

# NEWS@NYENRODE



JULY 2011

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## News

### Career event 2011

During the Career Event 2011, to be held on 7 September, companies can meet 120 graduating students of the MSc in Management program and the International MBA program. Rooms will be available for interviews with students. There will also be an interactive business café facilitated by Lena Olivier, the head of LinkedIn's Hiring Solutions. Special attention is devoted to online presence and social media strategies that can make a connection with Generation Y. For more information, see the [website](#) or send an email to: [cs@nyenrode.nl](mailto:cs@nyenrode.nl).

### Seminar on Tightening the CO2 Objective while Achieving Economic Growth

On 8 June, the European Climate Foundation and Nyenrode held a seminar on the possibility of tightening the CO2 objective while at the same time achieving economic growth. This was prompted by the study called 'A New Growth Path for Europe', carried out by various academics from leading European universities, showing that this combination is certainly possible. The report was produced on behalf of the German government, and it was presented to the European Commission in March. The United Kingdom and France agree with this opinion. The manner in which the Netherlands deals with this issue was discussed during the seminar. Co-researcher Roland Kupers of Oxford University (who is also associated with Nyenrode) was one of the speakers. Speakers in the debate included economist Pieter Boot, who is associated with the Planning Bureau for the Living Environment, the former CEO of the European Climate Foundation, Stientje van Veldhoven, a D66 member of the Netherlands parliament, and innovation advisor Niels van der Stappen.



### Alumna Babouschka van Bilsen wins Young Professional of the Year Competition

MSc in Management alumna Babouschka van Bilsen has won the Young Professional of the Year 2011 competition. She works for IBM. Her prize is a scholarship of €15,000 that she can use for participating in a program at Nyenrode. The selection criteria for the Young

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Professional of the Year competition include audacity, capacity for reflection, perception of responsibility and vision. This year's theme was 'Mind the Gap'.

### **Nyenrode and NIMI start PhD Program in Chengdu, China**

Nyenrode's Europe China Institute and the Nordic International Management Institute (NIMI) are starting a PhD program in Chengdu, China, for executives involved in business management. Both NIMI and Nyenrode are already active in that region.

Nyenrode is providing the practical supervision for the PhD program. NIMI is responsible for the marketing, facilities and faculty support on site. This initiative will enable the institutes to expand their knowledge regarding business management in China. Furthermore, Nyenrode will thereby make the university more accessible to Chinese postgraduate students. [Read more](#) (in Dutch)



### **Collaboration Hungary-Netherlands in interim managers program**

On 22 and 23 June, 15 Hungarian interim managers came to Nyenrode. The interim management program they attended was concluded with a seminar. The introduction speech at the seminar was held by Prof. Dr. Leo Witvliet LL.M. After that, Peter Beerten (chairman VCV Kring Interim Management) shared a case study with the participants. The entire program consisted of eight modules that were largely taught at the Interim Management Academy in Budapest, Hungary. Nyenrode, which has much international experience in this area, contributed to the development of the curriculum. Prof. Dr. Jacques Reijniers MBA, beside developing the program, taught the first module in Budapest. [Profile Jacques Reijniers](#)

### **Insight Articles**

[The Unwritten Rules of the Supervisory Board](#)

### **Program News**

#### **Goodbye during alumni day YMP-Leadership Development Program**

On the alumni day on 30 June, we said goodbye to two familiar faces from the YMP program, Marjan Lubbers MSOD and Elvira IJkema. They will remain working at Nyenrode in other capacities. The new program manager is Kathelijn Geerts MSc, while Tamara ter Steege is now the program coordinator. The program's name has been changed to Leadership Development Program (LDP). The program is designed for managers and professionals who have the ambition to grow towards a management function with wider responsibilities. For more information on the Leadership Development Program (in Dutch), visit: [nyenrode.nl/ldp](http://nyenrode.nl/ldp)



#### **Nyenrode & RTL Z Masterclasses on the Power of TV and Cloud Computing**

Two Nyenrode & RTL Z Masterclasses were held at the end of June. The first, on 23 June, was on the theme of the power of television. The topics covered included the development of TV program production over the years, getting a feel for the wishes of viewers and the power of the viewer. Speakers included William Uricchio (MIT/University of Utrecht), Matthias Scholten (Content Director for RTL Nederland), Erland Galjaard (Program Director for RTL Nederland), and Antoinette Hertsenberg of Tros Radar. [Movie](#) (in Dutch)

On 27 June, Nyenrode and RTL Z held a masterclass on cloud computing. This development promises to bring businesses lower IT costs, better scalability and improved flexibility. Futurologist Paul Ostendorf and Theo Rinsema, the General Director of Microsoft Netherlands, featured among the speakers at the event.

