

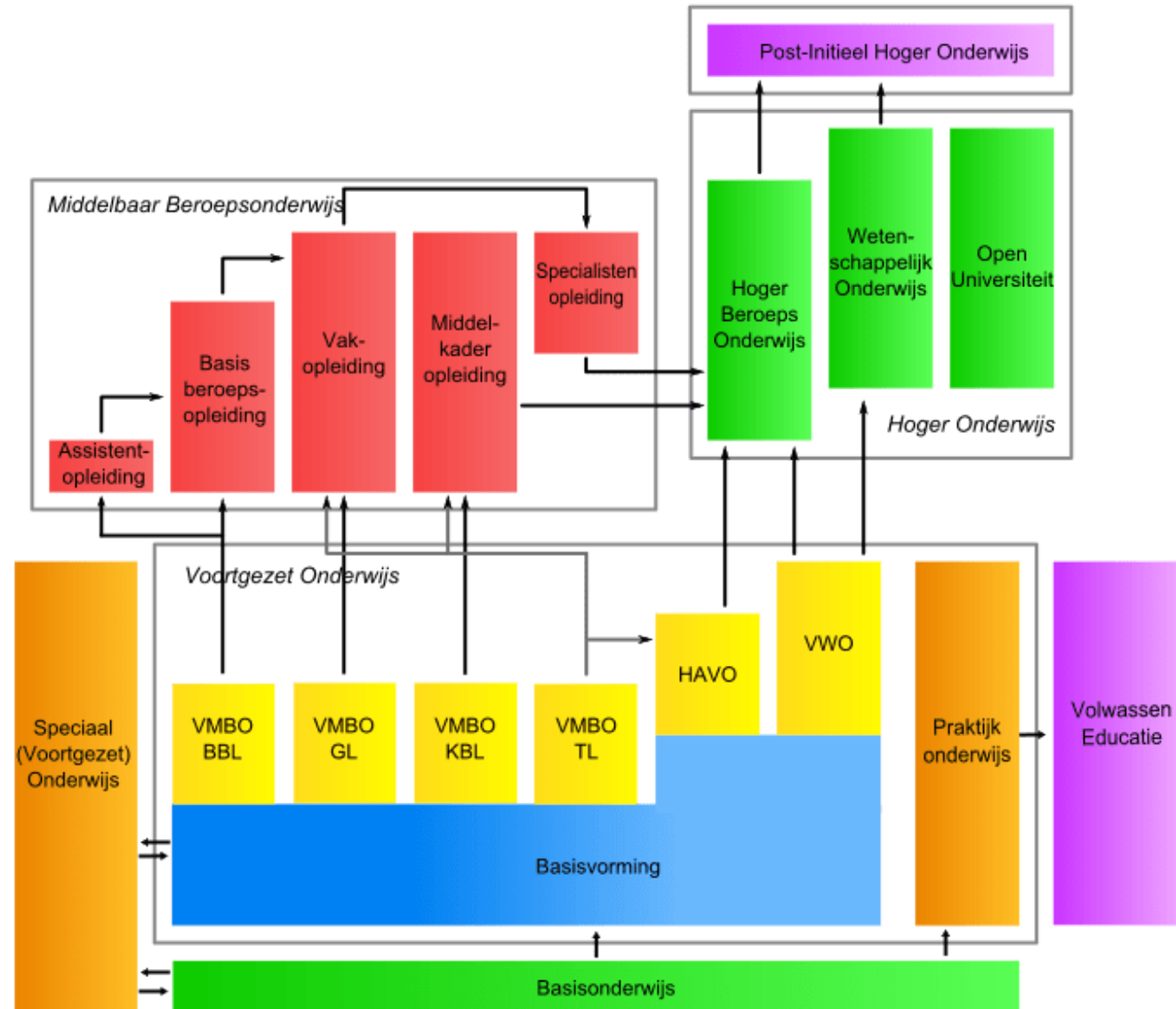
Pendidikan Tinggi di Belanda

I&P Talk 2021

Short Introduction

- Degrees in:
 - 2005: Computer Science (Del)
 - 2008: Strategy and Innovation (RuG)
 - 2009: Marketing (RuG)
 - 2013: PhD Business Studies (UvA)
- If we add all of the above = Digital Business
- HvA: CE (Minor Marketing Data Analytics; Master Digital Driven Business)
- UvA: ABS (Strategy and Innovation, 1st year; Innovation Management, 2nd year; Theories of Innovation, MSs), ALS - PPLE (Marketing Management, 3rd year)
- Centre for Market Insights, www.cmihva.nl
 - European smart cities, how we use big data to drive city's economic growth
 - Google, analyzing the benefits and drawbacks of OBA

