

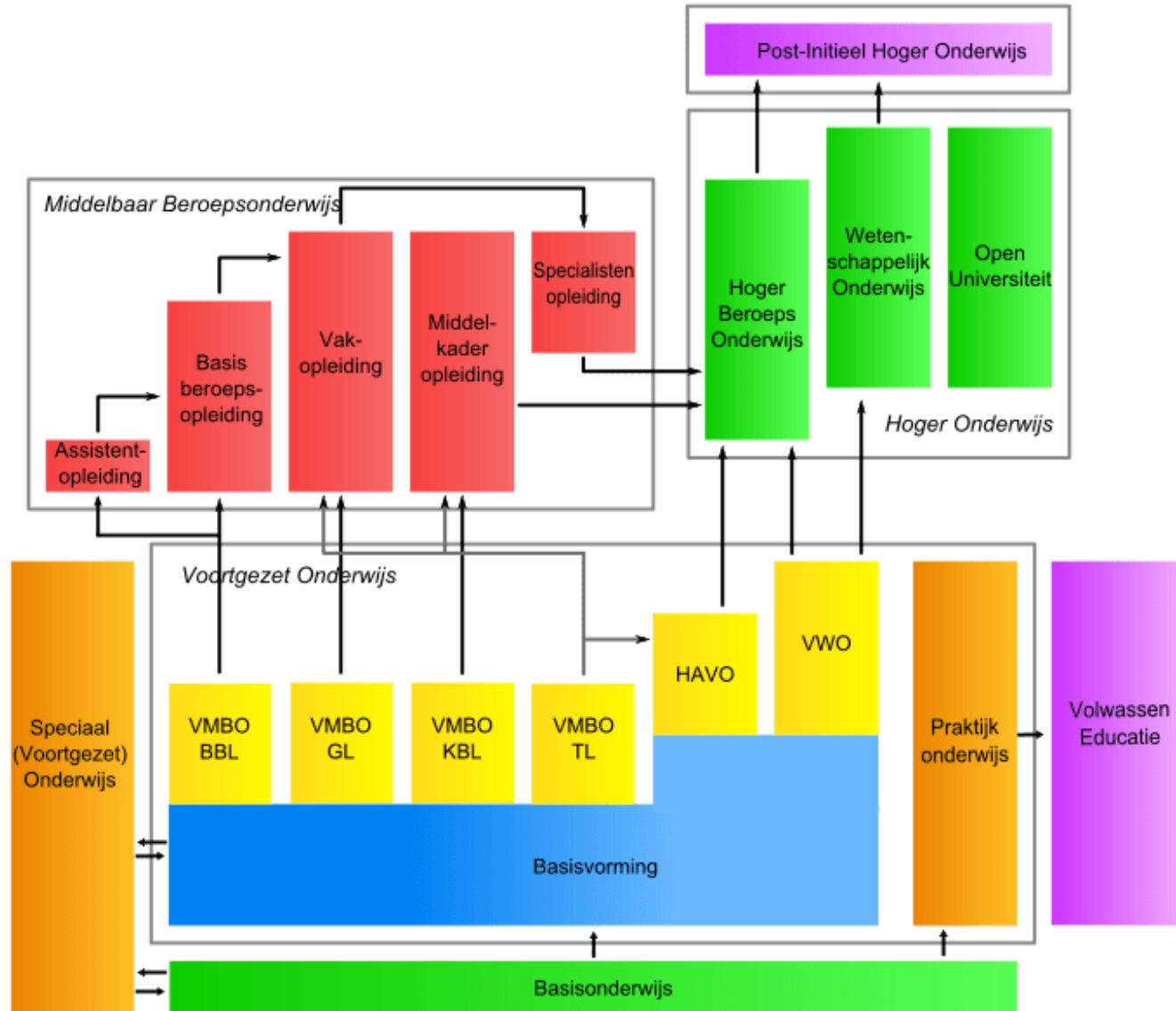
Pendidikan Tinggi di Belanda

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

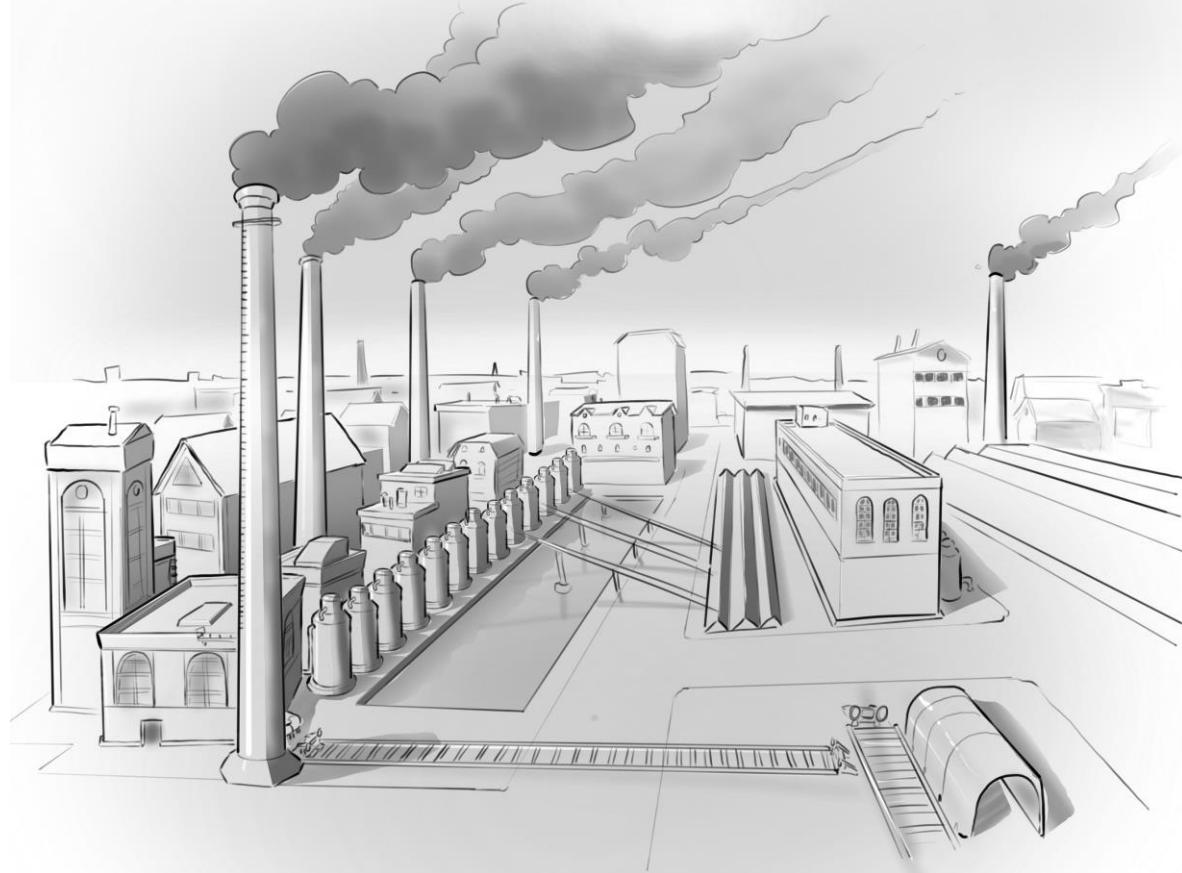


How do we determine the trajectory

- 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)

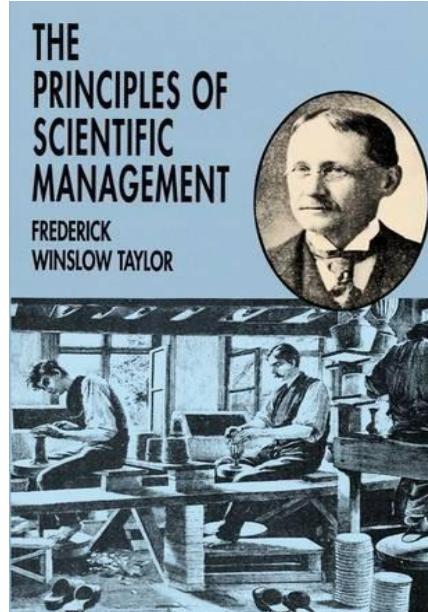
Early 19th century, organizations were...



