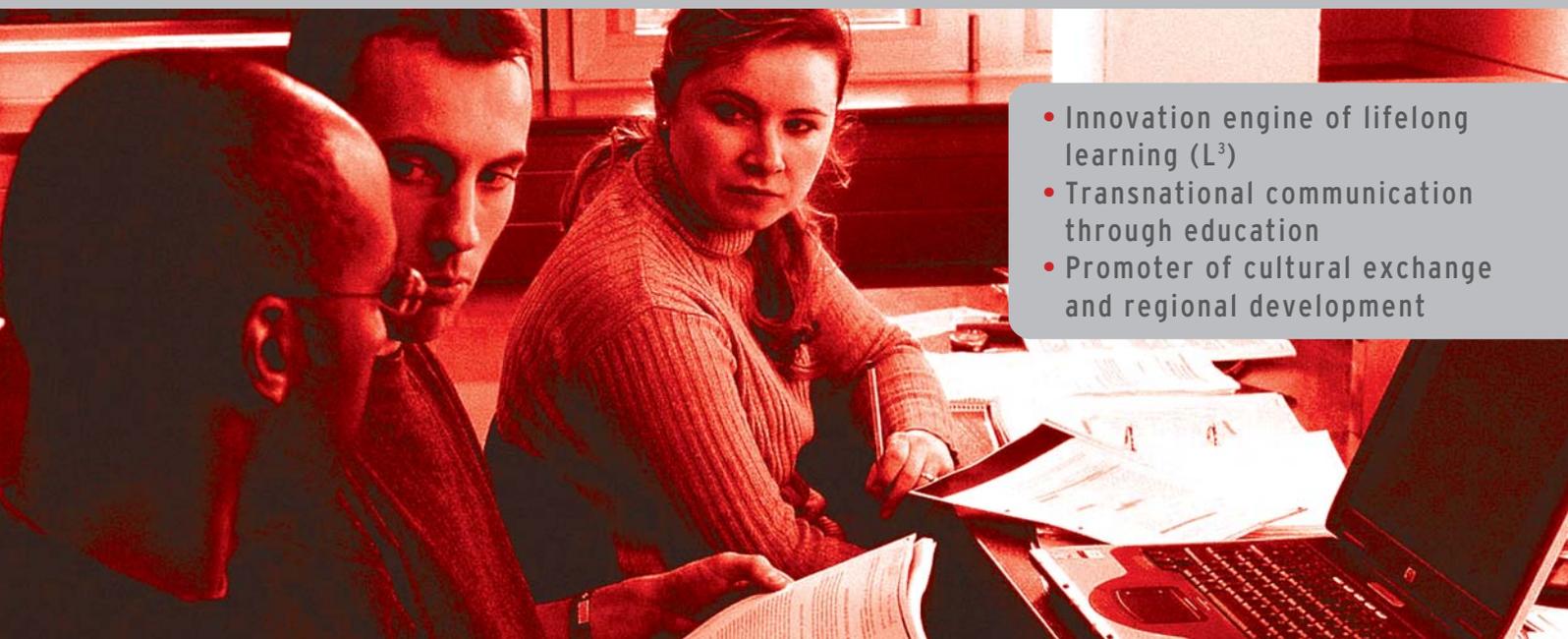


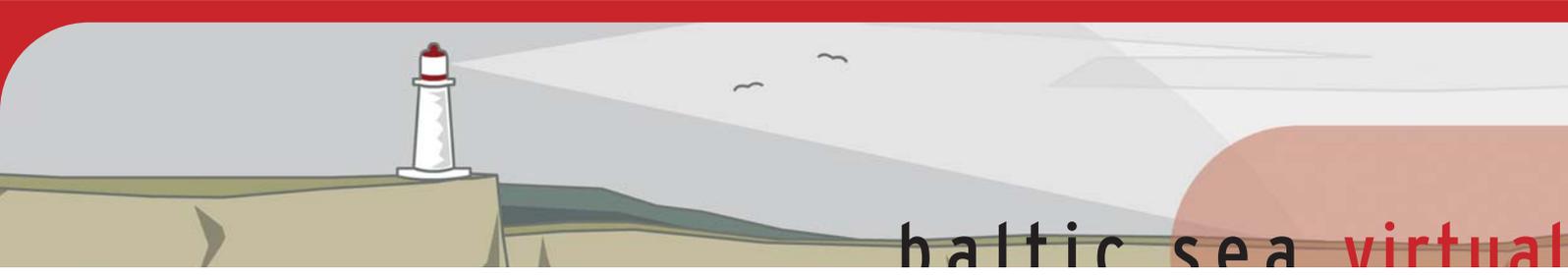


BSVC - Baltic Sea Virtual Campus

Pioneer in international product development in the field of e-learning



- Innovation engine of lifelong learning (L³)
- Transnational communication through education
- Promoter of cultural exchange and regional development



The European Vision

Mobilising the brainpower of Europe

By 2010 Europe is to be the most dynamic knowledge-based economic region in the world. To attain this objective, formulated by the European Council, colleges and

universities in particular must make the defining contribution: namely to generate and convey high-quality knowledge.

Boosting economic growth and social cohesion in Europe

The European Union is therefore calling on the actors in the regional and national education systems to utilise their potential more fully so that

- the quality and effectiveness of education and training can be improved

- access to education and training can be facilitated and simplified for everyone and above all
- it can be open to the world to a greater extent than ever before.