Dutch Education System

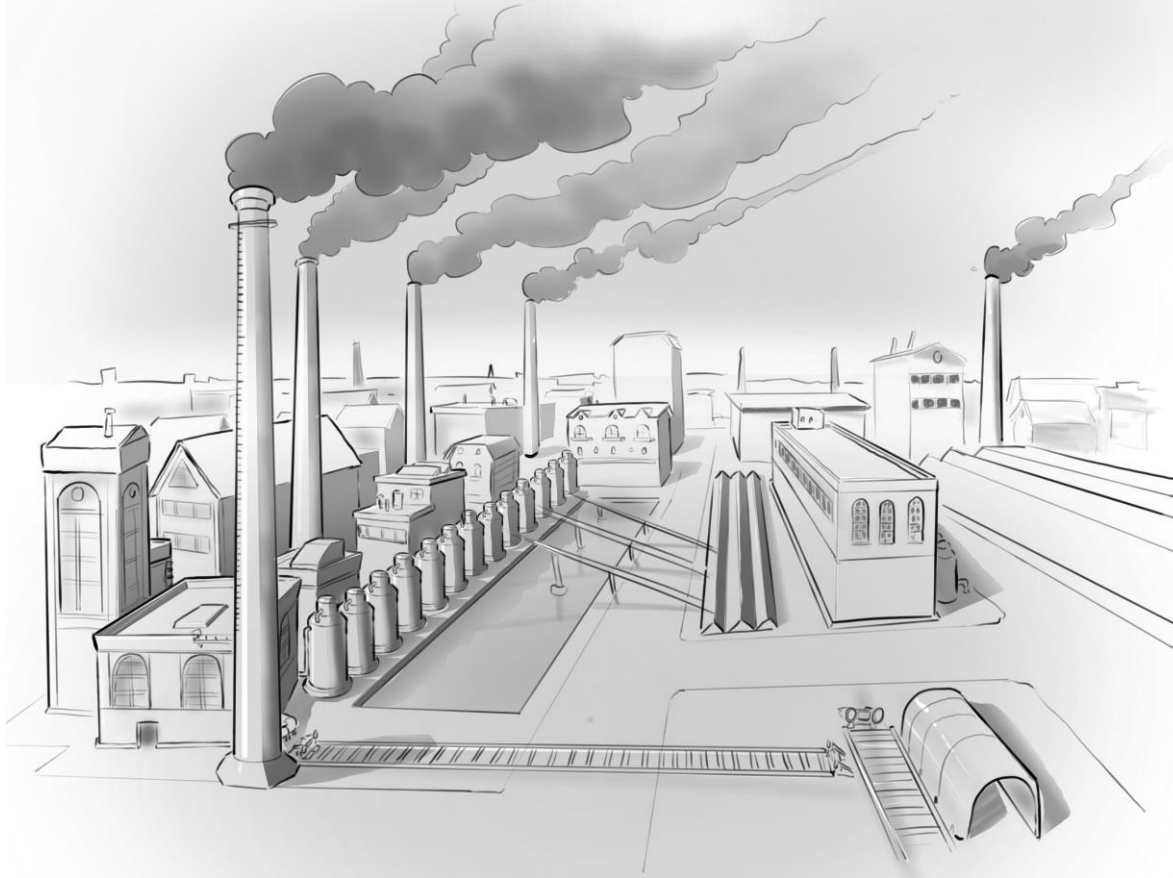


How do we determine the trajectory

- Starts on primary education
- CITO test
 - 290 multiple choice questions; Language (100), Study skills (40), Mathematics (60), World Orientation (90)
 - 501-528: VMBO, 529-540: VMBO-TL, 541-544: HAVO/VWO, 545-550: VWO
 - Average score 537
 - 60% to VMBO, 40% to HAVO or VWO
- School advice
 - School results
 - Teacher's assessment on student's study performance and study attitude
- 53% parents showed that secondary school put emphasis on CITO

