

NETTELBOOSJE 2 - S1-Q1 - FEB 2014



Dear students and former students, During the Christmas holidays I have received a couple of interesting stories from alumni. I thought it would be a wonderful idea to design a quarterly 'magazine' in which two alumni tell about what they have done after graduation. Indeed, the idea is not new. *Broerstraat 5* has a similar setup for all RuG alumni. But, as I hope you still remember, innovation often stems from (re)combining existing knowledge into something new (Schumpeter, 1934), and that it can have an added value.

As this is the first magazine (S1Q1), I would also like to provide an update about myself and the master. I will call the magazine *Nettelbosje 2* to make the reference to the faculty's address.

About myself

In 2006, I started working at the Department of Strategy and Innovation. Just after having defended my PhD, I was mainly involved with the bachelor Specialization Course S&I, and with master thesis supervision. The faculty was temporarily located in the DRS building behind the Paddepoel parking lot. Slowly but steadily I expanded my educational tasks: I substituted Gerda Gemser for the course Capturing Value from Innovation, who was on pregnancy leave, I joined Evelien Croonen in the Course Innovation & Entrepreneurship, and became member of the Educational Committee. From 2008-2011, I arranged most tasks for the MSc BA Strategy and Innovation, while I reduced my teaching tasks. In 2012, we merged with Business Development and created a new master with the name "Strategic Innovation Management". Currently I am responsible for the development and quality of this master programme.

Innovations to the Programme

Till 2010, the master had a simple programme structure consisting of just four mandatory courses: Capturing Value, Innovation and Entrepreneurship, and two 10 EC courses: Field Course and Core Course S&I. The programme was geared towards the creative industries and nontechnical innovations. In terms of content, we have made a shift and do not exclude technological innovations, but now focus strongly on the strategic management of innovations *within* and *between* organizations.

Now all courses are 5 EC: there are 5 mandatory courses, 3 electives, and a master thesis of 20 EC. We have two entry moments (September and February) to facilitate (international) exchange, we have an introduction week (with 20+ contact hours in the first week), and we have a complete new setup for the Master thesis. To tackle the timing issues of some students (those that found it difficult to meet the proposed deadlines), the master thesis is now given as a course with a fixed starting and end date. Students write their proposal in a methodology course, and then they only have 5 months left to finish. It is a harsh system: If they fail, they have one month to fix it, with a '6' as maximum grade. Those that fail the resit a month later have to start all over again with a new topic and a new supervisor. This system has (successfully) run for a year with a success rate of 82% (before resit) and 88% (after resit).

Growth of the Programme

When I started, I knew all students by name. This has changed over time due to the growth of our programme, and because many students are able to finalize the programme within 1 year. The number of students for our programme looks like this:

2006-2007:	22
2007-2008:	28
2008-2009:	39
2010-2011:	46
2011-2012:	48
2012-2013*:	75 (62 in semester 1, 13 in semester 2)
2013-2014:	68 in semester 1

* start of the SIM programme

Changes to the Staff

The staff has also significantly changed over time. Some people that have left: Dany Jacobs left in 2007 to Amsterdam and Arnhem, Gerda Gemser left in 2008 to Delft, Iván Orosa Paleo left in 2009 to Ecuador and is father of Yulia and Elías, our lovely secretary Truusje Cordes sadly passed away in 2013, Theo Postma left our department in 2013, and Hendrik Snijders retired in 2013. Wim Biemans, Eelko Huijzingh, Hans van der Bij and Michiel Hillen came from Business Development. And we hired some new staff: Wilfred Dolfisma and Killian McCarthy joined in 2008, Pedro de Faria and Rene van der Eijk in 2009, Florian Noseleit in 2010, Dries Faems in 2011, and Isabel Estrada joined in 2012. As you can see, the department has definitely grown and become more international.

What did not change?

Some things remain the same. The Zernike canteen is still there; largely with the same employees, though it has finally upgraded its assortment (warm meals during lunch) and serves better coffee. The biking sheds are still there, but for employees they have built an additional underground bike shed. The WSN building is still in use, but they have renovated the inside, and renamed it into Duisenberg building (to commemorate Wim Duisenberg, alumni and first president of the European Bank) or building 5411. We still have very few places where you can have a decent meal or drink at Zernike, but apart from a AH-to-Go supermarket there are rumors that soon a café/bar will open.

In the 'interviews' with the students, you will see that there are some personal questions. I find it fair to also answer them:

IS: Assistant professor @ RuG
HOME: City apartment in Groningen
HOUSEHOLD: Single
SALARY: €43.465 (.8 fte)
RIDE: A nonconspicuous, grey VW Golf

I hope that many of you will follow and share your personal stories with the SIM community!

Kind regards,
Thijs
Director of the MSc BA SIM

E t.l.j.broekhuizen@rug.nl
T +31 50 363 3777
W www.rug.nl/staff/t.l.j.broekhuizen/