„European area of higher education“ - a vision driving the Baltic Sea Virtual Campus

„Knowledge and innovation are the engines of sustainable growth in Europe today, and universities are crucial for achieving the goals set out by the [...]

European Council“

Ján Figel', European Commissioner for Education, Training, Culture and Multilingualism

It is essential for the European education systems to be modernised and expanded. This takes place within the framework of what is known as the Bologna Process. A central component of the Bologna Declaration is the creation of a „European area of higher education,“.

The Baltic Sea Virtual Campus is guided by this vision. It converts the idea and goal of cooperation between universities from the entire Baltic Sea Area in a common virtual campus.

The philosophies of this university consortium are

- improved access to university education,
- improved quality of educational choices, geared inter alia to the changing demands of the labour markets and a greater internationalisation of the qualification opportunities.



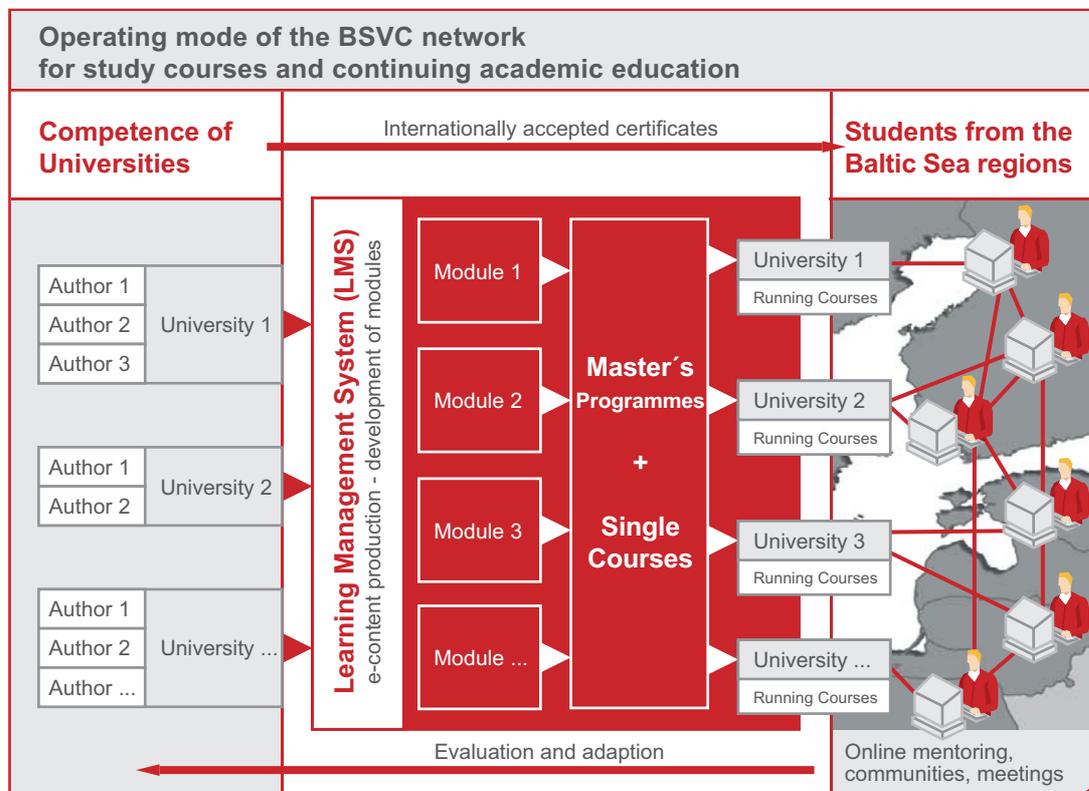
Supporting more attractive and competitive Regions