“Classical
perspective”

Principles of scientific management

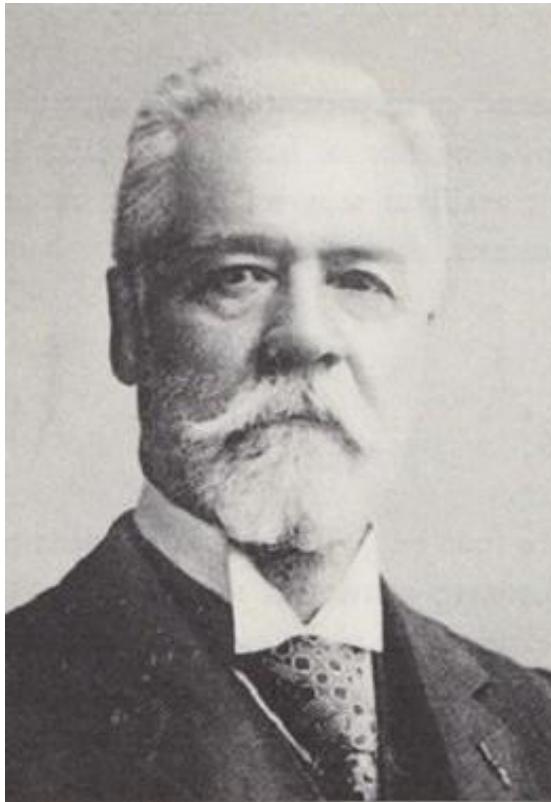
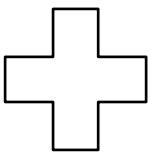
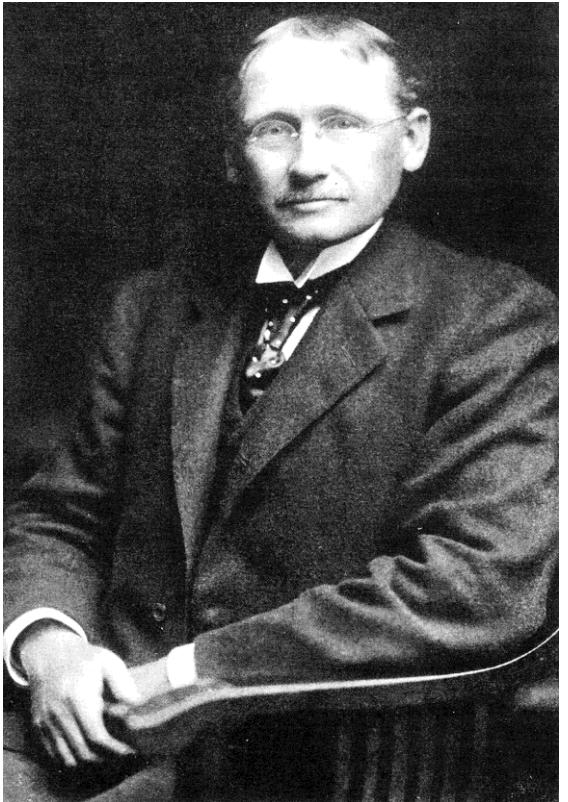
- Precise scientific study of individual situations
- Standardize procedures
- Select workers with the best abilities
- Provide output-based incentives



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.

