

## Summary, 4th meeting, Board of directors

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### Present:

- Arnar Thor Vidarsson (president); Innovation and Entrepreneurship at Cphbusiness Lyngby
- Cæcilie Skov Laybourn (secretary); Service Management at Cphbusiness Nørrebro
- Charlotte Dalgaard Petersen (employee representative); Media department
- Andrei-Julian Kurtuy (Chairman of the Board); Marketing Management at Cphbusiness Lyngby
- Ulla Trolle; Trolle Marketing (external member).
- Gregers Christensen (employee representative); Academic Director at Cphbusiness.
- Daniel Kuburovic (student representative); Financial Management

### Not present:

- Amin Chitsaz; Bachelor in Finance at Cphbusiness City.
- Cecilie Poulsen; Service, Tourism and Hospitality Management at Cphbusiness Valby.
- Casper Wiklund (vice president); Sport Management at Cphbusiness Lyngby.

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## Summary

Andrei welcomes and runs through agenda

1. Approval of the agenda?
  - a. The agenda was approved by everyone
2. Approval of last meeting's minutes?
  - a. Last meetings minutes were approved by everyone
3. Orientation from the president
  - a. High focus on reconstructing original layouts with minor changes
    - i. The student organisation has come to a mutual understanding on how they are going to operate

- ii. Positive feedback on the workshop day for the representatives in the Programme Student Councils (PSC)
  - iii. Business partners:
    - 1. Magasin as a business partner: It has been decided to stop trying to establish a partnership since Magasin does not respond to emails;
    - 2. NORDEA as a business partner is on hold for now, because they are restructuring.
  - b. It is agreed that the student organisation is to become an active part of the alumni when it is set in motion.
4. Guidelines - can the guidelines for the following be approved?
- a. The guidelines for the agenda were approved
  - b. The guidelines for the minutes were approved
  - c. Guidelines for the board members
    - i. The guidelines for attending/not attending the meetings was approved
    - ii. The guidelines for exclusion were approved. This will also be presented for approval at the upcoming AGM.
    - iii. The guidelines for participating actively were approved
    - iv. The guidelines for preparations were approved
    - v. The guidelines for the ambassador role were approved
5. Budget and financial reporting
- a. Financial statements was approved
    - i. Arnar is meeting with Lars, head of Cphbusiness accounting.
    - ii. It was approved that the financial reporting follow the school year (from July – June) instead of January – December.
  - b. Status: The budget for 2015 will be made for this year after meeting with accountant.
  - c. The student organisation has switched to the payment system “Zerved”, which means improvement in financial losses.

## 6. New structure of the student organisation

- a. Communication flow of the members was discussed: It is still not clear.
- b. Suggestion: There needs to be a person from Cphbusiness to make the student organisation work fully. Cphbusiness must allocate time and money to hire this person approx as a student who is in charge of coordinating between Cphbusiness and the student organisation.
  - i. A proposal will be made by Arnar and Gregers
- c. Suggestion: It needs to be ensured that the president and the vice president are not at the same graduation period in order to secure the overlapping of presidents.
- d. Structure was approved with one change: The link from HR to PSC should be changed to Communication to PSC.

## 7. The strategy process

- a. The strategy process was presented.
- b. The presidency and active members will be working on creating the SWOT, goals and guidelines for the strategy. The SWOT will be presented at the next board meeting.
- c. The strategy work will make sure that the final strategy will fit together with the Cphbusiness 2020 strategy

## 8. Sum up: Strategy plan

- a. There were no comments for the sum up of the strategy plan

## 9. Questions about Footprint?

- a. There were no questions regarding footprints

## 10. Questions about the vision and mission and values?

- a. There were no questions about the vision, mission and values

## 11. Cphbusiness' Annual Report 2013

- a. Suggestion: The intranet at Cphbusiness (for all Cphbusiness employees) should have a connection with the student organisation in order to improve teachers' knowledge and interest in the student organisation. It is important to establish a good relationship.
- b. Comment: representatives of Cphbusiness Students are doing their best to be heard at the board meetings in Cphbusiness and Charlotte is already posting importing news from the student organisation on the intranet.

### **BRAINSTORMING**

## 12. Cphbusiness' Strategy 2020: The following points are how Cphbusiness Student Organisation can develop within the same strategic points as the schools:

- a. "The value of educating those needed in the business life"
  - i. This value is about getting the right education, choosing the right education, attending a programme based on dreams and passion and making sure that the programmes are relevant in the future
  - ii. The dialogue with the business life provides the school with information on business life
  - iii. Idea: when students are interns the student organisation can receive feedback from the students by sending a survey e.g. did you find challenges; the demands of the company?
  - iv. Suggestion to: focus on internationalization. To have the student organisation take on the role of more concrete ambassadors to link Denmark and abroad in regards to internship
  - v. Idea to start bringing student and business life closer
  - vi. Inform students what they can do after you finish/bachelor etc.- graduate program (hired for 18 months) - find these places and opportunities
- b. "The value of following your passion"
  - i. Student organisation plays an important role within the introweek. The welcome package was developed this year by going into

dialogue with new students however what more do the students want to ensure the best start to the school

- ii. Suggestions to: prepare a letter for the students within vital information
  - iii. Suggestion to: have second year students be mentors and to introduce more professional activities instead of just social. Like: business life lecturers or graduates explaining how they used education. Bringing professional content and taking it more seriously to show what the schools demands are for the student
- c. "The value of a great idea"
- i. Suggestion to: have workshops about internships (in Denmark) and to provide the students with tools to find the perfect internship; and workshops to get students thinking and to introduce them to real life problems
  - ii. Suggestion to: create collaboration with teachers and to increase the students professional contacts; have the student organisation sponsor workshop day with these contacts
  - iii. Suggestion to: create a LinkedIn page ASAP as we need electronic communication between students, teachers, companys etc.
  - iv. Suggestion to: create a better collaboration with teachers and students; the teachers are a great source of networking
- d. "The value of an international perspective"
- i. Suggestion to: have the student volunteers be brand ambassadors
  - ii. If there is more focus put on students who went abroad already a guide can be created with past experiences
  - iii. HK (collaboration partner with the student organisation) are creating a trip to Brazil; take this chance and make it into a big events
  - iv. Suggestion to: plan more events abroad with collaboration with other universities
- e. "The value of developing"
- i. The student organisation is there to improve student life quality

- ii. Suggestion to: show the value of being a member of the organisation and encourage feedback at the beginning and ending of the time being an active member.
- f. "The value of others speaking positively about us"
  - i. Suggestion to: MIX of everything mentioned above
  - ii. Suggestion to: create Alumni by creating a case competition around how to approach this new development
- g. "The value of fine craftsmanship"
  - i. Suggestion to: make something measurable
  - ii. This point was not covered in full - time cut short

### 13. Other topics

- a. The annual general was proposed on the 27<sup>th</sup> of November, but it will be confirmed.

### 14. Next board meeting

- a. The next board meeting will be held at Cphbusiness Sørerne, Nansensgade 19 the 2<sup>nd</sup> of December from 16:00 - 18:00. The room will be announced as soon as possible.