

# Towards a European Higher Education Market

**Thomas Thijssen EMIM**

Via Nova Academy

Thomas.Thijssen@vianova-academy.nl

Vilnius

March 31, 2006

*Being Mobile*



**EDiNEB**

# Introduction Questions

- How is your mobility?
- How connected are you to industry?
- Are you a believer in VM?
- Are you a novice or an expert on VM?
- Do you believe in a HE market?

# Overview

- A need for new mental models in teaching
- Information society drives new forms of life-long learning
- Learning by Sharing
- Turbulence and globalization
- Generative organization and strategic capability
- PM and VM
- Bridging the gap
- Implications for HEI's

# A need for new mental models in teaching

- Old mental models:
  - Learning precedes working
  - Teachers are unquestioned dispensers of knowledge
  - Student is the uncritical receiver
  - Curriculum is fixed
  - We prepare students for a diploma

# A need for new mental models in teaching

- New mental models
  - Life-long learning
  - Learning by sharing
  - Generative learning
  - Learning in working
  - Combining processes and products of thought
  - We prepare students for life
  - We learn as we work

# Information society drives new forms of life-long learning

- New interactive connective technologies
- Knowledge is everywhere and is 24/7 available
- Shelf life of knowledge becomes shorter
- Need for a successful combination of:
  - Life-long learning
  - Entrepreneurial behavior
  - Self-development and sharing

# Learning by Sharing

QuickTime™ en een  
TIFF (ongecomprimeerd)-decompressor  
zijn vereist om deze afbeelding weer te geven.

# Learning by Sharing

- Teachers, researchers, students and practitioners join forces
- Rigor and relevance
- Systematic introduction of the external world
- Learn from shared experiences
- Allows for:
  - Building a common language and a common frame of reference
  - Dialogue and learning
  - Communities of practice

Being Mobile  
... Reflection



**EDiNEB**

# Turbulence and globalization

- Gap between business schools and business world
- Dynamics in the global environment
  - Regulatory changes
  - Demographic changes
  - Technological changes
- Threats or opportunities?
- Need for revitalization and flexibility

# Generative organization and strategic capability

- Strategic language system to discuss market dynamics
- Listening devices to provide an external view and compare with other firms
- Fluid processes, bring people together, share ideas in a productive way
- Strong culture for direction and daily behavior
- Communities of practice
- Reflect on the right direction
- *These business developments force business schools to respond*

# PM and VM



# PM and VM

- PM
  - On site
  - Physical travel and stay
  - Country abroad
  - Limited time
  - Face to face
  - Leading to social, cultural and educational enrichment
  - Takes time and money

# PM and VM

- VM
  - Anywhere, any time
  - On-line access
  - Courses
  - Communication
  - Leads to educational experience and some cultural enrichment
  - Time and cost effective

# PM and VM

- PM and VM in harmony
  - Rhythm of home, partner, children, friends, family, travel, work, eat, learn, love, play, buy, sell (human action, means to happiness as end)
  - PM and VM different educational concepts
  - Neither is inferior to the other
  - Humans use technology since they picked up the first stone
  - It is a matter of being and becoming in the physical and virtual world, shaping one's identity
  - Leads to joint educational experience, social and cultural enrichment
  - More time and cost effective

# Bridging the gap

- Struggle with many issues
- Different worlds and language
- How to revitalize from traditional courses to life-long learning?
- How to migrate from supply driven to demand driven?
- Need to connect and share!