So what is the difference between a
Regular University and a University of
Applied Sciences (Vocational University)

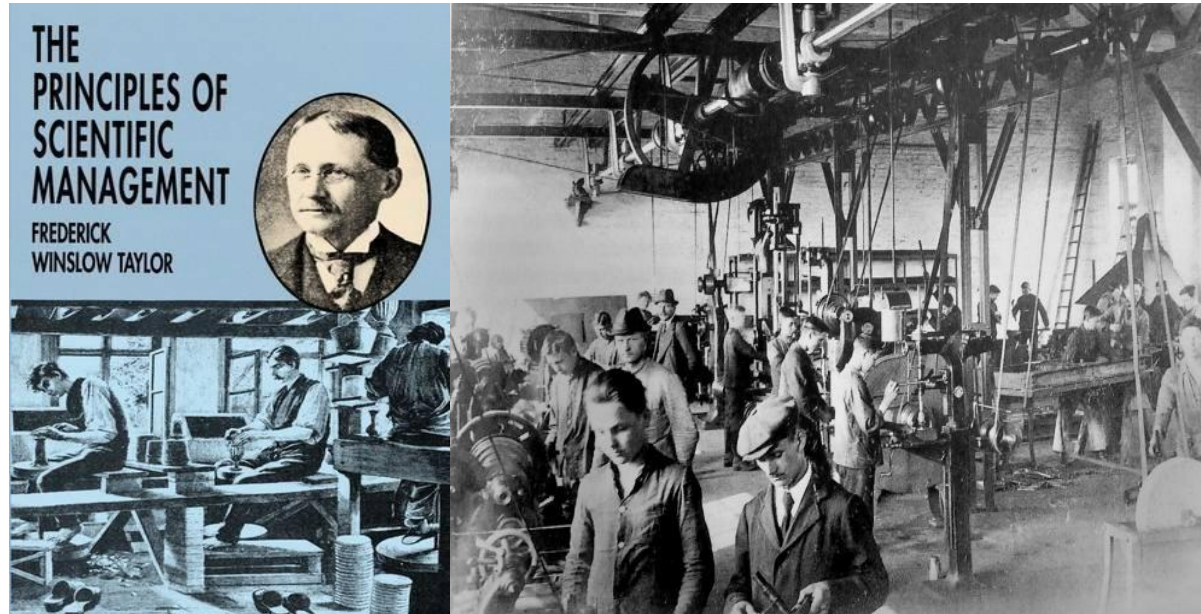
Early 19th century, organizations were...



“Classical perspective”

Principles of scientific management

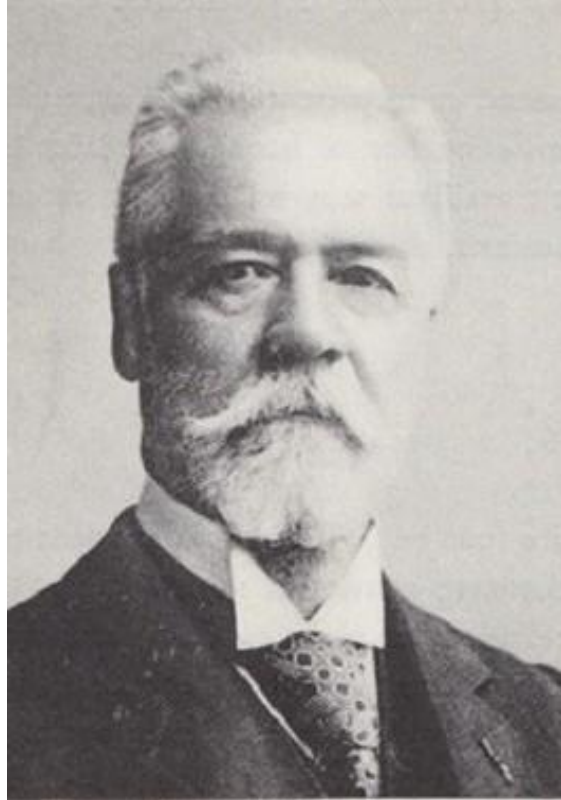
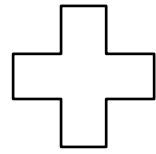
- Precise scientific study of individual situations
- Standardize procedures
- Select workers with the best abilities
- Provide output-based incentives



Administrative principles (Henri Fayol)

14 administrative principles that focus on the design and functioning of organizations as a whole.

