



NETTELBOSSJE 2

ALUMNI MAGAZINE STRATEGIC INNOVATION MANAGEMENT
Editorial S5Q4: August 2018

End of the Academic Year

The end of an academic year is always characterized by the goodbyes of many students, who have managed to write and successfully defend their thesis. This Summer about 60 SIM graduates have attained their Master title and are currently looking for (or for have looked for) their first 'real' job. The end of the academic year also initiates the beginning of something new. We will welcome the new and fully motivated SIM students in September 2018, and we will have an upgrade of the Zernike canteen....a new food court will appear in the courtyard of the Kapteynborg!

For me, the year 2017-2018 was an intense year, in which many challenges had to be overcome. The MSc BA programme Health has been added to the MSc BA profile (now consisting of 5 tracks), and will start officially in September 2018. I am happy to announce that we are also making the first steps to become more digital. We have started to unite research and education in the Groningen Digital Business Center, working together with the Northern Online Entrepreneurs. As of September 2018, we will also introduce a new focus area Digital Business in which students can get a notification on their diploma once they complete two Digital Business courses and write their thesis about this topic. If successful, then this may lead to the development of a new Digital Business Master. Unfortunately, the Double Degree of Sun Yat-sen University was cancelled after a change of leadership in China, which made it impossible to maintain our intended 1+1 Double Degree. Luckily, we have a backup option running at Fudan University, such that students can still explore the magnificent country of China.

Very First SIM Alumni Event in October 2018

You have probably seen the messages on Facebook, but our very first alumni event will finally take place. The event - organized by Killian McCarthy - will be held in Amsterdam on Friday October 26. So please book this in your agenda! Hopefully everyone can join! We will make sure to notify you via our [LinkedIn](#) and our [Facebook](#) page.



Departure of Dries Faems

After having been part of our team for 7 years, Dries Faems has left us to take on a new academic challenge in Germany. We organized a BBQ as a goodbye on the day that Belgium beat the Brazilians during the World Cup. He will start in September 2018 as professor of WHU Otto Beisheim in Koblenz, Germany.

He has been a great asset to our department, not only in terms of research (30+ articles), but also in terms of education (Organizing for Innovation, the famous Lego games).

We thank him for his contributions and wish him the very best. We have given him a travel bag, such that he can visit us in the near future!



Alumni magazine: Nettelbosje 2

For the SIM alumni magazine, I have asked two guys to reflect on what they have done after their studies. Both started in the class of 2015, and have had their first job experiences. One has a job as a consultant in the Netherlands, the other is Operations Manager for a large Home & Living e-tailer, headquartered in Munich. Although both vary significantly, they both share their interest in traveling and meeting different cultures. They share their story with you.