faculty of Economics in Zagreb, University of Zagreb. Graduated, won her master's and doctor's degrees from the Faculty of Economics, Zagreb. Authoress and grantholder of the EU Tempus Project entitled 'Fostering Entrepreneurship in Higher Education' as well as 'Management Tools in Digital Business' (Ministry of Science, Education and Sport, Republic of Croatia), also the bilateral Croatian-Slovene project 'Managerial Tools in the EU and Croatia'. Participated in a large number of international projects, including STEAMED-Tempus, Croatia - British ALIS Scheme and 'Developing Teaching Models in Transfer Technology Fields', individual Tempus project. Editor of International Journal of Transition and Innovation SystemsMarket, Inderscience, guest-editor of International Journal of Entrepreneurship and Innovation Management, also International Journal of Transfer Technology and Commercialization. Took part in more than 30 conferences and scientific meetings. Member of distinguished scientific and professional associations, programme committees, and international conferences. Also, member of the BICRO Investment Board and the Council for the National Innovative System.

prof.dr.sc. Marina Dabić

Redovita je profesorica na Katedri za međunarodnu ekonomiju Ekonomskog fakulteta Zagreb, Sveučilišta u Zagrebu. Diplomirala je, magistrirala i doktorirala na Ekonomskom fakultetu u Zagrebu. Autorica je i nositeljica projekta EU Tempus "Fostering Entrepreneurship in Higher Education" i znanstvenoga projekta MZOŠ-a "Menadžerski alati u digitalnom poduzeću" kao i bilateralnog hrvatsko-slovenskog projekta "Managerial tools in EU and Croatia". Tijekom svog rada sudjelovala je u brojnim međunarodnim projektima uključujući STEAMED-Tempus, Croatia - British ALIS scheme i "Developing teaching models in transfer technology fields", individualni Tempus projekt. Urednica je znanstvenog časopisa International Journal of Transition and Innovation SystemsMarket, Inderscience, te gost urednik International Journal of Entrepreneurship and Innovation Management i International Journal of Transfer Technology and Commercialization. Sudjelovala je na više od 30 konferencija i znanstvenih skupova. Članica je uglednih znanstvenih i stručnih asocijacija, programskih odbora i međunarodnih konferencija. Članica je Investicijskog odbora BICRO-a te Vijeća za Nacionalni inovacijski sustav.

Prof. Darko Tipurić, Ph.D.

Faculty of Economics and Business in Zagreb - Dean and professor at the Organisation and Management Department. Graduated and won his master's degree from the Faculty of Economics in Sarajevo, received his doctor's degree from the Faculty of Economics in Zagreb. Co-head of the specialist postgraduate studies 'Business Management - MBA' and head of the specialist postgraduate studies 'Corporation Management Strategy' (Faculty of Economics, Zagreb). Signed more than a hundred scientific papers in the fields of management, strategic management, company competitiveness and corporation management. Published ten books being author, co-author, or editor. Won Mijo Mirković Award (3) for the following books: Strategic Associations: Achieving Competitive Advantages through Company Cooperation; ESOP and the Croatian Enterprise; Supervisory Boards and Corporation Management. Editor of International

prof.dr.sc. Darko Tipurić

Dekan Ekonomskoga fakulteta u Zagrebu i redoviti profesor na Katedri za organizaciju i menadžment. Diplomirao je i magistrirao na Ekonomskom fakultetu u Sarajevu, a doktorirao na Ekonomskom fakultetu u Zagrebu. Suvoditelj specijalističkog poslijediplomskih studija "Poslovno upravljanje- MBA, te voditelj specijalističkog poslijediplomskih studija "Strategija korporativnog upravljanja" na Ekonomskom fakultetu u Zagrebu. Autor je više od stotinu znanstvenih radova iz područja menadžmenta, strateškog menadžmenta, konkurentnosti poduzeća u i korporativnog upravljanja. Objavio je deset knjiga kao autor, suautor ili urednik. Dobio je tri nagrade Mijo Mirković za knjige Strateški savezi: suradnjom poduzeća do konkurentske prednosti, ESOP i hrvatsko poduzeće, te Nadzorni odbori i korporativno upravljanje. Urednik je znanstvenog časopisa International Journal of Transition and

Journal of Transition and Innovation Systems, Inderscience. Member of distinguished scientific and professional associations, programme committees, and international conferences. Consulted by many national and international companies and institutions. Honorary president of the Croatian Association of Certified Members of Supervisory and Management Boards.