- Unity of command
- Unity of direction
- Division of work
- Subordination of individual interests
- Discipline
- Remuneration



Bureaucratic
organizations

Limitations of the classical perspective (1)

Ignores the ‘human factor’

Hawthorne studies



Limitations of the classical perspective (2)

The classical perspective is based upon **closed-systems thinking**: it focuses exclusively on the organization, and gives minimal consideration to dependencies or forces that lie beyond the organization, i.e. the environment.

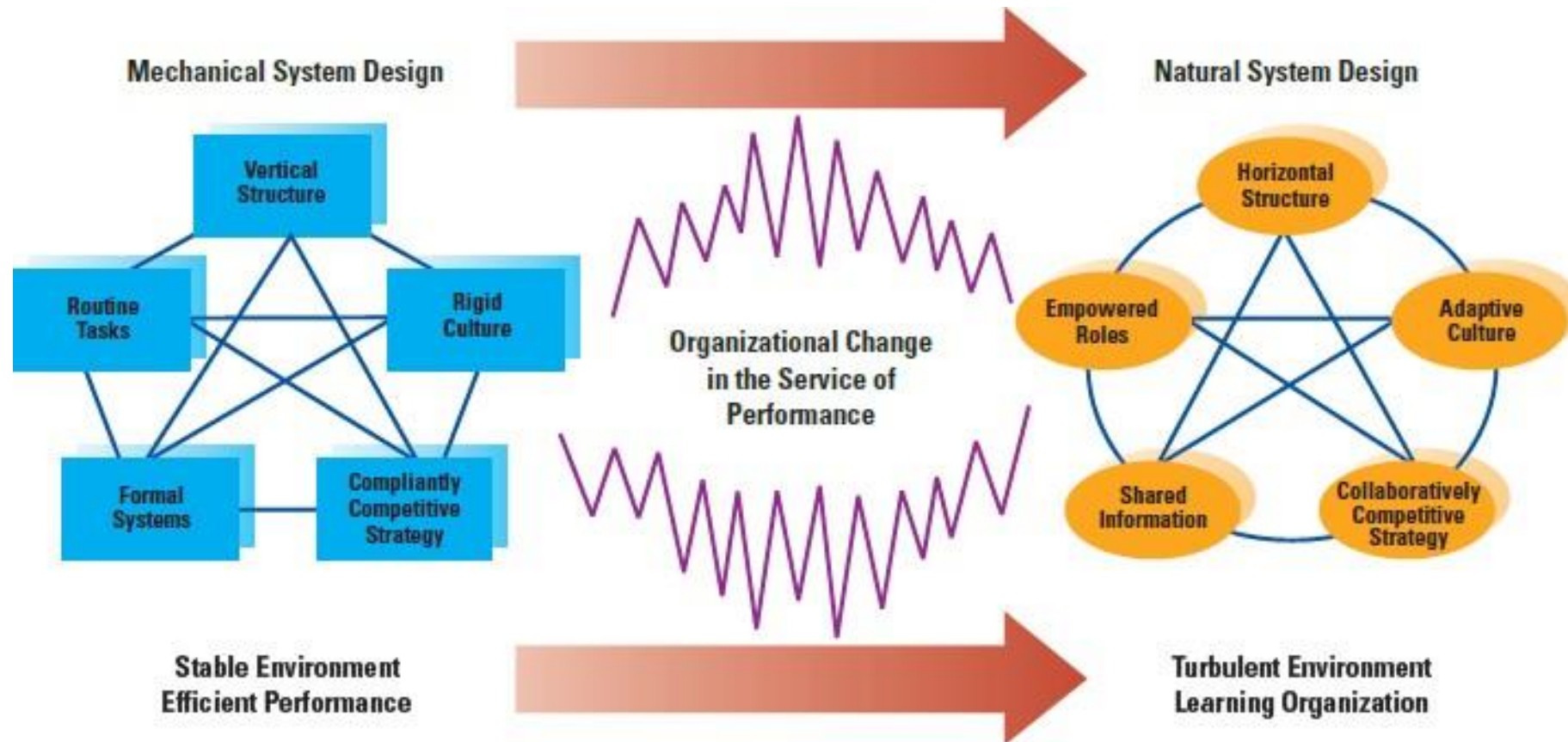
Open systems thinking:

Focuses on the boundary between the organization and its context. Key to survival is developing an organizational design that effectively manages the exchanges of raw materials, people, information/knowledge and products, across those boundaries.

