

Agenda:

11.00 – 11.20 Welcome and Introduction to the project by Margit Neisig

11.20 – 11.45 Presentation of the results from the surveys by Martin L Kristensen/Trine Krogh Håkansson and Sophia Ackerhans/Tinka Krueger

11.45 – 12.30 Discussion in groups:

Scholars with related research fields from RUC and CAU discuss:

- **Which are our synergies and complementarities? How can we use the collaboration?**
- The findings, and how you see, we can meet the interests from students and companies through a joint/double degree as well as potential research collaboration.
- Ideas for the project to include

Partner group:

- Relationship with businesses and public authorities – does the idea/vision still seem promising? How may we strengthen the relationship? Ideas to handle students concerns: financing, housing etc.?

12.30 -12.50 Plenum (Margit Neisig convenes) – Brief from the groups

12.50 – 13.00 Summing up/conclusion and briefly about the next phase of the project by Margit Neisig and Carsten Schultz

The idea

While the Fehmarn Belt connection as well as a faster rail service are being built, we can develop a graduate program that can tie the border regions together and support the economic and sustainable development of a Northern European trans-national region.

This network project aims at assessing the potential for a joint or double Danish/German graduate program in Business Administration between Uni Kiel (CAU) and Roskilde University (RUC)





The Joint or Double Degree Interreg Network Project

The project will develop the idea/vision and a prototype of a curriculum for a transnational graduate program

and examine:

- The target groups: potential students and employers
- The shared and/or complementary strength of the research communities at the two universities
- The legal and administrative frameworks
- Develop a prototype for a curriculum and writing the final report

Who

RUC:

- Margit Neisig, neisig@ruc.dk Head of Study (Lead)
 - Martin Lund Kristensen, malupe@ruc.dk (Project Officer)
 - Trine Krogh Håkansson, trinekr@ruc.dk (Project Assistant)
 - Julie Hoff Bergqvist Sørensen, jhbs@ruc.dk (Project Officer, Administration)
 - Shirley Pollak, pollak@ruc.dk, senior advisor joint degrees
- + Community of Scholars (core = scholars in study board + heads of research)

CAU

- Carsten Schultz, schultz@bwl.uni-kiel.de (CO-LEAD) Prof., International Coordinator.
- Stefan Hoffmann, stefan.hoffmann@bwl.uni-kiel.de Prof., Director of the institute für business administration

Operational team:

- Tinka Krüger krueger@bwl.uni-kiel.de (Researcher at the Department of Marketing)
 - Sophia Ackerhans ackerhans@bwl.uni-kiel.de (Researcher at the Department of Technology Management)
- + Community of Scholars

RZ

- Dorthe Skovrød Christensen, dorchr@regionsjaelland.dk, (Project Officer)

BHZ

- Lill Andersen, lia@ehsj.dk

GK

- Frede Danborg, fd@guldborgsund.dk
- Lone Gjerulff Bak, lgb@guldborgsund.dk
- (Birgitte Echwald, biech@guldborgsund.dk)

WFA

- Volker Ratje, ratje@wfa.de

2020													
AP	Activity Activity	Jan Jan	Feb Feb	Mar Mar	Apr Apr	May May	Jun Jun	Jul Jul	Aug Aug	Sep Sep	Oct Oct	Nov Nov	Dec Dec
AP 3	A 3.1												
	A 3.2												
	A 3.3												
AP 4	A 4.1												
	A 4.2												
AP 5	A 5.1												
AP 6	A 6.1												
AP 7	A 7.1												Q T.1.1
	A 7.2												
	A 7.3												

2021													
AP	Activity Activity	Jan Jan	Feb Feb	Mar Mar	Apr Apr	May May	Jun Jun	Jul Jul	Aug Aug	Sep Sep	Oct Oct	Nov Nov	Dec Dec
AP 3	A 3.1		Q T.1.1										
	A 3.2												
	A 3.3												
AP 4	A 4.1		Q T.1.1										
	A 4.2		Q T.1.1										
AP 5	A 5.1			Q T.1.1									
AP 6	A 6.1					Q T.1.1							
AP 7	A 7.1												
	A 7.2										Q T.1.1		
	A 7.3											Q T.1.1	

Time
schedule

Denmark/Germany trade relationships

Germany remains **Denmark's** most important **trading** partner.

The German imports from **Denmark** include:

- industrial products,
- machinery,
- food,
- agricultural products
- medical and pharmaceutical products.

Germany's main exports to **Denmark** include:

- machinery
- motor vehicles,
- chemicals,
- consumer goods
- food

Main Customers (% of Exports)		2019	Main Suppliers (% of Imports)		2019
Germany		13.7%	Germany		21.6%
Sweden		9.9%	Sweden		12.0%
Norway		5.8%	Netherlands		7.9%
United Kingdom		5.5%	China		7.3%
Netherlands		4.9%	Norway		4.2%
United States		4.7%	Poland		4.2%
China		3.5%	United Kingdom		3.8%
Poland		3.1%	United States		3.4%
France		2.9%	Italy		3.3%
Italy		2.1%	Belgium		3.0%
Close Extended List			Close Extended List		

Source: Comtrade, Latest Available Data

Tourism:

