



2009 European Region Meeting & Workshops

**26 & 27 October 2009
Skopje, Macedonia**



City of Skopje – Regional meeting venue



Lake Ohrid – Cultural visit site

Sponsored by:

***The European University of the Republic of
Macedonia***



Dear Participant,

It is my pleasure to welcome you to the IACBE's 2009 European Region Meeting/Workshop. The IACBE exists to promote and recognize excellence in business education in colleges and universities throughout the world, and this conference is an outstanding example of our commitment to helping business programs continuously improve. The Region 9 officers have developed an outstanding program with world-class speakers and presenters, and I am confident you will benefit tremendously from your participation in this meeting & workshop.

The willingness to share best practices in business education is part of what makes the IACBE unique. While some of this sharing will take place during the sessions, much will take place between sessions, during meals, and during special activities. Let me encourage you to make the most of these opportunities for networking, and to enjoy the opportunity to get to know other leaders in business education from all over the world.

Welcome to Skopje! Have a great meeting!

Angelo Amonini
President, European Region

Meeting & Workshop Program

Time	Activity	
09.00 - 09.30	Registration/Coffee	Rector's office
09.30 - 10.00	Opening & Welcome	Amfiteatre
	- Angelo Amonini – <i>President of European Region</i>	
	- Dr. Bojo Andreski – <i>President, European University of the Republic of Macedonia</i>	
	Concurrent Workshop Sessions	
10.15 - 12.00	Session A: <i>European Region Annual Meeting: IACBE Strategic Initiatives – Presentation and Break-Out Session</i>	Amfiteatre
	Session B: <i>IACBE Accreditation – Preparing a Self-Study</i>	Debate Room
12.30 - 14.00	Lunch – <i>Buket Restaurant</i>	
	Workshop Sessions	
14:15 - 15:15	<i>Update on Bologna Process</i>	
15:30 - 16.30	<i>Marketing in Higher Education</i>	
16:45 - 17.45	<i>Strategic Alliance & Partnerships</i>	
	Or	
	<i>Advances in Information and Communications Technologies</i>	
20:00 - 23:00	Dinner – <i>National Restaurant</i>	

Workshop Descriptions

10:00 – 12:30

Session A:

European Region Annual Meeting: IACBE Strategic Initiatives – Presentation and Break-Out Session

The European Region Annual Meeting will outline the activities of the IACBE European Region. Initiatives will be presented and individual breakout groups will be formed to explore one of the following topics:

- Marketing the IACBE brand in Europe
- IACBE Inclusion in The European Quality Assurance Register
- Partnership between IACBE European Schools
- Expanding IACBE member schools in Europe

Presentation of the findings of the breakout groups will be presented during the luncheon and an action plan will be established for European Region 2009/2010 activities.

Panel members:

- *Edouard Jagodnik, Member, IACBE Board of Directors, President, European Federation of Schools, Lyon, France, and President, Culture, Science & Education Commission, Council of Europe, Strasbourg, France*
- *Angelo Amonini, IACBE European Region President, Dean, European Business School, Zurich, Switzerland*
- *Brahim Gacem, IACBE European Region Vice-President, President, Business Management University, Geneva, Switzerland*
- *Jordi Rey, IACBE European Region Secretary/Treasurer, Quality Program Manager, Business and Engineering School – La Salle, Barcelona, Spain*
- *Bill Parrott, IACBE Director of Member Services and International Operations, Kansas, City, USA*
- *Paul Mallette, IACBE Eurasian Director, Paris, France*

Session B:

IACBE Accreditation – Preparing a Self-Study

This workshop is designed to help learn more about the IACBE accreditation process and principles and how to write a self-study and prepare for a positive site-visit.

Presented by: William Parrott, Director of Member Services and International Operations, IACBE

Workshop Descriptions

14:15 – 15:15

Update on Bologna Process

The harmonization of the European higher educational institutions has been underway for over ten years. The implementation of the changes proposed in the declaration has brought about significant changes to both European and non-European institutions. Hear what is expected in the future and how best to follow through with the requirements. Claudia Veysel, Dean, Girne American University, North Cyprus, Paul Mallette, IACBE Director of Eurasian Operations

15 :30 – 16 :30

Marketing in Higher Education

“Don’t just Find Students, Find the Right Ones” Colleges and Universities are functioning in a growing competitive and rapidly changing environment. Learn what it takes to operate in this competitive environment. Savica Dimitrieska, Professor, European University, Republic of Macedonia

16 :45 – 17 :45

Strategic Alliances/Partnerships

Many institutions worldwide recognize the importance of developing strategic alliance and partnerships with other schools. Learn how to create these a successful program of alliances and partnerships to help enhance the educational experience for students and faculty. Presented by: Angelo Amonini, Dean, European Business School, Zurich, Switzerland and Arlene Mlodzik, Dean, American Business School, Paris, France.

or

Advances in Information and Communications Technologies

Advances in Information and Communication Technologies (ICT) - ICTs in higher education are being used for developing course material; delivering content and sharing content; communication between learners, teachers and the outside world; creation and delivery of presentations and lectures; academic research; engagement of visiting professors located at distant geographical locations; administrative support, student enrolment. Learn to develop the use of these technologies for your institution. Presented by: Toni Stojanovski, Dean, Faculty of Computer Science, European University, Republic of Macedonia

Cultural Visit – Ohrid

Day two offers the option to participate in a cultural visit to the beautiful city of Ohrid on the shores of Lake Ohrid. A town of vast history and heritage, it was made a UNESCO heritage site in 1980.

Ohrid is without a doubt the jewel in Macedonia's crown. Nestled between high mountains up to 2.800m and Lake Ohrid, it is not only a place of historic magnificence but also of outstanding natural beauty.

The visit will include a number of historical sites in Ohrid. The event includes transportation by bus to and from Ohrid, visits to the Old City, lunch and a visit to St. Naum Church.