Lejla Bosak, Medical Doctor

Heads the Office for International Cooperation, Faculty of Economics and Business in Zagreb. Participated in several scientific meetings in the field of medicine, her writings published in several books and scientific journals in the field of gynaecology. Joined the Faculty of Economics team after a successful international business career in distinguished multinational companies, where she was responsible for a series of business units, countries, and regions. Among other things, she used to be the Business Director for Central and Eastern Europe representing Johnson & Johnson, General Manager for the Balkans on behalf of Schering Plough. Graduated from the Faculty of Medicine, Zagreb, and completed the Executive General Management Programme (IEDC, Bled). Permanently committed to professional training in different institutions, e.g. London School of Economics, Management Centre Europe-Brussels, IEDC Bled, etc.

Maja Bašić, Graduate in Economics

Research novice at the International Economy Sub-Department, Faculty of Economics - University of Zagreb. Responsible for seminars within the International Business course. Graduated from the Faculty of Economics in Zagreb (Economic Analysis and Development). Finished Workshop College, England, and spent a semester at Johannes Kepler Universität in Linz, Austria. Attends the postgraduate studies at the Faculty of Economics (Business Management MBA).

Innovation Systems, Inderscience. Član je uglednih znanstvenih i stručnih asocijacija, programskih odbora i međunarodnih konferencija. Konzultant je brojnih hrvatskih i inozemnih poduzeća i institucija. Počasni je predsjednik Hrvatske udruge certificiranih članova nadzornih i upravnih odbora.

dr. Lejla Bosak

Voditeljica Ureda za međunarodnu suradnju Ekonomskog fakulteta Zagreb. Sudjelovala je na nekoliko znanstvenih skupova iz područja medicine, autorica u nekoliko knjiga i znanstvenih časopisa iz područja ginekologije. Dr. Bosak se timu Ekonomskog fakulteta pridružila nakon uspješne međunarodne poslovne karijere u uglednim multinacionalnim kompanijama, gdje je bila odgovorna za niz poslovnih jedinica, zemalja i regija. Između ostaloga dr. Bosak obavljala je poslove poslovne direktorice za srednju i istočnu Europu tvrtke Johnson & Johnson, te generalne direktorice regije Balkan za Schering Plough. Dr. Bosak je završila Medicinski fakultet u Zagrebu i Executive General Management Program na IEDC Bled. Tijekom rada kontinuirano se usavršavala na različitim institucijama, među kojima London School of Economics, Management Centre Europe-Brussels, IEDC Bled i mnogi drugi.

Maja Bašić, dipl. oecc

Znanstvena novakinja na Katedri za međunarodnu ekonomiju Ekonomskoga fakulteta Sveučilišta u Zagrebu, gdje vodi seminarsku nastavu iz predmeta Međunarodno poslovanje. Diplomirala je na Ekonomskome fakultetu u Zagrebu, smjer Gospodarska analiza i razvoj, a tijekom svoga obrazovanja maturirala je na Workshop College, England i provela semestar na Johannes Kepler Universität u Linzu, Austrija. Polaznica je poslijediplomskoga studija Poslovno upravljanje MBA na Ekonomskom fakultetu u Zagrebu.

**TEMPUS FoSentHE Pula – Juraj Dobrila University, Department of Economics and Tourism -
Dr. Mijo Mirković**

TEMPUS FoSentHE Pula – Sveučilište Jurja Dobrile, Odjel za ekonomiju i turizam "Dr. Mijo Mirković"



Prof. Danijela Križman Pavlović, Ph.D.

Associate Professor at the Marketing Sub-Department, Management Sub-Department, and Tourism Sub-Department, Department of Economics and Tourism – Dr. Mijo Mirković. Signed more than 30 scientific papers published in national and international publications. The fields of her research interest refer to marketing and management in tourism as well as entrepreneurship. The FoSentHE Project coordinator at the Juraj Dobrila University of Pula.

prof.dr.sc. Danijela Križman Pavlović

Izvanredna profesorica na Katedri za marketing, Katedri za menadžment i Katedri za turizam Odjela za ekonomiju i turizam Sveučilišta Jurja Dobrile u Puli. Napisala više od 30 znanstvenih radova objavljenih u domaćim i inozemnim publikacijama. Područja istraživačkog interesa su marketing i menadžment u turizmu, te poduzetništvo. Imenovana je koordinatoricom FoSentHE projekta pri Sveučilištu Jurja Dobrile u Puli.

Violeta Šugar, Ph.D.

