

EBBD NEWS

EBBD eV

1 June/2018

Great Success

**1st international EBBD conference in Eindhoven
15th to 16th March 2018**



Based on earlier experiences during annual meetings of our association, the board decided to change the organisation of these events during last year's Annual General Meeting in Hameln.

The result was the 1st EBBD conference in Eindhoven this year, where 24 members from all over Europe were present.

Spread over two days an interesting programme was provided to the members:

- the AGM on Thursday morning;
- a market place on Thursday afternoon;
- a series of lectures on Friday morning;
- a cultural programme on Friday afternoon.

**ACCREDITED
EBBD COLLEGES
THROUGHOUT
EUROPE**



NEW EBBD COLLEGES ON THE WAY



The following colleges have recently been accredited or are about to be accredited during the next weeks

- + IBC Kolding, Campus Vejle and Skive Handelsskole Denmark
- + Gustav-von-Schmoller Schule, Heilbronn, Germany
- + Koning Willem 1 College den Bosch and Rijn IJssel College Arnhem, Netherlands

EBBD eV is looking forward to you joining the EBBD-family and sends a warm ...



Moreover, these colleges have started the accreditation process

- + IIS R. Brunelleschi – L. Da Vinci, Frosinone, Italy
- + Nikolitsa Vergi KAI SIA O.E, Patras, Greece

The industrial setting of the former Philips factories at the venue of Strijp-S in Eindhoven provided an inspiring and inviting background for the conference.

The minutes of the AGM have been sent to the members, so there is no need to repeat these here, but I am pleased to announce that the meeting, which was prepared well by the board, went well and that those present unanimously agreed with all the propositions that were suggested by the board.

As a result we now have an association that is financially sound, with a board at full strength, an updated charter, a Steering Committee representing all the countries present in the association, a simplified accreditation process and even three honorary members!

New Board of EBBD e.v.



Peter Ketelaars, Summa College, Eindhoven, NL (chairperson)
Henriette Boettcher, Aalborg Handelskole, Aalborg, DK (1st vice chair person), Kaisu Luuka, Helsinki Business College, Helsinki, FI (2nd vice chair person), Ute Schmitt, BBS Wirtschaft 1 Ludwigshafen, D (secretary)
Brigitte Glismann, Gustav-Stresemann-Wirtschaftsschule Mainz, D (treasurer)

The market place enabled the members to exchange ideas and good practices, both individually and as a group. This led to a very animated afternoon that proved to be very useful to everybody and is certainly worthwhile repeating.

The evening was spent in an attractive restaurant in the centre of Eindhoven by most of the participants and this also led to an intensive exchange of ideas and opinions.

On Friday morning a diverse programme of lectures was presented. Ms Yvonne van Hest gave us the opportunity to catch up on the development of Eindhoven as a mainport of the Netherlands and Europe, thus needing a workforce that is well prepared for an international career.



Mr Angel Castro impressed the audience by his presentation that dealt with the need of individual companies for well-motivated students. Two developers of Summa College shared a tool with us (Xerte) that enables teachers to make digital teaching materials and two students of Summa International Business presented their experiences with the EBBD programme as delivered in Eindhoven. The eagerness and enthusiasm of all the speakers was proverbial and they were all rewarded with loud applause and a bottle of equally high quality sparkling wine from Rhineland-Pfalz.

Most of the attendants to the conference left after the morning programme, but a selected group decided to participate in the cultural programme, which turned out to be a very interesting city walk under the enthusiastic guidance of Eindhoven's urban designer, Cees Donkers. This proved to be a worthy closing of the first EBBD conference.

It has become obvious that an stimulating and worthwhile side programme adds substantial extra value to the annual general meeting and for that reason the board has decided to continue this approach. This means that the next AGM, which will be held in San Sebastian in March 2019, will be organised in a similar way.

In this newsletter already I would like to invite everybody to make room in their agendas and reserve the date - which will be announced elsewhere in this magazine -, so that we will all be able to enjoy an

interesting and attractive 2nd EBBD conference in Basque Country next year!

Peter Ketelaars MA
Chairperson EBBD

Reminder



Philip Maiwald (Nikopol), 28 October 2009 https://commons.wikimedia.org/wiki/File:San_Sebastian_Bay_Panorama.jpg

We are planning to have the **2nd international EBBD conference in San Sebastian (Spain)**

!!! SAVE THE DATE !!!

**07/03/2019 and
08/03/2019**



The **European Conference** dedicated to “**Vocational Education and Training – the choice of preference**” was held on **24 and 25 April 2018 in Sofia**. EBBD secretary Ute Schmitt attended this conference in her function as EfVET secretary and had the chance to make important European stakeholders, in particular the European Commission and CEDEFOP aware of EBBD as a joint European qualification and a certificate of Excellence.

There was also a connected distribution via Social Media, in particular Twitter and LinkedIn¹

Based on the CEDEFOP opinion survey on vocational education and

training in Europe we came to realize that

- There is a positive perception of vocational education at upper secondary education in Europe (on EU average 68%);
- However, compared to general education it is still considered as a less attractive career path (on EU average 74 %) and;
- Most people (EU average 75%) still think that students with low grades are directed towards vocational education.

The image of VET will only be further improved, if permeability to tertiary and HE will be facilitated, if VET is not a dead end, which is for instance the case when students/learners choose the vocational qualification EBBD.

From our school's experience, EBBD graduates did not have problems finding high level apprenticeships or dual bachelor study programmes provided by companies like BASF, IBM,

SAP, HP etc. after their exams.