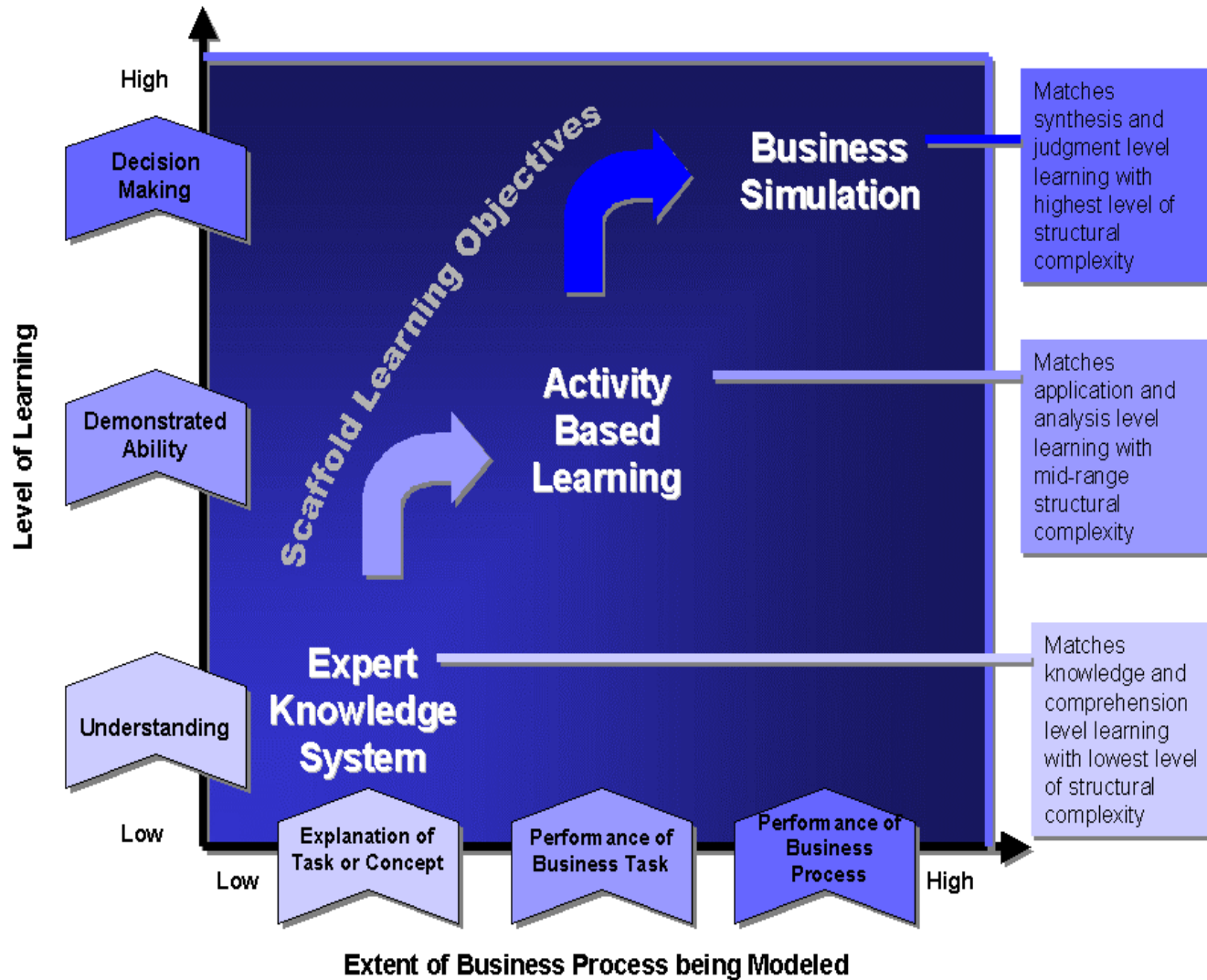
# Bridging the gap

- 180° paradigm shift to demand driven
- New design competencies
- Customer intimacy with learner and company
- Operational excellence and systems voor 24/7
- Response and support to add value

# Bridging the gap

- Dedication to transformation
- Money and other resources
- Breaking through boundaries
- Animator for guiding change
- PM and VM
- E-learning applications

# Isomorphic Model for e-Learning Development



# Implications for HEI's

- Build generative organization and strategy
- Build dynamic capabilities
- Build strong culture
- Bring people together and share idea's
- Build Pand V communities of practice including business
- Experiment, enjoy, reflect and learn

# Implications for HEI's

- Task Force VM 2004
  - Start with quick win projects
  - Engage believers in PM and VM
- Personal note
  - Join in academic research to explore, describe, explain and to validate
- Are you an expert?
  - Join in sharing learning experiences

# Are you a believer?

- SPACE and EDiNEB are ideal platforms to share and learn
- We can build a European HE arena together in a can do culture
- Will you become an ambassador?

I trust you will have an inspiring day

# Towards a European Higher Education Market

**Thomas Thijssen EMIM**

Via Nova Academy

Thomas.Thijssen@vianova-academy.nl

Vilnius

March 31, 2006

*Being Mobile*



**EDiNEB**