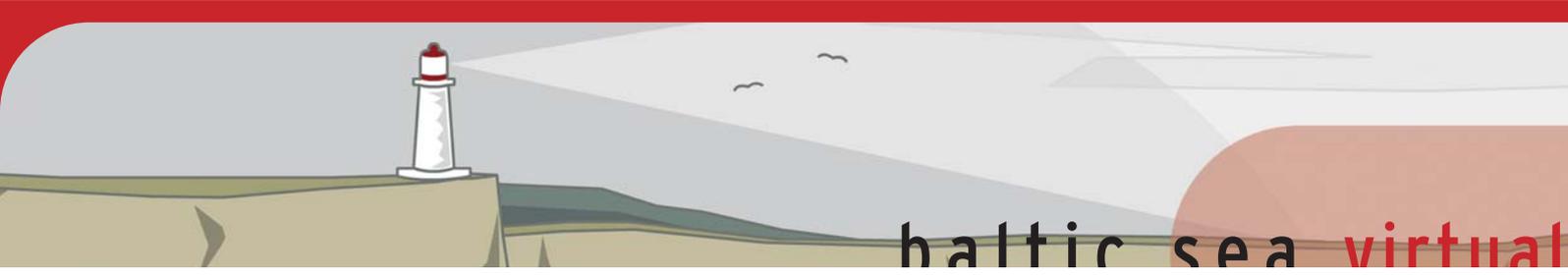
Within the framework of the Baltic Sea Virtual Campus (BSVC) the university partners work together to develop e-learning content for continuing academic education. Regional partners from business, non-governmental organisations and public administration are involved in this. The range of qualifications developed in this way is aimed at students and also employees in companies and public administrations throughout the Baltic Sea regions.

The use of innovative internet-supported technologies and learning content means that it is possible for more people than before

to obtain academic qualifications and to provide them with the necessary skills to be able to meet the requirements of a dynamic and international labour market. The BSVC also promotes intercultural exchange and prepares people for international cooperation in the Baltic Sea Area.

With the BSVC qualification structure, lifelong learning is supported in line with the requirements of the regions. The BSVC therefore contributes to the enhancing of the attractiveness and competitiveness of the regions.





