

Minutes of meeting

Topic: Employer Meeting for Cross Border Studies

Date and time: March 9, 2023, 9.00 – 11.30

Location: Alsion, Sønderborg

March 10, 2023

Present: Erik Vinkel (ENVI-Filter A/S)
Anne Mette Olsen (Regionskontoret & Infocenter Grænse)
Michael Schack (IHK Flensborg)
Katja Tessin (Priess A/S)
Irene Simonsen (SDU)
Jan Jasper Diers (Tønder Erhvervsråd)
Andreas Jablonski, NEOX
Marcel Lettmann, NEOX
Simone Lange, NEOX
Michael Otten, Wireg
Klarissa Lueg (SDU)
Anna Marie Dyhr Ulrich (SDU)
Martina Kleemann (SDU)

CH

cahal@sdu.dk
T +4565501489

Absent: Lone Ivang Riemer (Sønderborg Vækstråd)
Stine Oxholm (Abena)
Søren W. Eskildsen (SDU)
Göran Rust (Sydslesvigsk Forening)
Peter Hansen (Regionskontoret & Infocenter Grænse)
Julia Kowalke (Connecting Markets GmbH)
Anders Pedersen (Abena Global Supply A/S)
Gitte Bjørn-Lüthi (Interreg)
Torben Zenk (Danfoss Nordborg)
Anders Johnsen (Multiflex Folien GmbH und Co. KG)
Anne-Sofie Dideriksen (Mind Factory by Ecco)
Mona Singer-Karmisholt (Danfoss Power)
Rebecca Susanne Jørgensen (Fleggaard Leasing)

Timo Klass (HOCHZWEI)
Lene Ladegaard Larsen (Hammer Carpets)
Gitte Hoegh Andersen (Destination Sønderjylland)
Käthe Nissen (BDN)

Minute taker: Camilla Halldorsson

Agenda:

- 1. Opening remarks** Klarissa Lueg welcomed the attendees to her first employer meeting and presented herself as the new Head of Study.

- 2. Approval of the committee terms of reference** The committee terms of reference were approved without further remarks.

- 3. Future meetings – virtual or in person?**

In the future, the employer meeting will be held as a hybrid meeting to strengthen the relations in the forum by being present, but also to ensure the highest possible attendance with the possibility to take part online.

In addition, it was suggested that the physical location of the meetings could shift between companies to strengthen the commitment. NEOX, based in Flensburg, offered to host next year's employer meeting. Date and time to follow.

- 4. Presentation of the re-structured study courses and new subjects** Klarissa reviewed the course models and mentioned that a focus area has been to ensure a better balance between courses offered from SDU and EUF.

- 5. Marketing**

Klarissa informs that a student worker is engaged to take part in fairs and visit upper secondary schools in the border region and give presentations about the study programs. A good contact has already been established with Det Blå Gymnasium in Sønderborg and the German High School in Aabenraa.

It is stressed that the timing is essential. Namely that the visits are placed around new students' basic course, so that they have not already chosen their field of study.

The employers suggest creating small testimonials of students and graduates that can be used for SoMe campaigns and on the website.

The employers request more continuing education opportunities for businesses, but also greater exposure of the existing courses. They address the fact that the website is difficult to navigate and recommend that the information is easier to access and preferably pushed to potential participants.

It is proposed that courses be developed in collaboration with the EUF.

Klarissa points out that it is not possible to market the programs to a greater extent on social media, as there are no resources to operate the SoMe channels.

6. Language profiles and development

Klarissa informs that we are experiencing low interest in our language profiles and thus challenges in relation to recruitment. This means that the master's program with German has been closed for admission in 2023.

This is, however, only a temporary solution, as the plan is to open for admission in 2024 with revised language offers to attract more students Klarissa asks for input for a modified program.

Comments and inputs:

- The language should to a larger extent be taught in a business oriented thematic.
- More focus on practically related skills such as elementary knowledge of business administration, extended controlling and focus on negotiation techniques.
- Always include external experts with up-to-date knowledge to ensure relevance.
- Connect students to companies early in their course of study for example by doing projects in collaboration with the company.

7. ChatGPT and other chatbots – ideas on management

Klarissa clarifies the issues relating use of chatbots. Chatbots can generate high-level academic papers and be given tasks such as to integrate references. As for now, the use of

chatbots for exams is not allowed, but the use of bots could potentially be implemented in the teaching process, where students e.g. review and comment on texts produced by bots.

Klarissa requests thoughts on tangible solutions on how to handle chatbots in the transition period.

Comments and inputs:

- In order to test whether the students have the acquired competences we have to make use of more oral exams. A more costly solution though.
- Exam requirements should be higher, as the student now has more tools to make use of. We saw the same development as we went from paper to digital.
- The question about how to navigate bots – and AI in general - must be answered politically. Next, we can consider what competences our students should learn and how our study programs should develop.
- Are language skills on an expert level still a necessity for the business industry? Perhaps the focus should be more on cultural and relational aspects.
- We need to accept and embrace the bots and rethink the didactic concept.
- It could be suitable to divide exams into several smaller exams. And make more use of portfolio exams, embedded in a cooperative case study setting so that the students have to apply situative, contextual knowledge a bot cannot generate.

8. Network and participants Klarissa points out the importance of the representation of different industries in the panel, especially from small and medium sized companies. Suggestion regarding potential participants is welcomed by mail (klueg@sdu.dk).

9. Miscellaneous Klarissa thanked the participants for their time and constructive input.