Learning organization

- Promotes communication and collaboration
- Continuous experimentation
- Based on equality
- Culture that encourages adaptability and participation

From a bureaucratic organization to a learning organization



HBO roles in the society

- Teaching professional workforce
 - Creativity and critical
- Linking pin between research and practice, thus the name a university of applied sciences → we apply science in our vocation
- Knowledge application and Business Incubation
 - See Amsterdam Center of Entrepreneurship (ACE)
- Applied Research
 - See Centre of Applied Research in Economics and Business (CAREM)
 - See Centre of Market Insights (CMI)

HBO vs WO (Bachelor)

Year	HBO	WO
1	Foundation <ul style="list-style-type: none"> • Textbooks • Basic skills developments 	Foundation <ul style="list-style-type: none"> • Textbooks • Basic academic skills
2	Specialization <ul style="list-style-type: none"> • Textbooks • Real life cases 	Specialization <ul style="list-style-type: none"> • Textbooks (80%), academic articles (20%) • More academic skills
3	Specialization <ul style="list-style-type: none"> • Textbooks (50%), academic articles (50%) • Minor 	Graduation <ul style="list-style-type: none"> • Academic articles (100%) • Thesis • Internship (optional)
4	Graduation <ul style="list-style-type: none"> • Textbooks (20%), academic articles (80%) • Internship (compulsory) • Thesis 	N/A

HBO vs WO (Master)

HBO

Master of Science

NLQF/EQF 7 level (accredited by NVAO)

Experienced lecturers with Ph.D.

State of the art academic literature

State of the art methods, statistical techniques
and tooling

WO

Master of Science

NLQF/EQF 7 level (accredited by NVAO)

Experienced lecturers with Ph.D.

State of the art academic literature

State of the art methods, statistical techniques
and tooling

HBO vs WO (Master)

HBO

Serve practice

Apply knowledge, theory and methods

Professional skills

Inside regular business life

Program developed in close collaboration with practice

1 year

WO

Serve the academic community

Develop knowledge, methods and theory

Academic skills

Outside regular business life

Program developed in line with academic interests

2 years (research master)

HBO vs WO

Satisfies
curiosity

Finds answers to
'real life'
problems

Basic research

Applied research

Purpose:

- expand knowledge of processes of business and management
- results in universal principles relating to the process and its relationship to outcomes
- findings of significance and value to society in general

Context:

- undertaken by people based in universities
- choice of topic and objectives determined by the researcher
- flexible timescales

Purpose:

- improve understanding of particular business or management problem
- results in solution to problem
- new knowledge limited to problem
- findings of practical relevance and value to manager(s) in organisation(s)

Context:

- undertaken by people based in a variety of settings, including organisations and universities
- objectives negotiated with originator
- tight timescales

Case Lessen Proposal 2021

- NWA obligation to include HBO
 - Input from business partners
 - Output assessment
 - Applicability
 - Domain adaptation
 - Ethical consideration
 - Knowledge proliferation
 - Transparency and explainability
- 5 million budget, 1.3 for HvA, 2 PhDs (2*250k) + 1 Scientific Programmer (1*500k) + 300k for events coordination, knowledge proliferation, stakeholders relationship management.
- RL1: Conversational AI Development (Knowledge creation), UvA, RUN
- RL2: Conversational AI Domain Adaptation (Knowledge proliferation), HvA, LU, RUN
- RL3: Conversational AI transparency and security (Knowledge assessment), HvA, RuG, UvA

Netherlands – Indonesia Bilateral Relationship

- Research
 - KNAW Anticipation Grant Indonesia Netherlands
 - Open Science Meeting Indonesia – Netherlands
 - Week of Indonesia Netherlands Education and Research
- Education
 - International programs (UvA and UI)
 - Students exchange
 - Pre-master program (UvA, HvA, and Del)
 - Summer program (UvA and ITB)