Furthermore, it has proven to be the best way promoting the excellence level that can be achieved by choosing a VET study programme like EBBD to let the students and graduates speak for themselves. They shared their experiences during information evenings for prospective students and their parents, at educational fairs and in a promotional video, thus convincing many of the participants, that VET can be a first choice, resulting in enrolments for EBBD at our college.

All in all, European VET qualifications - such as EBBD – which are strategically implementing internationalization and mobility in curricula promote VET as a first choice.

Ute Schmitt, secretary
EBBD

¹ See <https://bit.ly/2sabeqw>

Implementation of EBBD in Italy and Greece

Based on two Erasmus+ KA1 staff mobilities I was able to visit two vocational colleges. As in every other country where we have EBBD colleges so far, the national curricula will have to be supplemented, teaching methods to be adjusted and work placements to be implemented. However, after two days of intensive consultation in Frosinone and Patras we are positive that EBBD can also be implemented in Italy and Greece.



IIS Brunelleschi-Da Vinci college in Frosinone plans to start implementing EBBD elements during their next school year. They will teach three courses in English (Economy, ITC and Maths). Their students study Spanish and Chinese as their second and third foreign languages. The college supports work placements abroad and they are implementing new teaching methodologies like : flipped classroom, cooperative learning. The teachers are updating their methodology attending teaching courses and

attending English lessons abroad.

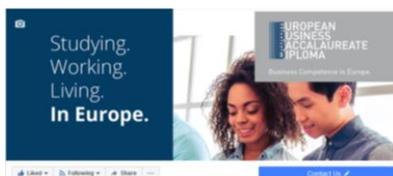
The college is happy to be able to provide EBBD as a new kind of internationalization possibility to their students.



Nikolitsa Vergi KAI SIA O.E. is also starting to further develop their study programme and align it with EBBD standards.

The accreditation process has started in both cases. We wish both applicants success and hope we will soon have our first accredited EBBD colleges in Italy and Greece.

Follow us on Facebook [EBBD e.V.](#)



and Twitter [@EBBDeurobac](#)



Whenever you have anything to post/tweet

(activities within your EBBD programmes, graduations, internships etc.), please send information and photos to EBBD secretary Ute Schmitt.

EBBD goes AUSTRIA

Following the great success of last year's Austrian EBBD Convention, this year's event was launched on 9th April 2018 in Vienna.

The main aim of the conference was to give the Austrian accredited EBBD schools a networking platform, where participants could exchange information, solutions and contacts. Schools which are involved in the current accreditation process were also invited and encouraged to gather information on how to optimize the process, and - following accreditation - on how to launch and organize EBBD courses and the technical acquirements (e.g the organization of work placements, CLIL tuition and presentations).



The event took place at IBC Hetzendorf, the Austrian EBBD founder school and was organized by Mrs. Gabriele Tomasitz-Möseneder (EBBD

Manager Austria), and chaired by Ministerialrätin Ingrid Weger of the Austrian Ministry of Education (who is responsible for the EBBD program and the overall accreditation process in Austria).

After a warm welcome by Andrea Tuschl-Reisinger the IBC headmistress, we were especially honored to have Peter Ketelaars, the EBBD e.V. Chairman, as special guest. Peter gave us a detailed overview of the EBBD e.V. activities in the years to come and gave us an expert forecast of the challenges posed by the future project funding through the ERASMUS Plus program.

After lunch in a typical Viennese "Beisl" or tavern, the afternoon was dedicated to the exchanging of information between the EBBD Schools, the coaching of schools still in the accreditation process and further developing improved cooperation between EBBD Schools, EBBD Austria Management and the Austrian Ministry of Education.

As EBBD goes Austria has also turned out to be a great success this year, it was decided that it will be a fixed annual date in the years to come.

Gabriele Tomasitz-Möseneder EBBD Austria

First EBBD teacher exchanges



Teacher exchange between EBBD colleges – German teacher from BBS Wirtschaft 1 in Ludwigshafen at Helsinki Business College

Now we have the first experiences of EBBD teacher exchanges. In October 2017 Peter Ketelaars from Summa College NL and Eeva Karikoski from Helsinki Business College FI exchanged their lessons of Marketing and Business Studies. In February 2018 Bastian Susenberger from Berufsbildende Schule Wirtschaft 1 Ludwigshafen, DE and Kaisu Luukka from Helsinki Business College, FI exchanged their lessons of Financial and Business Studies.



The planning started one year earlier and the exchanges were financed by Erasmus K1 mobility. The common EBBD curriculum helped to find suitable study units and define lessons contents. However it must be admitted that the

teachers had to put extra work in making materials and getting acquainted with the school programs.

The teachers were part of the school community for two weeks. They learned the curriculum of another EBBD country and how the content of lessons are being taught. Peter, Eeva, Bastian and Kaisu lived the life of teachers in another country. We hope that more exchanges will be implemented because this is the most efficient way to harmonize the EBBD studies in different countries and set common standards.

Activities of EBBD Colleges – Impressions 2018/1



Aalborg Handelsskole, DK



BBS Wirtschaft 1 Ludwigshafen, DE



Helsinki Business College, FI, graduates



Summa College Eindhoven, NL

Dear partners and members of our association,

we wish you all wonderful, sunny and relaxing summer holidays...



... and after that a good start into the new school year!

Your EBBD e.V. Board.

EUROPEAN
BUSINESS
BACCALAUREATE
DIPLOMA

Business Competence in Europe.

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You want to
contribute?



You are a (newly)
accredited EBBD college
and

- ✚ want to present yourself
- ✚ share good practice
- ✚ discuss ideas for further development of EBBD
- ✚ ...

Send us your article for
the next issue of this
newsletter upcoming in
December/2018.

Editorial deadline

Date: 30th November 2018