**Industrialised Countries Instrument**  
**Education Cooperation Programme (ICI ECP)**  
**Call for proposals No EACEA/38/2011**  

---

**Joint selection 2012 – Projects selected for funding**

<table>
<thead>
<tr>
<th>Applic. number</th>
<th>Project Title</th>
<th>EU Lead organisation</th>
<th>Country</th>
<th>Partner Country Lead</th>
<th>Partner Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>370853</td>
<td>KEUDOS – Korea + EU Degree Opportunities for Students</td>
<td>BUDAPEST UNIVERSITY OF TECHNOLOGY &amp; ECONOMICS</td>
<td>HU</td>
<td>KYUNGPOOK NATIONAL UNIVERSITY</td>
<td>ROK</td>
</tr>
<tr>
<td>371005</td>
<td>MBAISE – MBA International Social Entrepreneurship</td>
<td>ESCRENNES SCHOOL OF BUSINESS</td>
<td>FR</td>
<td>UNIVERSITY OF NEW ENGLAND</td>
<td>AUS</td>
</tr>
</tbody>
</table>
EU – REPUBLIC OF KOREA

<table>
<thead>
<tr>
<th>Application n°</th>
<th>KEUDOS – Korea + EU Degree Opportunities for Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>370853</td>
<td></td>
</tr>
</tbody>
</table>

**Project Summary:**

Focusing on the fields of business and IT/electrical engineering, this project responds to the demand for an intercultural, intelligent and international workforce. It combines the success of three previous mobility projects via the introduction of a new 25% undergraduate double degree model. It is based on a two-semester exchange period and successful completion of the respective degree requirements. The selected fields also reflect the strategic strengths and economic potential of the partner countries.

The 25% framework model is based on degree mapping and does not require any preliminary special track, thereby increasing the potential student applicants and the time-to-the-first-exchange. The 2-semester mobility period will also contain an intra European dimension for the Korean students and internship opportunities for all students, including an evidence portfolio to demonstrate intercultural employability skills. The language of instruction is mainly English (this is a foreign language for the students of all but one institution). Plus, courses on the language of the respective host institutions will also be provided. Sufficient language preparedness will be verified.

The project shall offer up to 20 double degree combinations. 20 EU students and 42 Korean students shall be sent abroad. However, an additional 60 EU and 20 Korean students are expected to benefit from the double degree framework set up by this project using institutional support or other funding sources outside the project (Overall total: 80 EU students and 62 Korean students). 13 Korean and 20 EU faculty members shall be sent abroad over the project duration.

This will be the first undergraduate double degree programme between the EU and the Republic of Korea, which will inevitably heighten the visibility of the EU and Korean higher education systems. Plus, the simple and innovative double degree framework will ensure reciprocity between the partner institutions, future expandability to other fields, and sustainability beyond the duration of the project. However, perhaps most importantly, students will be able to differentiate their academic and professional profile, while responding to the future strategic interests of EU-Korea cooperation.

**EU funding:** 350.000€

**EU lead institution:**
Budapest University of Technology & Economics

**EU Project coordinator:**
Dr. Balint Kiss
BSc Course Director, English Language Programs
Faculty of Electrical Engineering & Informatics
Magyar Tudósok krt. 2.
H1117 Budapest – Hungary
Phone: +36 14634026
bkiss@iit.bme.hu

**EU partner institutions:**
- Warsaw University – Warsaw, Poland
- Warsaw Univ. of Technology – Warsaw, Poland
- Ljubljana University – Ljubljana, Slovenia
- Northumbria Univ. – Newcastle upon Tyne, UK

**Korean lead institution:**
Kyungpook National University

**Korean Project coordinator:**
Gyewan Moon
Associate Vice President
Office of International Affairs
1370 Sankyuk-dong,
Daegu, Buk-gu, 702-701
Republic of Korea
Phone: +82 53 950 6090
gwmoon@knu.ac.kr

**Korean partner institution:**
- Chonnam National University
EU – AUSTRALIA

Application n°
371005

MBAISE – MBA International Social Entrepreneurship

Project Summary:

The four participating universities will develop and deliver the joint degree “MBA International Social Entrepreneurship”. This innovative, international joint degree at the post-graduate level will be delivered over four teaching periods, and will take 18 months from January 2014 to June 2015. The language of instruction will be English. Through the project lifetime, the first 40 students of the new degree will be recruited and supported through their studies in both Australia and Europe. Six faculty members from each of the four participating universities will be working collaboratively to develop the programme through regular staff visits (equating to 72 weeks) and identification of international research opportunities to pursue as a team, to further inform the curriculum.

The ultimate goal of the MBA International Social Entrepreneurship is to prepare students to lead social enterprises; to produce entrepreneurs and managers whose goal is to resolve humankind’s most pressing social problems (poverty, hunger, environmental degradation, the integration of excluded groups, access to education, health services and financing) by placing critical yet accessible products and services on the market.

The value of this project lies in its:

- **international cooperation and collaboration between individual universities**, drawing together on the respective competencies of the partners: on-line and face-to-face teaching to support the learning objectives
- **international experience for students** as they progress through their degree, working across two continents in international teams as they transfer between the four partner institutions;
- **unique pedagogical approach** combining on-line and face-to-face teaching as well as a focus on real-life problems to be solved for social enterprises.
- **collaboration with non-academic partners** to shape the projects our students will engage with, and develop an international network and exchange of best practice;

The programme aims to satisfy the needs of competitive, sustainable, social organisations that are the product of open cooperation between social actors, creatively employing and adapting technology and business methods. Collaboration, not competition, will mark this important endeavour. The consortium partners will draw on their complementary pedagogy and research strengths, commitment to social innovation, international professional networks and the will to be major contributors to capacity building in this field. The aim is to ensure that MBAISE helps delivering the policy goals of the European Union and the Australian government in fostering social entrepreneurship.

EU funding: 304.000€

**EU lead institution:**
ESC Rennes School of Business

**EU Project coordinator:**
Mr. Ismael Senne
Associate Professor
Management and Organisation
2 Rue Robert d’Arbrissel
35065 Rennes cedex
France
Phone: +33 2 99 54 63 63
smael.sene@esc-rennes.fr

**EU partner institution:**
- Open University of Catalonia

**Australian lead institution:**
University of New England

**Australian Project coordinator:**
Prof. Alison Sheridan
Head of School
School of Business, Economics and Public Policy
University of New England
Armidale NSW 2351
Australia
Phone: 61 2 67732367
asherida@une.edu.au

**Australian partner institution:**
- University of Western Sydney