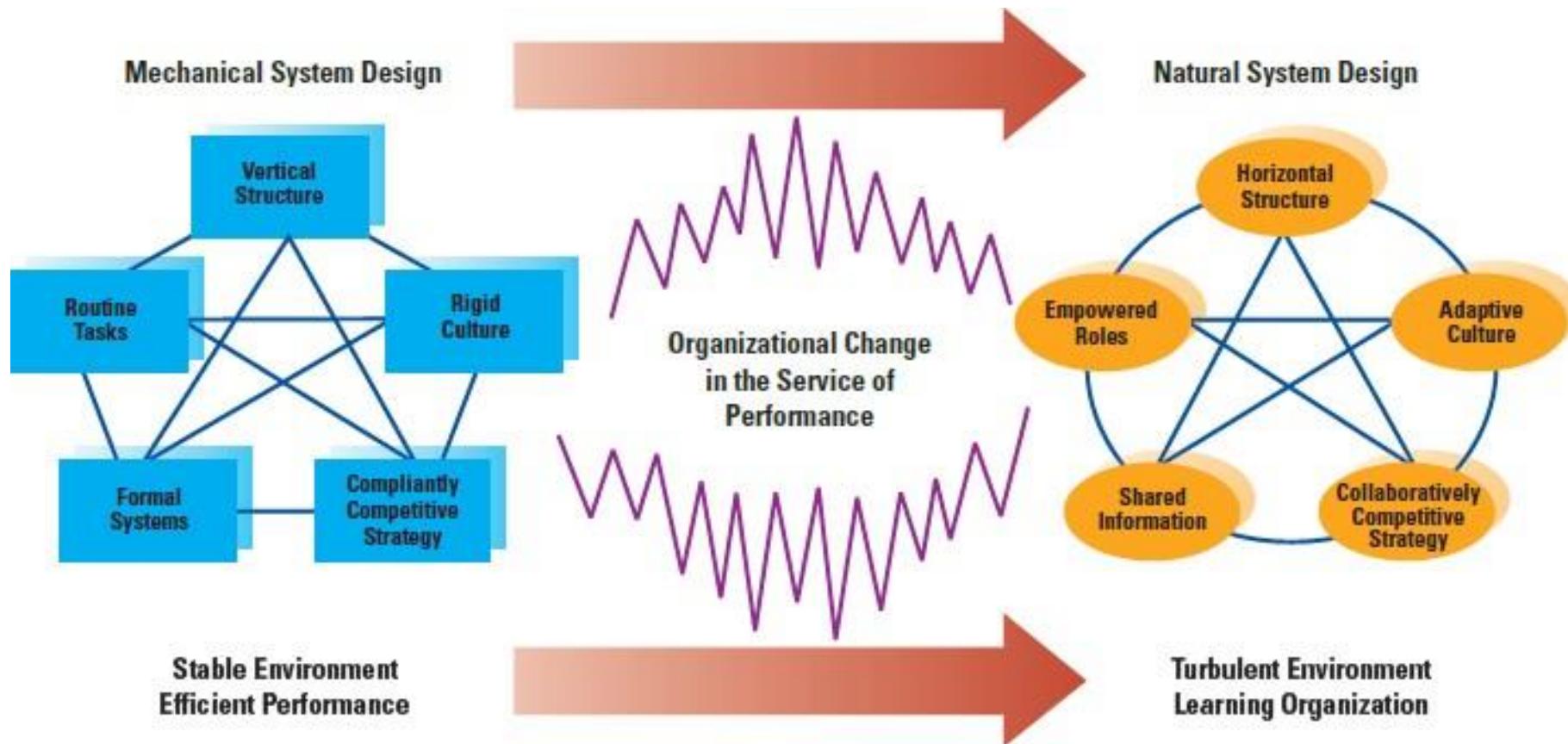
Open systems thinking:

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.

