

International Week **PROGRAMME**

Building Tomorrow Today - Internationalisation in a Global World

18 - 21 APRIL 2016



JÖNKÖPING UNIVERSITY

A warm welcome to Jönköping University International Week 2016

Building Tomorrow Today - Internationalisation in a Global World

Jönköping University's vision is to build an international university and in that effort you, our guests from partner universities worldwide, are extremely important and we highly value the cooperation. Our international profile is one of our strengths and we offer students, teachers, staff and researchers an exciting international environment both abroad and on campus. We are one of the most international universities in Sweden, attracting students from all over the world and boasting one of the largest exchange programmes in Sweden. Today we have about 10,000 students, of which 1,500 are international. Our university is characterized by internationalisation, entrepreneurship and collaboration with industry and society.

Today, as always, higher education faces many

challenges of varying kinds. The broad theme of the conference could have been approached in numerous ways. We finally decided to focus on what we think is among the most important – the future student and the challenges for higher education. I hope that you will have an interesting conference and that you will bring back new thoughts, ideas and insights from lectures, seminars and fruitful discussions with your colleagues from JU and our partner universities. I also hope that you will enjoy your stay in Jönköping and that you will get to know our beautiful city and its surroundings!

I am so happy to see you here and hope that it will be a conference to remember!

*Yours Sincerely,
Lena Winald Möller
Director International Relations*

Representatives from JU



Anita Hansbo, Ph.D.

President of Jönköping University. Anita Hansbo was appointed President of Jönköping University in 2010. In various positions as teacher, researcher and leader Anita Hansbo has, since the middle of the 1990's, been engaged in the development of young universities in Sweden.



Johan Larsson

works as Programme Director of the Civilekonom programme (Master of Science in Business Administration) and lecturer within marketing and supply chain management at Jönköping International Business School, (JIBS). During International Week 2016, Johan serves as Master of Ceremonies.



Lena Winald Möller

is Director of International Relations Office (IRO). IRO facilitates aspects of internationalisation at Jönköping University and each of its schools. The main areas include the administration of funding and coordination of student, staff and teacher mobility programmes, agreements with universities around the world and summer school. IRO also supports collaboration and joint activities in other kinds of international cooperation.

Monday 18th April

16:00 - 18:00 **Registration**
Entrance, School of Education and Communication

18:00 - 20:00 **Mingle with drinks and snacks**
Entertainment
Restaurant Vy

Tuesday 19th April

08:30 - 10:00 **Registration**
Entrance, School of Education and Communication

10:00 - 10:20 **Opening of the Conference**
Drum Corps, Jönköping Music and Arts School
Anita Hansbo, President, Jönköping University
Johan Larsson, Master of Ceremonies
He102 (HJ-aulan)

10:20 - 10:30 **Introduction to JU**
Lena Winald Möller,
Director International Relations, JU
He102 (HJ-aulan)

10:30 - 11:20 **Living Like a Swede**
Susanne Smithberger, University Lecturer, JU
He102 (HJ-aulan)

Refreshments

11:40 - 12:40

The Future Student – Values and Lifestyles in a Connected World
Cristina Lázaro Morales, Consultant,
Kairos Future,
He102 (HJ-aulan)

12:45 - 14:15

Lunch
Restaurant Guvernören

14:15 - 15:30

Seminar
The Future Student
- Challenges for Higher Education
Daved Barry, Visiting Professor Business Administration, JU
Hb317

Refreshments

16:30 - 19:30

Guided Bus Tour followed by Mingle at the City Council
Mingle with drinks and snacks, City Council
Meeting point: Studenternas hus/
Students' House

Wednesday 20th April

09:00 - 11:00

Discover JU
Get an intriguing snapshot of each of our four schools and an exclusive insight into Science Park, which assists in the start-up and development of businesses in the Jönköping region.
You will be divided into groups and spend about 15 minutes at each stop.
Meeting point: Studenternas hus/
Students' House

11:00 - 13:00 **International Day**
- Student Fair - Experience the international environment at JU!

12:45 - 14:00 **Lunch**
Restaurant Guvernören

14:00 - 16:30 **Meet Your Partner School**
- Take the opportunity to visit your partner school.
- Job Shadowing - for participants using the Erasmus + funding.

18:00 **Dinner Entertainment**
Elite Stora Hotellet

Thursday 21st April

10:00-11:15 **Seminars***
1. Transnational Mobility Activities
- How to Boost Your University and Make it Visible Worldwide?
Douglas Washburn, The Swedish Institute (SI)
Roy Andersson, Associate Professor, JU
Tomas Bengtsson, Director International Student Recruitment, JU
Hb221

2. Validation and Cultural Awareness

- The Potential of Utilizing Knowledge and Competence
Hanne Smidt, Senior Advisor European University Association and Hanne Smidt Consulting
Vezir Aktas, Assistant Professor Social Psychology, JU
Tommy Josefsson, University Lecturer, JU Ha209

11:30 - 12:45 **Summary of International Week 2016**
Panel Debate
Johan Larsson, Master of Ceremonies Hb317

13:00 - 14:00 **Lunch**
Restaurant Guvernören

13:00 **Post Conference Activity**
- A cultural excursion to the historical and beautiful island of Visingsö and the picturesque town of Gränna.
Meeting point: Studenternas hus/ Students' House
Participants will be given a lunch box.

