

#### **Track 4: Decision Makers' track**

#### **Pan European Curriculum Development- A Challenge for both Management and Faculty: [WORKSHOP](#)**

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In 2007 on the initiative of the Plantijn University College in Antwerp (Belgium) a strong partnership of university colleges and academic universities started with the development of a new master program.

Now almost two years later we can conclude that it was and still is quite an experience. A journey with ups and downs, with light and darkness, with laughter and tears. A real challenge to be an active part of this educational process.

This new pan-European Master course has been specifically designed to meet the needs of people in modern organisations, who must deal effectively with constant change.

The MMA is for today's 'Network' professionals, who facilitate the organised creation of intellectual capital value, from innovations, problem solving and entrepreneurship.

The heart of the MMA is the education to build and to co-ordinate self-directed teams and knowledge networks, which are capable of producing truly innovative products and services, to sell and to supply to the rest of the world.

This new EU funded course assumes that this is the way that Europe will continue to put bread on her table and this is the challenge that we invite you to join.

We will try to outline the context and the nature of this challenge, as far as we can see it. We welcome you to make your own contribution and to join with us, as we explore and creatively shape our collective destiny together, within an ever growing network of MMA partners and associates.

We will offer the audience a walk through our CD MMA project:

- 1) The project framework: an overview of its gates and stages
- 2) Who does what? The players
- 3) The proposal
- 4) The approval by the EACEA
- 5) The development
- 6) The trial stage: a strategy for implementation
- 7) The post-implementation stage
- 8) The problems: EU versus national legislation, protectionism of each partner, decision makers versus teaching professors, cultural differences

**Friday 8 October 3:30 – 5:00**