„So far...“

„... first of all, it was the very convincing and trustworthy concept for the BSVC-project presented by Lübeck University of Applied Science and the University of Lund, that gave confidence to join the project.“

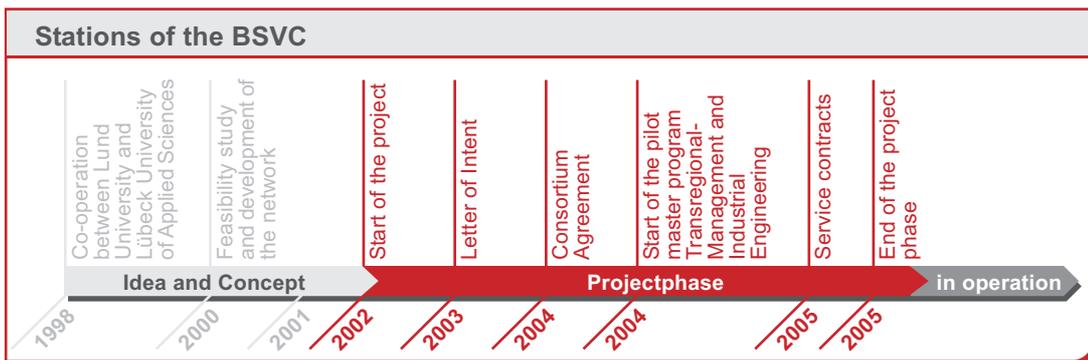
Peter Enevold, Tietgen Business School

The BSVC story began in 1998. Lund University and Lübeck University of Applied Sciences laid the foundation stone with their joint initiative. Following the results of a feasibility study, transregional cooperation was also first instituted at political level within the framework of the Baltic Sea Virtual Campus in 2001 with the agreement between the Region Skåne and Land Schleswig-Holstein. Work could now commence. The aim was common e-learning structures throughout the Baltic Sea Area. The political and economic conditions were good: the BSVC objectives in fact matched those of the European Union and enormous growth potential was evidenced for the market for academic education through e-learning.

An application to the EU for funding was granted, universities and regions were ready

to participate financially in the project. The financing was therefore assured. The project was given an organisational chart, the activities being divided into four work packages. With this structure all those involved had a solid basis on which to work together and all the ideas and solutions already accumulated could be collated, discussed, written out and put into practice.

As regards the language of the project, despite the fact that none of the parties involved is a "native speaker", it was agreed that it should be the smallest common denominator, English. This alone meant that boundaries had been overcome. Communicating and developing academic courses in a foreign language was considered after all to be an exciting challenge, albeit not without obstacles.



„Now ...“

„You learn how to handle differences and that within a potpourri of cultures, it is possible to highlight several ways of achieving the objective.“

Anders Järnegren, Lund

The project bore fruit. With Memoranda of Understanding, cooperation agreements through to the formation of an institutional university consortium, the legal framework was created not only for long-term cooperation but also for the implementation of a sustainable e-learning institution throughout the Baltic Sea Area.

With the BSVC it has been possible, in a way hitherto unique in the world, to create a platform which allows intercultural aspects

and scientific expertise from eight nations to be combined in academic courses and hence not only to provide education but over and above this to make a crucial contribution to international understanding and peace through intercultural cooperation. This form of teaching facilitates not only the use of modern technologies, but also their continuous improvement and further development. The entire Baltic Sea Area is to benefit from these developments.

Execution of the Consortium agreement

On 11 June 2004 the time had come. The rectors of the partner universities and representatives of the Region Skåne met in Lübeck, Germany, to sign the BSVC Consortium Agreement.

This lays down the rights and obligations of the project partners in the BSVC and contains general regulations, inter alia regarding the organisation of the collaboration and the handling of intellectual property rights. The agreement forms the basis for the collective management of the Baltic Sea Virtual Campus after the project phase and for the further development and realisation of joint online courses.



