



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



# **Call for Applications**

## **2022 International Alumni Conference**

**Fostering University Business Collaboration for Employability Promotion**

**Leipzig, September 19 – 21, 2022**

The SEPT Competence Center for Small and Medium-sized Enterprise Promotion and Training at Leipzig University is pleased to invite you to this year's International Alumni Conference with a focus on "Fostering University Business Collaboration for Employability Promotion" (Leipzig, September 19 – 21, 2022). The conference is a collaboration between the MA program in Development Management (MADM; The Institute of Development Research and Development Policy - IEE; Ruhr University Bochum) and the MA program in International and Development Economics (MIDE; HTW Berlin)

During the conference, we will combine formal presentations with hands-on workshops, where participants will be working together on formulating a common position on a range of business collaboration for employability promotion and the role of higher education institutions (HEIs) in this context. This event is designed to maintain or regain contact with Alumni who have graduated from different programs related to small and medium-sized enterprises, development economics, and related branches.



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## Day 1 – Conference – 19.09.2022

<b>Registration</b>		<b>09:30 – 10:00</b>
<b>Welcome</b>	Prof. Dr. Utz Dornberger, Leipzig University Prof. Dr. Thomas Lenk, Vicerector, Leipzig University	10:00 – 10:10
<b>Keynote</b>	Future Trends in Internationalization of Businesses Prof. Dr. Robert Kappel (tbc)	10:10 – 11:00
<b>Plenum</b>	International Start-up Campus – a new Model of University Business Linkages Gunnar Kassberg & Steve Uhlig, Leipzig University	11:00 – 12:00
<b>Lunch Break</b>		12:00 – 13:30
<b>Workshops</b>	Best Practice Presentations and Idea Development: <ul style="list-style-type: none"> <li>• Transfer Structures at HEIs for Employment Promotion</li> <li>• Competencies of University Lecturers for Employability Promotion</li> <li>• Role of Business Chambers/Association in Graduate Employability Promotion</li> </ul>	13:30 – 15:30
<b>Get together for Alumni</b>		16:00

## Day 2 – Concept Development – 20.09.2022

<b>Welcome</b>	Prof. Dr. Utz Dornberger, Leipzig University	<b>09:00 – 09:10</b>
<b>Plenum</b>	Best Practices in University Business Linkages <ul style="list-style-type: none"> <li>• Export Manager Advanced Training – Gunnar Kassberg, Leipzig University</li> <li>• Online Marketing Challenge – Steve Uhlig, Leipzig University</li> <li>• Process Living Lab – Alireza Ansari, Leipzig University</li> </ul>	09:10 – 10:30
<b>Break</b>		10:30 – 11:00
<b>Plenum</b>	Successful Internationalization Cases from our Alumni <ul style="list-style-type: none"> <li>• Case 1 – tbc</li> <li>• Case 2 – tbc</li> </ul>	11:00 – 12:00
<b>Lunch Break</b>		12:00 – 13:30
<b>Plenum</b>	Combining Project Ideas for Concept Development: <ul style="list-style-type: none"> <li>• Transfer Structures at HEIs for Employment Promotion;</li> <li>• Competencies of University Lecturers for Employability Promotion;</li> <li>• Role of Business Chambers/Association in Graduate Employability Promotion</li> </ul>	13:30 – 16:00
<b>SEPT 30 Years Party</b>		17:00

