



NETTELBOSSJE 2

ALUMNI MAGAZINE STRATEGIC INNOVATION MANAGEMENT

Editorial for New Year: January 2016

Happy New Year

I first would like to wish you all the best for the year 2016. I hope the year 2015 has been a year of personal growth and joy. For me, the year 2015 characterized a transition in my work. My new role as Director of the MScBA consumes many hours of preparing, planning, talking to people, organizing, which naturally goes at the expense of my teaching hours. The new job is exciting as it involves the more strategic choices of how to position the masters, how to make them more attractive for students, how to motivate fellow employees, et cetera. Luckily, I still can find the time to teach, which I enjoy very much.

Last year, I announced the possible new setup for a Double Degree with the Sun Yat-sen University, after my visit in Guangzhou (China). The new setup is still (!) in progress, and will very likely start in September 2016. The programme has been approved by both parties, after the Chinese delegation had visited Groningen to see our campus. We are currently awaiting the approval from the legal office of the University of Groningen. Unfortunately, this department is flooded with work since the plan of our President to open a branch University of Groningen in Yantai (China). The ambition of the University of Groningen is to become a global university (click [here](#) for a promotional video), but a lot of work needs to be done to overcome internal (gaining employees' support) and external (adjusting the Dutch education system legally to allow for the granting of Dutch diplomas abroad) hurdles.

Changes to the Master SIM

In January 2015, Killian McCarthy took over my job as master coordinator for SIM. He has introduced several interesting new features. One of them relates to a better preparation for students' future jobs: the SIM Seminars. During these seminars, business experts (mostly former students) tell about their job, what requirements their employers set, as well as the existent application procedures to get a job. This year, Marten Pentinga (Enexis), Martijn van Hal/Elise Meijer/Lara Alma (Deloitte), Henk Kooij and Marije Bakker (PNO Consultants), Pieter Plas (ING), Mark Boll (EY), and Koen van Berge Henegouwen (Atos Consulting) have already shared their working experiences, and more seminars are to come. If you want to also share your story, please contact [Killian](#).

Departure of Wilfred Dolfsma

After having being part of our team for more than 7.5 years, Wilfred Dolfsma has left us to take on a new academic challenge in England. We gave him a nice goodbye during the summer. He currently is [Professor and Director](#) of the Glendonbrook Institute for the [University of Loughborough](#), located in London at the Queen Elizabeth Olympic Park. Until the main university buildings are completed, he teaches in rented buildings. Although the buildings are not optimal, the fun part of having them on the Olympic park is that you sometimes teach in the Olympic swimming arena (while checking the Olympic clock for the time), or that you meet famous people on the corridors and in the gym (Les Ferdinand and other top athletes).



Alumni magazine: Nettelbosje 2

For the SIM alumni magazine, I have asked two former German students to reflect on what they have done after their studies. The two girls often followed the same classes, and often sat next to each other. For me, being terrible at remembering names, it was always difficult to separate them and address them properly, especially because both names start with "Ju." Luckily they took somewhat different educational paths that helped me to differentiate them more easily: Julia did a second master in Marketing, and Justina steered somewhat more to academic research. Also in the careers, they have chosen distinct paths. They share their story with you.