On 28 September another Nyenrode & RTL Z Masterclass will take place: Energy in debate. More information (in Dutch): <http://www.rtl.nl/service/masterclasses/home/>

### **New Nyenrode MBA Program for Business in the Public & Private domain**

A new Nyenrode MBA program is to strengthen business in the field of public and private cooperation. The 'Executive MBA in Public & Private' will start in September. Nyenrode Business Universiteit intends to use the course to help improve cooperation between the public and private sectors. [Read more](#) (in Dutch)

### **Accountancy Students attend Classes via Video Conferencing**

In a lecture on corporate governance on 10 June, seventy students of Nyenrode's Accountancy program experienced a new method of teaching: via video conferencing. Thanks to the video conferencing facility, students at a variety of locations were able to follow the lesson delivered in the IT PerformanceHouse at Zwolle Football Stadium. They were also able to pose questions directly. This method of education means that students do not need to travel so far, which fits in with Nyenrode's sustainability objectives. You can read more (in Dutch) at <http://www.landstede.nl/organisatie/nieuws.asp?id=2972>

### **Executive Session New Board Program 2011**

"Shareholder or stakeholder, who comes first?" was the theme of the Executive Session 2011 of the New Board Program (NBP), held on 23 June and chaired by Prof. Fred Lachotzki. This year the program is celebrating its 5th anniversary. Over 80 NBP participants discussed this subject with guests including Peter Bakker (former CEO of TNT) and Anne Kvam (Norges Bank Investment Management). Tex Gunning (Akzo Nobel) and Jan Maarten Slagter (VEB) were interviewed on video. Discussions between the participants continued during the break-out sessions. Anne Kvam, Prof. Fred Lachotzki and Prof. Steven Schuit took part in the closing panel discussion. A detailed report on the day's proceedings is available from the Director of the New Board Program, Marjan Lubbers MSOD, who can be reached at: [m.lubbers@nyenrode.nl](mailto:m.lubbers@nyenrode.nl).



### **First Award for Healthcare Entrepreneurs**

Monique Zandbergen (ING), Jan Sweben (VvA) and Gerald Pandry (Medimark) are the winners of the first entrepreneurship award, which was awarded during the Healthcare Entrepreneurship Masterclass. The winners will receive guidance in working out their plan to establish a 'lifecycle wellcare center'. Nyenrode has recently recruited Loek Winter as a professor in the field of Healthcare Entrepreneurship.

### **Administrative Course (bestuurscourse) for Executive Pensions Program**

In the framework of the Executive Pensions Program, a course on administration (bestuurscourse) will be held on 27 - 28 September. Nyenrode hopes that this course will contribute to the professionalization of the administrative side of the pension funds. [Read](#)

[more](#) (in Dutch)

### **Entrepreneurship Award 2011**

On 16 July, the students of the Full-time MSc in Management program competed for the Entrepreneurship Award 2011. The students had to form groups and put forward a business plan. Their plans were judged by a group consisting of eight private investors, four bankers from Rabobank, two entrepreneurs from the Nyenrode Business Accelerator, and fellow students. The members of the winning team were Job den Hollander, Jos Langens, Teun Roobol, Manus Weber and Michiel Weijers.

### **A Festive End to Course 22 of the Advanced Management Program**

AMP22 ended on 20 June with a celebratory dinner in Nyenrode's rose garden. In the Advanced Management Program state-of-the-art business management knowledge is combined with a focus on the inspiring leadership qualities of the participants. Program director Prof. Dr. Danielle Zandee is also Professor of Sustainable Organizational Development at Nyenrode. She sees AMP as an excellent platform where participants can explore sustainable enterprise. Some of the topics the program addresses are globalization, sustainable marketing and "changing the other way". AMP23 will start at the end of September. For more information (in Dutch), visit: [www.nyenrode.nl/amp](http://www.nyenrode.nl/amp).

