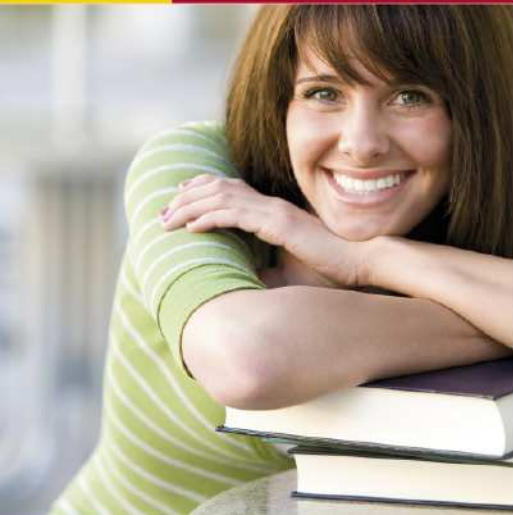


circular

student edition



Circular - June 2009

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Dear studenten and relations of Via Vinci University,

Let me give you a look behind the scenes of Via Vinci University, where the current activities can best be characterised as a "change of season". Many students are in the final phase of their studies, working on their final papers and communicating with our professors on papers that have already been submitted. At the same time we are signing contracts with many news students, as well as contracts for tailor-made programmes. Before the start of the summer holidays we are working hard on next year's schedules for the professors and the groups, updating the programmes, conducting interviews with potential students and carrying out extra courses for some of them.

In the meantime it became clear that Via Vinci University has embarked on a steady growth, both in number of students, as well as in annual turnover. Compared to other companies we consider ourselves lucky; after all, also knowledge institutes are facing difficult times. Compared to 2008 we already realised a 25% increase in turnover and the end to the growth is not in sight. Of course, also we have to be careful with our expenditures and also we have to adjust plans from time to time, but that is entrepreneurship, isn't it?

In this circular we further proudly present several new professors for the master's programmes, while we are still searching for additional professors / trainers for our post-graduate programmes. Possibly we can present them in the next Circular.

Finally the accreditation process of the master's programmes: over the past weeks much work has been done on the elaboration of details and the implementation of new insights. All attention is now focused on June 29th, when we will welcome the external assessment panel for an additional abbreviated assessment. Of course we will inform you afterwards on the status and further steps to be taken in this accreditation process.

Peter Peene
President Via Vinci University

Preface
by Peter Peene, President

By Hans Broekhuis
Director Research Department

Science and Entrepreneurship: an odd couple?

About trust

“Trust”, or the lack of trust, in our economy is a hot item these days. Without trust, nothing is possible, that much seems to be certain. The accountant’s adage “trust is good, control is better” has lost its meaning. After all, control has failed everywhere in the public and private sector, including in many excellent financial institutions, dedicated hospitals and high-speed infrastructure projects. None of the supervisors, including accountants, supervisory boards and parliaments, really knew what was happening. The only thing that remained was trust. But what is “trust”?

I posed this question to a successful entrepreneur, who, over a period of 30 years, built up a large, international firm, with branches in Europe, Asia and Africa. His answer was: “Trust is everything, but there is one predominant condition. Trust only works when one has relevant knowledge. Implicit trust is the worst thing possible. First knowledge and then trust, that is the proper order.”

In the literature a distinction is being made between affect based trust and knowledge based trust. Affect based trust deals with ethics, norms and values, solidarity, empathy, model behaviour and responsibility. All very altruistic and noble, but at the same time extremely subjective and ideology based. An idealist will have different considerations than a fundamentalist. After struggle, discussions and compromises, we therefore have defined rules and regulations to which everyone can, or has to, agree.

Knowledge based trust deals with reputation, knowledge, own interest, image, marketing, strategy, smartness, and business attitude. In short: acting on the basis of knowledge. An important precondition is that there has to be a level playing field, including a free market, open competition, publicity and transparency. Here it becomes interesting though. Because of the examples I gave above and which are characteristic of what became known as the credit crisis, the call for nationalisation grows stronger. The nationalisation of banks and the abolishment of the free market in the health sector are seriously being considered. Before we realise it, we might find ourselves in a state of protectionism, closing the borders of the home market, and stirring the risk of cartel formation; only a small step away from abolishing the European market, the European currency and the European Community. It would all result in a North Korea at the Rhine.