June 2004: Rolf Granow with First Mayor of Hamburg, Ole von Beust, and the Mayor of Lübeck, Bernd Saxe, at the Rectors' meeting in Lübeck

Official launch of the first BSVC Master's Programme TransRegionalManagement

3 September 2004 saw the official launch of the "TransRegionalManagement" (TRM) programme in Lund, Sweden, by the rectors of the universities of Lund and Lübeck. Heide Simonis, at that time Prime Minister of Schleswig-Holstein, and Uno Aldegren, Chairman of the executive committee of Region Skåne were also present.

The TRM pilot phase began in October 2004. In this phase the structure of the various course elements are to be tested with a view to them being offered as standard from October 2005.

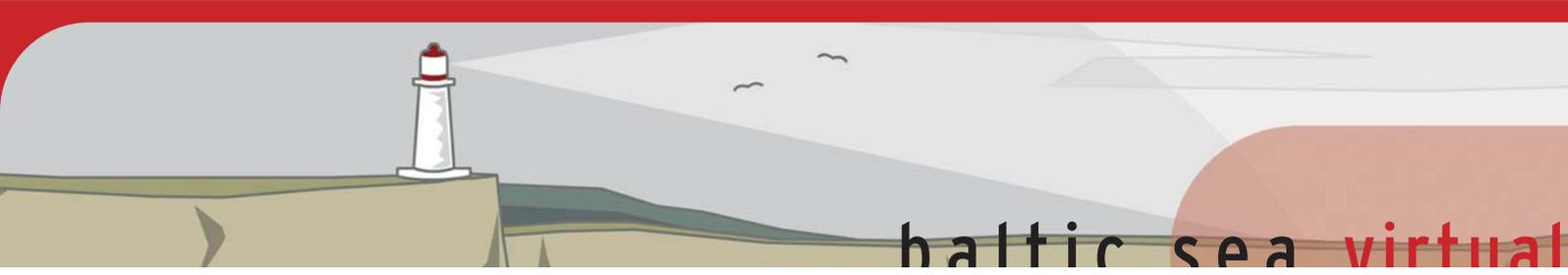
The aim of the Baltic Sea Virtual Campus of offering academic online courses is well on its way of becoming a reality.

TransRegionalManagement is the first course to be developed within the framework

of the BSVC. It is also the first study programme at the international level to be collectively designed completely transcending national borders.



September 2004: Heide Simonis, Uno Aldegren and Rolf Granow at the TRM launch



TransRegionalManagement - TRM

„The TRM-programme has a great potential. The contents of the modules are extremely interesting. A quite hard work remain for the managers of the course to insure that all the participants know what to do and why ...“

TRM student

„I was amazed at how well the group worked together as a team in spite of their quite different cultural and professional backgrounds.....this transnational learning automatically brings added value to intercultural expertise.“

Rolf Granow during the student's on-campus stage in Hamburg

The kick-off meeting for the TransRegional Management Master's programme took place between 30 September and 3 October 2004 at the West Pomeranian Business School in Szczecin, Poland. At the meeting the pilot students met their lecturers and fellow students for the first time, allowing them to get to know each other before communicating and interacting with each other mainly online in the coming months.

The TRM student group was a varied mix with different backgrounds in terms of experience. Approximately half were from the private sector, working in fields such as culture and tourism, the other half predominantly working in public administration.

The meeting was considered by all involved to be a complete success. The Polish media showed a great deal of interest in the event. Inter alia, Polish television held an interview with Uwe Bittermann. Alongside Anders Järnegren, Lund University, Uwe Bittermann

was responsible for the development and co-ordination of TransRegionalManagement.

There were several workshops and fora at which the students were given a first impression of the study content and were able to ask questions. The 30 pilot students are from different professional spheres and countries participating in the BSVC. The kick-off meeting was thus an opportunity for international exchange for students and lecturers.



Industrial Engineering - IE

"For me the online course offered me the opportunity to both consolidate the subject matter of my first course of study and also an international orientation, merely by the use of the English language."

IE student

The pilot phase of the „Industrial Engineering“ (IE) Master's programme which resulted from the BSVC has been running since November 2004. IE was developed jointly in cooperation between international universities from the Baltic Sea region.

