



NETTELBOSSJE 2

ALUMNI MAGAZINE STRATEGIC INNOVATION MANAGEMENT

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“Never say goodbye because goodbye means going away and going away means forgetting.” J.M. Barrie, Peter Pan.

Dear all,

first, I wish you all the very best for the coming 2015! This edition of Nettelbosje 2 – S1-Q3 – has the stories of two former alumni: **Peter van Spaandonk** and **Willem Mendel**. Both have had a successful career start: one in an innovative recruiting agency, the other as a fashion buyer at a well-known sports brand.

For me, the new year offers hellos and goodbyes. I will start as Director of the MSC BA programme, and will depart as Director of the MSc BA SIM. I have always enjoyed the student contacts, and will still stay active as a teacher in the SIM programme, but at the same time I will direct my efforts more towards managing the overall Business Administration programme. This means less contact with students, and more with teachers from within and outside the University of Groningen.

Since I enjoy the contacts with students, I will continue with this Alumni magazine. We also notice that maintaining good relationships with alumni is very important; for arranging interesting guest speakers, keeping our curriculum up-to-date and for accreditation purposes. Just recently, our Faculty has gained our second accreditation, the EQUIS accreditation, which ranks our Faculty among the top 1% of leading business schools in the world. I hope to keep on maintaining these valuable relationships for business and pleasure!



Possible new Double Degree with Sun Yat-sen University in Guangzhou

In my new role as the Director of the MSc BA programme, I have visited, together with two colleagues, the Sun Yat-sen university in Guangzhou (China) to explore the opportunities to setup a Double Degree.

The first negotiations have just taken place (see pics), but the prospects look positive. Still a lot needs to be arranged (signing of contracts, selection of courses, setting entry requirements, etc.), but the intention to make it a success exists at both sides. We are likely to opt for a 1+1 construction, in which students - after finishing their one-year MSc degree in Groningen - can go to China for a one-year programme to earn a Master of Arts in Management. The year in China is more practice-oriented and aimed at providing students with the China experience. The city of Guangzhou lies relatively close to Hong Kong (2 hours by train), and is a lively city with great weather. The people are kind, the University staff is very professional, and the campus provides a beautiful and peaceful place (very similar to American campuses). Hopefully, we can start in September 2015 with the exchange of students. I will keep you informed!

Hope to seeing you in the new year! All the best,
Thijs