**The seminars will run parallelly and participants will choose one seminar to attend.*

Short presentation of the speakers



Cristina Lázaro Morales works as a Consultant at Kairos Future, with focus on projects relating to consumer and marketing, lifestyles and values, and travel and tourism. She has been deeply involved in the Kairos Future's latest international youth survey Global Youth, which is a follow up of a global survey on young people's values and lifestyles that Kairos Future made in 2006. Cristina has a degree in Business Administration and Management from the Polytechnic University (Valencia) and a Master in International Management.



Douglas Washburn is a project manager at the Swedish Institute (SI) and works with marketing Sweden as a study destination with the goal of attracting qualified international students from outside the EU to study in Sweden. During his time at SI Douglas has been responsible for a variety of marketing activities including coordinating events and fairs outside of Europe, supporting and training Foreign Missions and a variety of digital marketing activities. Douglas is originally from the United States but has been living in Sweden for over 10 years and he feels confident that Sweden is one of the best places in the world to study and live.



Daved Barry is currently Visiting Professor of Creative Organization Studies at JIBS and MMTC. Earlier he completed a BA (hons) in Psychology and a PhD in Strategic Management and Organizational Psychology at the University of Maryland. His teaching and research focuses on how design, the arts, and studio methods can improve leadership, innovation, organizing, and problem solving. At Copenhagen Business School he co-directed a 2 million euro research platform in creative enterprise design, co-developed CBS's business studio, and co-developed a master in organization, innovation, and entrepreneurship. He is widely published in many of the world's top management journals, and in 2007 the Imagination Lab Foundation and the European Academy of Management gave him a Life Achievement Award for Innovative Scholarship



Susanne Smithberger (M.A., M.Ed.) is a lecturer in Swedish, German and pedagogy at Jönköping University. Her main interests are academic writing, reading strategies and intercultural communication. She has previously studied and worked at Ohio State University, USA, Ludwig Maximilian Universität, Munich, Germany and Stockholm University, Sweden.



Hanne Smidt, Senior Advisor European University Association and Hanne Smidt Consulting. Hanne Smidt has supported European universities in their work on quality enhancement of the student experience (Trackit) by developing methods for knowing who their students are, how they progress (retention and drop-out) and where they go after graduation (employability). She has actively participated in promoting the concept of widening participation and lifelong learning (LLL) in European higher education and researched the implementation of the Bologna Process and the European Higher Education Area in the EUA Trends reports. Recently she has started to use her longstanding knowledge and engagement in European higher education to support the further development of validation (RPL) and integration of students and academics with foreign credentials with a special view to the current refugee situation.



Vezir Aktas, Assistant Professor of Social Psychology, JU. Vezir Aktas gained his PhD at Hacettepe University in Ankara, Turkey. In 2011 he started working at Jönköping University and since 2014 he holds a position as Assistant Professor of Social Psychology. He teaches general psychology, social psychology and statistics. His research focus lies with mainly two fields of interests: aggression and prosocial behavior. However, social representations, attributions, stereotyping and inter-group relations, and inter-group conflict are also of interest.



Tommy Josefsson, University Lecturer, JU. Tommy Josefsson is a lecturer in intercultural communication at Jönköping University, School of Education & Communication. With a background in linguistics, pedagogy and cross-cultural studies, he has studied and worked for 16 years in the Middle East. Currently, he is involved in course development and research with a focus on migration and integration.



Roy Andersson, Associate Professor, is currently working with School of Engineering's International Campuses in southeast Asia and Brazil. The strategy is to have four or five campuses outside of Europe as well as one in Europe in three years. At present, over 20 students are in southeast Asia and seven students in Brazil. The students are studying at the universities and in parallel doing an Industrial Placement Course ("Internship") or a Thesis work in some Swedish company i.e. Ericsson, Volvo Trucks, Volvo Buss, Electrolux, Ikea, Husqvarna, Swedish-Thai Chamber of Commerce, Volvo Cars. The strategy is to follow the Swedish International Companies outside Sweden.



Tomas Bengtsson is Director for International Marketing and Recruitment at Jönköping University (JU) Tomas started up the project of recruiting fee-paying students to JU when Sweden introduced tuition-fees for non-EU and non-EEA/Switzerland students 2011.