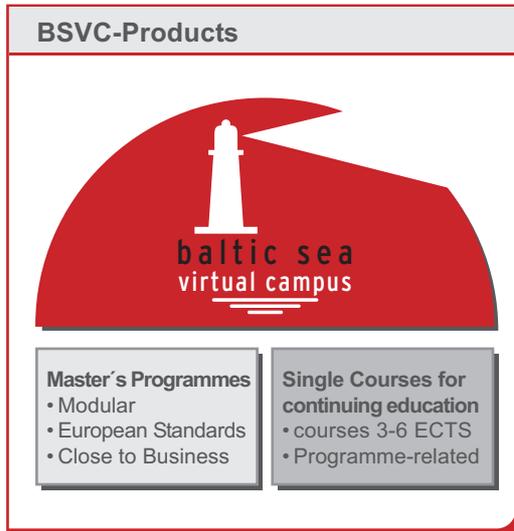
The graduates are qualified irrespective of the industry, for management positions in the fields of technology and management in industry or for their own company.

Placements and practical work in other European countries help consolidate linguistic skills and the cross-national transfer of knowledge. The students are given an

insight into various companies and production processes and consolidate their knowledge in international business.



The main results of the project work are



- Implementation and pilot run of a technical platform for university e-learning opportunities to be used by the partners in the project and other universities of the Baltic Sea Area
- Formation of a „Baltic Sea Virtual Campus“ consortium for the development of online courses in modular form and based on the European Credit Transfer System (ECTS)
- Joint development and pilot run of a „Trans Regional Management (TRM)“ Master's Programme
- Conception and implementation of a business model to provide a sustainable institutional framework for the BSVC

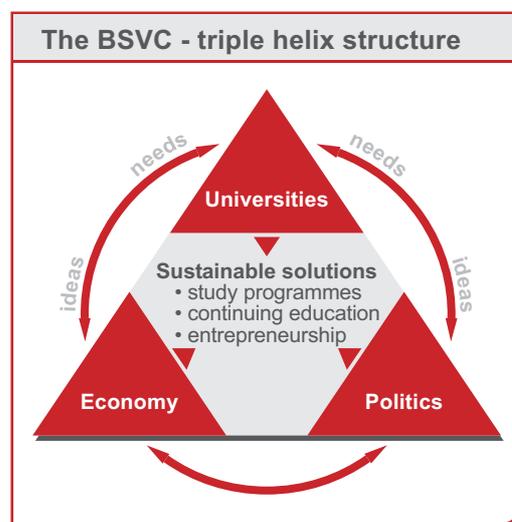
... outlook

The „Baltic Sea Virtual Campus“ will lay in future the emphasis more and more on the co-operation between:

- the politics (regional co-operations),
- private and social partners (trade unions, trade associations) and
- the public higher education institutions (regional universities).

In the future it will be the aim of the BSVC to intensify the integration of more actors and organisations in the regions to take more advantage from the BSVC experiences and offers. The ongoing integration of triple helix partners into the BSVC is considered as crucial. The partners from public, private and academic sectors will define commonly

their roles in the BSVC for organisational learning and knowledge-driven economy and ensure the supply of demanded skills.



Source: Rolf Granow, presentation November 2003, Malmö



baltic sea virtual campus

We are an international consortium

A network of partner universities and regions has been built up from almost all the countries of the Baltic Sea region.



- Sweden** Region Skåne
Lund University
Kristianstad University
- Germany** Hamburg University of Applied Sciences
Lübeck University of Applied Sciences
Kiel University of Applied Sciences
- Denmark** Tietgen Business College (Odense)
- Finland** Levón Institute, University of Vaasa
- Latvia** Riga Technical University
- Lithuania** Vilnius University
- Poland** Gdansk University
West Pomeranian Business School
- Russia** Kaliningrad State University



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