## Day 3 – Resource and Planning Day – 21.09.2022

<b>Keynote</b>	<b>Future Trends in UBL Development</b> Prof. Dr. Jürgen Bode (tbc)	<b>09:00 – 09:30</b>
<b>3 parallel Workshops</b>	Resource Planning: <ul style="list-style-type: none"> <li>• Transfer Structures at HEIs for Employment Promotion;</li> <li>• Competencies of University Lecturers for Employability Promotion;</li> <li>• Role of Business Chambers/Association in Graduate Employability Promotion</li> </ul>	09:30 – 12:00
<b>Lunch Break</b>		12:00
<b>Plenum</b>	Presentation and Discussion of Developed Concepts	13:30 – 15:30
	Planning Follow-up activities	15:30 – 16:00
<b>Closing Session</b>	Prof. Dr. Utz Dornberger, Leipzig University	16:00 – 16:30
<b>Visit</b>	<b>Visiting Transfer-oriented Research Centers at Leipzig University</b> Logistics Living Lab or Innovation Centre for Computer-Assisted Surgery	16:30 – 18:00
<b>November/ December 2022 (Dates tba with Project Teams)</b>	Online Coaching Sessions <ul style="list-style-type: none"> <li>• Objective: To enable Alumni to design, write, plan and budget a promising project proposal according to international standards based on the concepts developed in the Future Workshops</li> </ul> Planned: 3 Coaching sessions with each Project Team	



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## Proposal Submission

This call addresses particularly alumni of the programs MA in Development Management (MADM); MA in International and Development Economics (MIDE), and Small Enterprise Promotion and Training Program (SEPT).

SEPT and its collaboration partners invite alumni practitioners that are related or work in

- University-Business collaborations;
- any kind of University Business Linkages (UBLs);
- any successful case of internationalization of your own business or of one in which you have been actively involved

Special focus should be given to the three workshop topics (the final titles might be subject to change pending the submitted alumni applications):

- Transfer Structures at HEIs for Employment Promotion
- Competencies of University Lecturers for Employability Promotion
- Competencies of Universities in Graduate Employability Promotion

**For submitting your application, please fill the form at the end of this document and e-mail it to Dr. Pablo Barriga ([sept.intouch@uni-leipzig.de](mailto:sept.intouch@uni-leipzig.de)) by **April 15, 2022**. Additional documents can be submitted as attachments to your mail.**

**Each submission shall contain (see form below):**

- **A letter of motivation** (required; max. 400 words): Please describe your professional affiliation with the conference topic, preferably with a brief illustration of your role in the topic.
- Indication which **workshop topic** is of specific interest for you.

The conference team screens all proposals and selects the applicants to participate in the conference with full financial support. If required, additional materials/documents for selecting the application might be subsequently requested. All information and material provided by the alumni will be treated confidentially.

**In order to facilitate a flawless organization of your conference participation, please use consistently one e-mail-address for communicating with the conference team**  
**[sept.intouch@uni-leipzig.de](mailto:sept.intouch@uni-leipzig.de)**

### Notification of acceptance to the Conference:

Participants will be selected for the respective workshops by a board of reviewers of the partner institutions based on the submitted applications. Selected participants will receive a notification of acceptance to the conference by **May 31, 2022**.

### Costs and Funding:

No conference fee is charged. Invited participants who are international alumni of the cooperating institutions will receive funding for their flight to the conference and for accommodation during the conference.

### Further Information and Contact Details:

Please find up-to-date information about the conference on the website of the SEPT Program (<https://www.wifa.uni-leipzig.de/en/sept-competence-center>). If you have further questions, please do not hesitate to contact us via email at [sept.intouch@uni-leipzig.de](mailto:sept.intouch@uni-leipzig.de).

**International Alumni Conference**  
**Fostering University Business Collaboration for**  
**Employability Promotion**

**-Application-**

Surname

First name

Gender

Date of Birth (DD/MM/YYYY)

Nationality

Country of Residence

Program and University of Graduation (Germany), Year of Graduation

Current Position and Employer (if applicable). Please include a short description of your main tasks/ responsibilities.

Former Position and Employer (if applicable). Please include a short description of your main tasks/ responsibilities.

Additional comments (optional)

- **Letter of motivation** (required; max. 400 words): Please describe your professional affiliation with the conference topic, preferably with a brief illustration of your role in University-Business Linkages/ Collaborations and/ or Internationalization. Please also state in which workshop you are interested.