### **Seminar Materiality & Risk Assessment**

In the intensive Master's thesis program 'Materiality and Risk Assessment', 24 students wrote theses on a number of key aspects of accountants' audits: determination of materiality, risk assessment in the audit, and dealing with audit differences. The seminar "Materiality & Risk Assessment" is linked to this thesis program and will be held on Friday, 8 July. The initial results will be presented during the seminar. The lecturers are Barbara Majoor, Niels van Nieuw Amerongen and Joost van Buuren, plus the students with the best theses. [Read more](#) (in Dutch)

### **Faculty**

#### **Lineke Sneller Professor of Accounting Information Systems**

Dr. Lineke Sneller has been appointed to the post of Professor of Accounting Information Systems with effect from 1 April. She will devote special attention to the subject of IT Value. The appointment bears witness to the growing interest in information technology and the financial and non-financial benefits that can be gained with IT. Among other issues, Sneller will focus on how IT can be used most effectively in businesses and other organizations. In addition to her work at Nyenrode, Lineke Sneller is CIO at Vodafone. [Read more](#) (in Dutch)



#### **Barbara Bier appointed Professor of Corporate Law and Corporate Governance**

With effect from 1 June, Prof. Dr. Barbara Bier has been appointed as Professor of Corporate Law and Corporate Governance at Nyenrode Business Universiteit. She will devote her attention to the legal aspects of Corporate Governance and company law. In addition to her appointment with Nyenrode, Bier is associated with the Stibbe law practice of counsel. She was a partner and a solicitor in the corporate law section of the practice until the end of 2009. [Read more](#) (in Dutch)

### **Inaugural lecture by Mijntje Lückérath on Self-evaluation by Supervisory Boards**

In her inaugural lecture on 8 June, Mijntje Lückérath, Professor of Corporate Governance, called for the adoption of a rigorous, mandatory and more formal system of self-evaluation by Supervisory Boards in the Corporate Governance Code. Such an evaluation should be supervised once every three years by an external facilitator. In this way, the control over the unwritten rules - the customs of the boardroom - would be improved. You can read an interview with Mijntje Lückérath on the subject of her speech [here](#). [Press release](#) (in Dutch)



### **Research & Publications**

#### **China Structural Development Monitor 5-year Plan boosts Confidence of Chinese Middle Class**

The China Structural Development Monitor (CSDM) has shown that the Chinese middle class has confidence in the future, based on the government's 12th five-year plan. In particular, the plan's effects on social security in general are perceived much more positively than was apparent on the basis of previous surveys. The CSDM is a monitoring survey carried out four times per year by Nyenrode's Europe China Institute for pension executor and asset management corporation Mn Services.

#### **Research Seminar: 'The Use of Business Risk Audit Perspectives by Non-Big 4 Audit Firms'**

On 7 July Nyenrode will hold a research seminar on the topic of 'The Use of Business Risk Audit Perspectives by Non-Big 4 Audit Firms'. The speakers will be Joost van Buuren, Klaus-Peter Feld (Institut der Wirtschaftsprüfer, Germany), Christopher Koch (University of Mannheim), Barbara Majoor, Niels van Nieuw Amerongen, Stuart Turley (University of Manchester), Arnold Wright (Northeastern University, Boston) and Sally Wright (University of Massachusetts, Boston). You can register via Bianca van Brink: [b.vdbrink@nyenrode.nl](mailto:b.vdbrink@nyenrode.nl).

### **Campus and Alumni**

#### **Nyenrode Team best in Europe in "20 sur Vin" Competition**

The final of the "20 sur Vin" competition was held on 17 June at Château Lafite Rothschild in Pauillac, France. The competition was entered by teams from leading business schools: SKEMA Business School (Lille), Sciences Po (Paris), Wharton School, Harvard Business School, the Chinese University of Hong Kong, the NTU Wine Society (Singapore), Cambridge University and Nyenrode Business Universiteit. The Nyenrode team consisted of Benjamin Guichelaar, Madelon Hartholt, Gert-Jan Binnenmars and Michel van den Bosch, all members of the Dionysos Wine Club. The competition was won by Harvard, with Nyenrode as the best European team. The winners were announced by Baron de Rothschild in person.



#### **Nyenrode sponsors Team in Alpe d'HuZes**

On 9 June, as part of the Alpe d'HuZes event, 4,000 cyclists ascended the French mountain Alpe d'Huez. Among others, Nyenrode sponsored Mirjam and Robert Bos, who have respectively conquered the mountain three and six times. All revenues from the Alpe

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d'HuZes event go directly to KWF Kankerbestrijding, a Dutch cancer charity. The aim of the event was to raise €20 million for scientific research.

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