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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

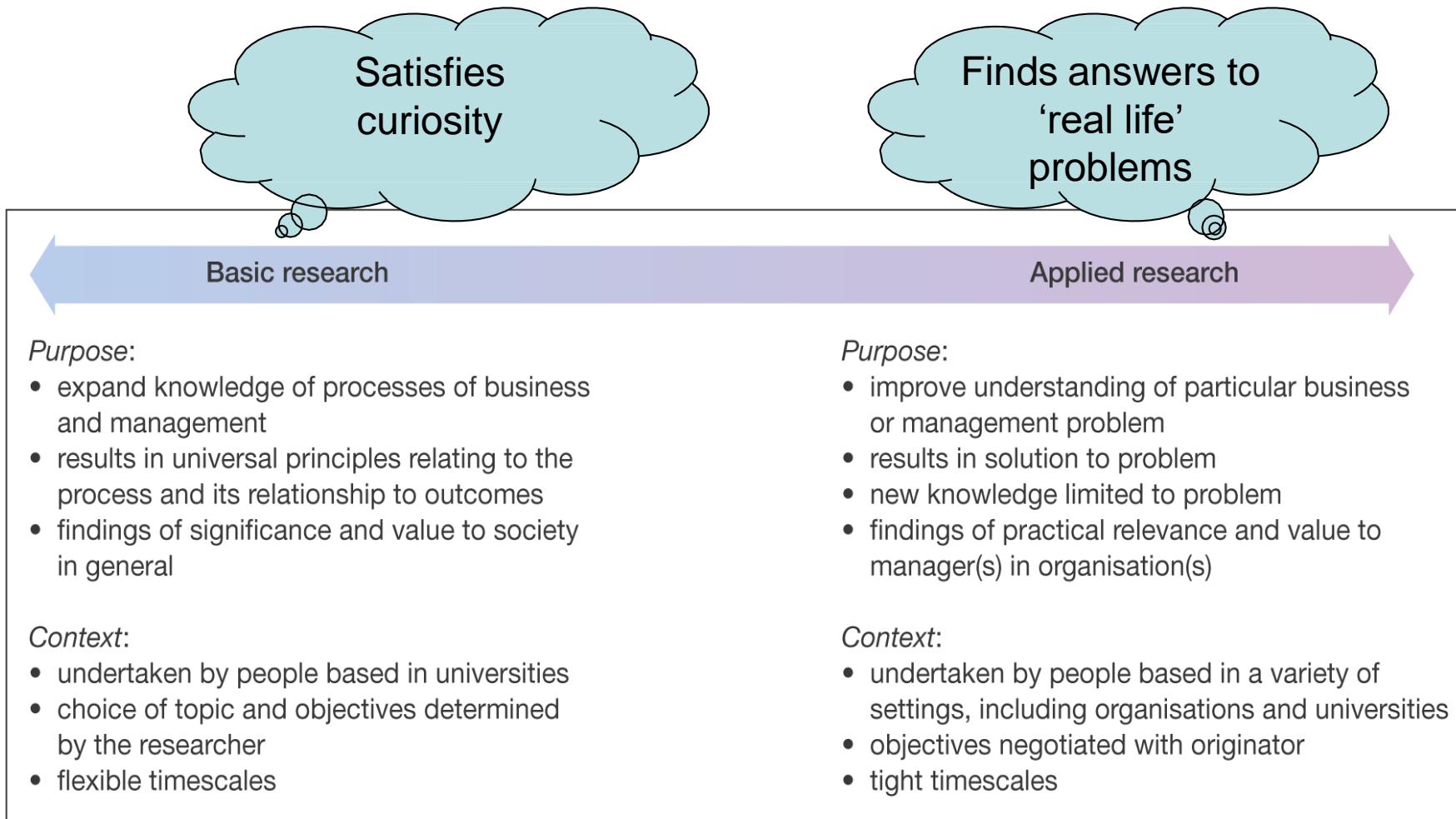
Academic skills

Outside regular business life

Program developed in line with academic interests

2 years (research master)

HBO vs WO



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)