The difference between affect based trust and knowledge based trust can clarify what goes wrong here. It is absolutely appropriate that people are disappointed with the performances of managers of banks, managers in the health sector, supervisors and other executives. That the people responsible should not beat the rap seems to be obvious to me. The interesting thing, however, is that that is not a topic of discussion at the moment. Something that should worry our political leaders. After all, we have laws, there is a lot of damage and there are culprits. Because prosecution (affect) does not take place, there will not be a proper analysis (knowledge) of what went wrong. As a result we will have insufficient knowledge of what was, and maybe still is, happening. Without this knowledge all actions are premature and risky. The politician grabs his chance, while the capitalist, as if struck by lightning, chokes on his cigar. Trust is being violated and nothing is being learned. A lack of trust will not only damage financial and economic relations, it also undermines norms and values, frustrates the search for the truth, and keeps us away from the facts. And that is a shame for the facts.

REINFORCEMENT OF THE TEAM OF PROFESSORS FOR VIA VINCI UNIVERSITY'S MASTER PROGRAMMES

By: Feike Witlam DBA cand./MBA
Dean Via Vinci University

We are proud to announce that the team of professors for the master's programmes has been reinforced with two new members.

Mr. Ludo Both MA will become responsible for the learning- and development psychology module in the MBA programme. He will be guiding our students through the process of how school teams, team leaders and principals can implement "new learning".

Mr. Ludo Both is an independent, Tilburg based, development psychologist. He offers specialised help to children, youth, adults and families. He studied at Nijmegen Catholic University (now Radboud University Nijmegen) and has extensive experience as a teacher in primary and secondary education.

The other new professor is **Dr. Ed Landman**. Dr. Landman will be developing the ICT module for the Via Vinci University master's programmes and will play an important role in the supervision of master students in the final phase of their studies.

Dr. Ed Landman is a Breda based independent entrepreneur. Over the internet, his company, DigiTAALbedrijf B.V., coaches students of Universities and Universities of Applied Science on their writing skills. He is also a professor of qualitative research, methods and techniques at master's programmes of other universities.

Dr. Ed Landman obtained his PhD degree in Dutch language and literature at Leiden University. In addition he followed an extensive management development programme in the field of "Coaching Leadership".

June 25th and 30th 2009

Graduation Days in Bergen op Zoom, the Netherlands

June 26th 2009

Via Vinci University PhD/DBA master class in Bergen op Zoom, the Netherlands. This master class is open to potential PhD/DBA students. The number of places is limited, so if you are interested, please contact us asap.

October 9th 2009

Creative Leadership Seminar

For your information:

On June 29th the NQA will conduct an additional abbreviated assessment as part of the MEM and MBA accreditation procedure. All documentation is ready and available (in Dutch) for inspection at the premises of Via Vinci University in the Netherlands. Students that are interested in the new layout of the programmes are welcome to have a look.

By: Hans Brokx
Director Development Department

LEONARDO SOCIETY

At this moment we are working hard on the development of next year's programme for the Leonardo Society. The programme will include several study trips and seminars.

The first activity, a **seminar on Creative Leadership**, will take place on **October 9th 2009**. In the next circular we will provide more information.

We further aim at organising two study trips, one in the autumn of 2009 and one in May 2010. In the spring of 2010 and in June 2010 another two seminars will be organised. The topics will be announced in due time.

In June 2010 we will celebrate our 10th anniversary in a special way. More information will follow.

In a few weeks the first study trip to Sweden will take place. We are convinced that this trip will be a success for all participants.

General

As you see, the developments within the Development Department continue. In the coming years the Leonardo Society will be developed to an excellent network, in which students, clients and others can meet each other in various ways.

In addition to the activities of the Leonardo Society there is of course a variety of projects. Examples include the "Driespan Academy" of which you might have read in the Leonardo and the cooperation with the universities of Rostov and Taganrog. More information on other projects will follow once the agreements have been signed.

Colophon

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