Senior Assistant Lecturer at the Management Sub-Department, Department of Economics and Tourism, J. Dobrila University of Pula. Applies her working and professional experiences achieved in banking, journalism and small entrepreneurship to educate graduate students, teaching the course on entrepreneurship and economy. All this helps her to fit into the Tempus FoSentHE Project as a coordinator responsible for communication. Author and co-author of several scientific and professional

dr.sc. Violeta Šugar

Viša asistentica na Katedri za menadžment Odjela za ekonomiju i turizam Sveučilišta Jurja Dobrile u Puli. Radno i profesionalno iskustvo u bankarstvu, novinarstvu i malome poduzetništvu koristi u prijenosu znanja studentima diplomskoga studija, na kolegiju Poduzetništvo i gospodarstvo. U taj se kontekst izvanredno uklopilo i sudjelovanje u projektu Tempus FoSentHE u svojstvu koordinatorice zadužene za komunikaciju. Autorica i koautorica više znanstvenih i stručnih radova,

papers, published in international publications; took part in international scientific conferences and projects closely related to quality management, tourism, culture and entrepreneurship.

Barbara Visintin, M.Sc.

Research assistant responsible for research and international projects. Recently joined the University team after working for international companies such as Deloitte, covering human capital advisory services; being a Senior Consultant for international projects at the Centre for Evaluating and Developing Human Capital; being active at the Search and Selection, Temporary Employment Agency (Adecco) as the Branch Manager and the main negotiator for Croatia, also the Administrative and Personnel Sector Manager (Badel 1862) centred on the organisation transformation project the Badel group was in the process of consolidation. Won a master's degree in international trade and the field of her research interest considers human resources, services and international projects. Recently prepared and applied for the TEMPUS Project 'Riding the Waves of Business' on behalf of Juraj Dobrila University of Pula. While studying, she was the first-rate sportswoman, and afterwards won several Croatian and world medals for her results in swimming and breath-hold diving.

Ivica Petrić

Research novice-assistant at the Department of Economics and Tourism, Juraj Dobrila University of Pula; engaged in the project 'Sustainable Tourism in Croatia: Working out the Action Plan of the Sustainability of Istrian Tourism' (Ministry of Science, Education and Sport), attends the postgraduate doctoral studies (Sociology) at the Faculty of Philosophy (University of Zagreb), participates in teaching activities regarding the course on economic sociology (the Sub-Department of Economic Theories) as well as the course on ITs and society (the Sub-Department of Mathematics, Statistics and Informatics). His research interest oriented to the social consequences of using contemporary technologies. Currently active studying, promoting and applying the innovative information systems based on the open code.

objavljenih u međunarodnim publikacijama, sudjelovala na međunarodnim znanstvenim konferencijama i projektima vezanim uz menadžment kvalitete, turizam, kulturu i poduzetništvo.

mr.sc. Barbara Visintin

Stručna suradnica za znanstveno-istraživačke i međunarodne projekte. Nedavno se pridružila sveučilišnom timu. Prethodno je radila u multinacionalnim kompanija kao što je Deloitte, na području razvoja ljudskog kapitala kao viša savjetnica na međunarodnim projektima u okviru centara za procjenu i razvoj ljudskog kapitala, zatim u Adecco, agenciji za odabir i selekciju kadrova, kao direktorica poslovnice i glavni pregovarač za zemlju, te u Badelu 1862 kao direktorica općih pravnih i kadrovskih poslova usmjerena na projekt organizacijske obratnice prilikom konsolidiranja Badel grupe.. Ima znanstveni magisterij iz vanjske trgovine i područje interesa su joj ljudski resursi, usluge i međunarodni projekti. Upravo je pripremila i prijavila TEMPUS projekt za Sveučilište Jurja Dobrile u Puli pod nazivom 'Riding the Waves of Business'. Tijekom studija bila je vrhunska sportašica, a kasnije je, usporedno s poslovnom karijerom osvojila više sportskih priznanja u daljinskom plivanju i ronjenju na dah na državnoj i svjetskoj razini.

Ivica Petrić, prof.

Znanstveni novak-asistent Odjela za ekonomiju i turizam Sveučilišta Jurja Dobrile u Puli; zaposlen na projektu MZOŠ "Održivi turizam u Hrvatskoj: izrada akcijskog plana održivosti turizma Istre", polaznik poslijediplomskog doktorskog studija sociologije na Filozofskom fakultetu Sveučilišta u Zagrebu, sudjeluje u izvođenju nastave na kolegijima Ekonomska sociologija katedre za ekonomske teorije OET-a, te Informacijske tehnologije i društvo Katedre za matematiku, statistiku i informatiku. Znanstveno-istraživački interes usmjerava prema društvenim posljedicama suvremenih tehnologija te radi na proučavanju, promociji i primjeni inovativnih informacijskih sustava temeljenih na otvorenom kodu.



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TEMPUS Fostering Entrepreneurship in Higher Education - FoSentHE ⁵



*„A pile of rocks
cease to be rock when
somebody contemplates
them with the idea of
cathedral in mind!“
(Saint Exupery)*

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