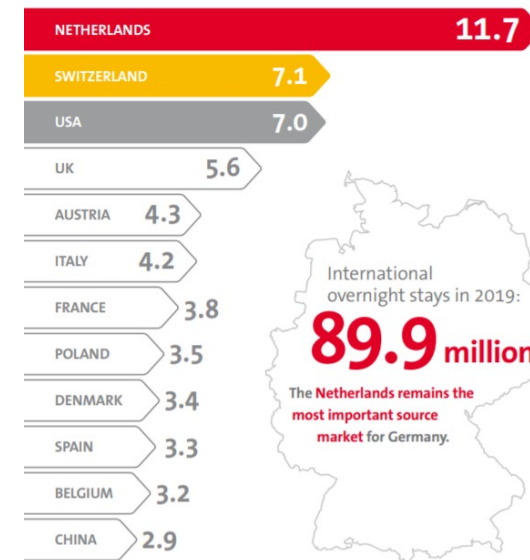
Germany leading inbound travel markets for Denmark

Danmark spend more overnight stays in Germany than Spain

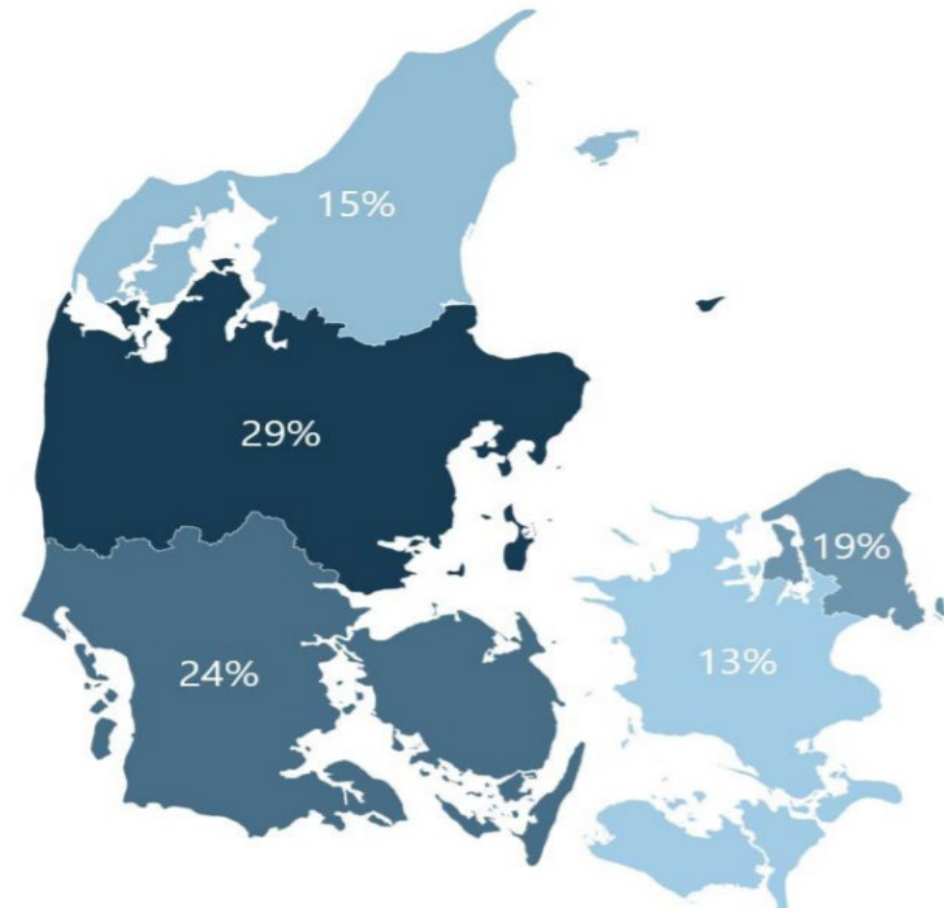
Overnatninger hele 2019 (1.000)	
I alt	56.059
Danmark	27.201
Udland	28.858
Tyskland	16.780
Norge	2.322
Sverige	1.713
Nederlandene	1.436
Italien	387
Frankrig	358
Storbritannien	906
USA	836
Kina	274
Indien	108
Øvrige udland	3.738

Kilde: Danmarks Statistik og VisitDenmark.

Most important source markets worldwide for Germany in 2019.



Where are
Danish
companies with
export to
Germany
located?



Source: Danish-German Chamber of Commerce

Group Work

Group 1 (innovation, technology, entrepreneurship, service- & org. development):

- **Sophia Ackerhans**, Carsten Schultz, Jette Ernst, Ada Schupola, Werner Sperschneider, John Dam Scheuer, Lars Fuglsang, Ida Frost

Group 2 (accounting, finance, taxation, strategy, business models):

- **Trine Krogh Håkansson**, Jost Henrich Heckemeyer, Johannes K. Dreyer, Kristian Sund

Group 3 (HRM, Organization, Leadership, Project Management):

- **Martin L. Kristensen**, Claudia Buengeler, Margit Neisig, Mette Apollo Rasmussen, Stefan Thorbjørnsen, Poul B. Olsen

Group 4 (Supply chains management, marketing, consumers, CSR, SDG's, Business Ethics):

- **Tinka Krueger**, Frank Meisel, Stefan Hoffmann, Jacob Dahl Rendtorff, Sameer Azizi, Matias T Jørgensen

Group 5 (relationship with businesses and public authorities – does the idea/vision still seems promising? How may we strengthen the relationship?):

- **Dorthe Skovrød Christensen**, Volker Ratje, Lill Andersen, Frede Danborg, Lone Gjerulff Bak, Shirley Pollak, Birgitte Echwald

Topics for discussion

Scholars with related research fields from RUC and CAU discuss:

- **Which are our synergies and complementarities? How can we use the collaboration?**
- The findings, and how you see, we can meet the interests from students and companies through a joint/double degree as well as potential research collaboration.
- Ideas for the project to include
- Do you find the double/joint degree a good idea?

Partner group:

- Relationship with businesses and public authorities – does the idea/vision still seem promising? How may we strengthen the relationship? Ideas to handle students concerns (financing, housing etc)?