

Caucasus University and Upper Austria University sign academic agreement

Caucasus University, Tbilisi, Georgia, and Upper Austria University of Applied Sciences, which have had a partner relationship for three years in terms of student exchange have signed three new academic agreements between the universities.

The agreements were concluded during a visit to Caucasus University in May 2010 by Dr Gerald Reisinger, President of Upper Austria University of Applied Sciences, and other academics.

The first academic agreement covers areas of cooperation that include: exchange of students; exchange of faculty and staff members; joint research and consultancy activities; participation in seminars and academic meetings; exchange of academic materials and other information; and special short-term academic programs and projects.

The second agreement between the universities concerns joint research programs.

The third and the most important is a mutual agreement on a double degree program between the universities. The program is aimed at students of business administration, with specialization tracks in marketing and management. On successfully completing the program students will gain diplomas from both Caucasus University's School of Business and Upper Austria University of Applied Sciences.

The other outcome of the negotiation is that Prof Hannes Hofstadler and seven students from Upper Austrian University will visit Tbilisi for a week in June. The study tour will include lectures, company visits, and sightseeing and will pave the way for further student exchanges not only between the two universities but also between Austria and Georgia.

*Dr Reisinger and Dr Shengelia,
President of Caucasus University, signing the agreement*



ESB Business School, Reutlingen University, Germany

Generation Y – challenges for management education

In two presentations – at the German federal deans' conference in Düsseldorf and the Universum employers' conference in Berlin earlier in May – the dean of ESB Business School, Prof Dr Ottmar Schneck, asked what challenges business schools will be dealing with when a new generation of students enters university education.

The two main points that Prof Schneck discussed in his lectures can be summed up under the headings "Generation Y" and "value education".

The new generation of students will be different from previous generations – less community-minded and more strongly self-focused – so the teaching of ethics and humanistic values will become more important in the future.

First, Schneck outlined the characteristics of "Generation Y".

Since the members of this young group have always enjoyed parental protection they tend to avoid risks. Moreover, they are described as more egotistic, demanding, and utilitarian than their predecessors. On the other hand, they are characterized as open-minded, tolerant, internationally oriented, mobile, and technically adept, especially in regard to modern information technology.

Second, Prof Schneck stressed the significance of value education at business schools. Values should be taught but the question remains of how to do it if, indeed, it is at all possible.

Recently, ESB Business School conducted a survey concerning value education among the deans of 13 leading German business schools.

Four-fifths of the deans said they have noticed a change in values among their students. A third attaches high importance to the teaching of values and none considered the topic as unimportant. The survey also asked about how values are taught and promoted at business schools. More than 90% of the deans stated that they support diverse student initiatives and offer workshops and lectures dedicated to values. For the future, more than half of the deans are considering introducing a code of ethics.



Ottmar Schneck, ESB Dean

European University is accredited by Association of Collegiate Business Schools and Programs

At ESB Business School, which does not have a written code of ethics, Prof Schneck sees the promotion of values intrinsic to what he calls the special "ESB spirit", which pervades all teaching and learning.

Lectures and workshops in business ethics, social and intercultural competence, international negotiations, and project management stress the importance of values. Manifold student activities, such as the integration of freshmen and international students, fundraising for charity organizations, and other events help students experience the benefits of social commitment.

In regard to dealing with "Generation Y", Prof Schneck sees the following challenges for the future:

- Companies need to adapt their recruiting strategies in order to appeal to the new generation
- Universities should clean up their curriculum
- The older generations should adapt their expectations.

Quoting *Managing Generation Y* by Carolyn Martin and Bruce Tugan, Prof Schneck recommended: "Expect the best from Generation Y and you will get it".

European University (EU) is delighted to announce its accreditation by ACBSP, an accrediting body recognized by the Council for Higher Education Accreditation. ACBSP accreditation assures quality and promotes excellence and continuous improvement in undergraduate and graduate programs around the world.

Dr Dirk Craen, President of EU, is excited to receive this prestigious award, which he announced to EU staff on 23 November 2009. A formal press release followed shortly after in which Dr Craen reflected on the what he sees as "... a formal recognition of the high-caliber and innovative higher business education programs that EU has delivered since its foundation over 35 years ago".

Steve Parscale, ACBSP Director of Accreditation, commented during the ACBSP Annual Conference in 2009 that "European University have shown their commitment to teaching excellence and to the process of quality improvement by participating in the accreditation process," and later "This accreditation is evidence that European University is committed to providing the highest quality business education for their students".

Dr Craen would like to extend special thanks on behalf of the EU network to friends around the world who have shown their unstinting support throughout the process and to those who have since written to offer their congratulations and best wishes for the future.