Useful information

MEETING ROOMS AND PLACES

Entrance of School of Education and Communication, HLK

He102, HJ-Aulan: entrance floor, HLK

Hb317: School of Education and Communication, 3rd floor, HLK

Hb221: School of Education and Communication, 2nd floor, HLK

Ha209: School of Education and Communication, 2nd floor, HLK

Ha208: Board room, School of Education and Communication, 2nd floor, HLK

Orangeriet: entrance floor, HLK

Restaurant Arken: entrance floor, HLK

BUILDING

H

H

H

H

H

H

H

H

B3053: Jönköping International Business School, 3rd floor, JIBS

E4404: School of Engineering, 4th floor, JTH

B

E

Students' House (Studenternas Hus), on campus, Gjuterigatan 3C

Magazine room, University Library

(entrance floor at the University Library, on campus)

Campus Arena

D

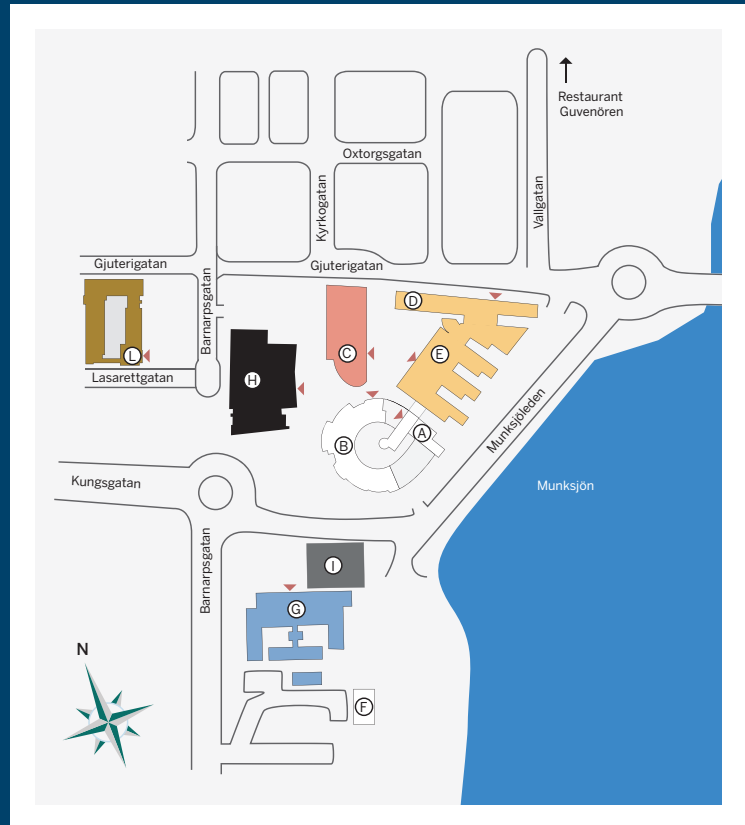
C

I

Rådhuset/City Hall: in the park Rådhusparken in the city centre

Map of campus

- A** President's Office and University Services
- B** Jönköping International Business School, JIBS
- C** University Library/University Reception Desk
- D** Students' House
 - Student Union
 - Student Health Care
 - University Property Services
 - International Relations Office
- E** School of Engineering, JTH
- F** Mariedal Conferences Centre
- G** School of Health and Welfare, HHJ
- H** School of Education and Communication, HLK
- I** Campus Arena
- L** Science Park Jönköping



DOCUMENTS AND CERTIFICATES

Participants who have certificates of attendance or equivalent documents of mobility for signature may leave these at the Information Desk (entrance floor, HLK). The signed documents may be picked up the next day.

WIFI ACCESS

Participants without access to eduroam, will receive a personal login to WiFi at the university at the Information Desk.

OPENING HOURS AT

SCHOOL OF EDUCATION AND COMMUNICATION

6 am - 5 pm. Access at another time requires access card.

TOURIST INFORMATION JÖNKÖPING

The tourist information office has information about sights, concerts, theatres and other events in Jönköping and its surroundings. The office is located at Resecentrum, between the railway station and the bus stops.

The office is open weekdays 9.30 am - 6 pm and Saturdays 9.30 am - 2 pm.

The phone number is **+46 (0) 36 - 10 50 50**.
www.destinationjonkoping.se/en

TAXI CONTACT INFORMATION

Taxi Jönköping **+46 (0) 36-34 40 00**

Taxi Kurir **+46 (0) 36-12 12 12**

Centrumtrafik i Jönköping **+46 (0) 36-31 31 31**

USEFUL WEBSITES

Jönköping University ju.se
The Student Union www.jonkopingsstudentkar.se/en

The County of Jönköping www.jonkoping.se
Tourist Information www.destinationjonkoping.se/en

The official gateway to Sweden www.sweden.se
Visitors Guide to Sweden www.visit-sweden.com

Study in Sweden www.studyinsweden.se
The Swedish Institute www.si.se
The Swedish Immigration Board www.migrationsverket.se



VISION

» We build an international university in Jönköping.
We attract highly qualified, inventive and enterprising
people from all around the world.
We contribute to sustainable prosperity in the region
where we reside, making way for knowledge based
innovation and enterprise. «
