

Summary of Key Changes to Staff Deployment

- Strengthened the leadership of UBI Brussels and the Bachelor of International Business Programme through the appointments¹ of:

Name	Position	Remarks
Ulrich Penzkofer	Associate Dean	Background in digitalisation and business strategy
Therese Cornelius Baptiste	Co-Programme Director	Prior teaching experience in professional BBA programmes – supervised both Capstone and Internship
Chris Henny	Member of Programme Steering Committee	Background in cyber security and innovation

- Recruited Maja Miceyska, an expert on Big Data, as part of the UBI Brussels faculty
- Addition of Dutch language module; teacher is TBD

¹ Refer to their CVs for more details.

Appendix 5 Overview of Staff

UBI Brussels Teaching Roster for 2020-2021 Bachelor of International Business Management

No.	Position	Name	Description of Expertise			Module (s)	Teaching load in the program (ECTS)	Global load at UBI (FTEs)	Highest attained diploma	Part of first 60 ECTS
			Subject Domain	Professional Experience	Teaching Experience					
1	Dean; Co- Prog. Director; Prog. Steering Comm	Munira Aminova	Entrepreneurship, Innovation		✓	1. Entrepreneurship and Startups 2. Internship (co-instructor)	15	1.0	PhD	Yes, 6
2	Assoc Dean; Prog. Steering Comm	Ulrich Penzkofer	Digitalisation in Business; Digital Transformation	✓	✓	Strategy and Digital Transformation	6	0.75	MBA	No
3	Co-Prog. Director; Prog. Steering Comm.	Therese Cornelius Baptiste	Ethics, CSR,	✓	✓	1. Ethics and Corporate Social Responsibility 2. Introduction to Information Systems 3. Capstone Project	21	0.75	Masters	Yes, 6
4		Frank Billingsley	Sustainability, Leadership		✓	Sustainability and society	6	0.20	PhD	No
5		Cassandra Bludorn	European and International Law	✓	✓	Business Law	6	0.20	PhD	No
6		Kim Adamsen	Marketing Research and Financial Management	✓	✓	Online Consumer Behaviour	6	0.20	PhD	No
7		Claude Bernard	Intercultural Communications		✓	Cultural Diversity and Communications	6	0.20	PhD	No
8		Beatrice Farkas	Economics		✓	1. Fundamentals of Economics 2. Research Methods for Business	12	0.40	PhD	Yes, 6
9		Maja Micevska	Statistics, Econometrics, Big		✓	Big Data & Artificial Intelligence in Business	6	0.20	PhD	No

			Data, Economic development							
10	Faculty Tutor	Yalcin Sahankaya	Decision making	✓	✓	Agile and Lean Management	6	0.20	MBA	No
11		Giuseppe Bellia	Operations Management; Digital Marketing and Strategy	✓	✓	Introduction to Digital and Social Marketing	6	0.20	MBA	Yes, 6
12		Eric Van Der Stichelen	Human Resources Management	✓	✓	1. Principles of Organisational Behaviour 2. People Management and Leadership	12	0.40	Masters	Yes, 6
13		Andreas Rambow	Finance and Accounting		✓	1. Financial and Managerial Accounting 2. Financial Management and Decision Making	12	0.40	PhD	No
14		Amelia Neacsu	Communications, Negotiations, Lobbying	✓	✓	Global Organizations and EU	6	0.20	Masters	No
15		Tom Spoors	Academic Writing and Statistics for Business	✓	✓	1. Academic Writing & Critical Thinking 2. Statistics and Maths for Business	12	0.40	Masters	Yes, 12
16	Prog. Steering Comm.	Chris Henny	Information Systems, Cybersecurity	✓	✓	1. Cybersecurity & Digital Risk Management 2. Global Crisis and Risk Management (elective)	12	0.50	Masters	No
17		Lisa Kelman	Economics, E-commerce and international trade		✓	E-commerce and International trade	6	0.20	Masters	No
18		Martine Quermia	French Language		✓	French Language Courses	12	0.20	Masters	No
19		Dulce Kulger	Spanish Language		✓	Spanish Language Courses	12	0.20	Masters	No
20		Sophie Wang	Chinese Language		✓	Chinese Language Courses	12	0.20	Masters	No
21		Jennifer Palumbo	Negotiations and communications	✓	✓	Internship (co-instructor)	6	0.20	Masters	No
22		To Be Filled				Global Business: Chinese Perspective				

23		To Be Filled				Negotiations and Emotional Intelligence (elective)				
24		To Be Filled				Fintech & Blockchain Technologies (elective)				
25		To Be Filled				German Language Courses				
26		To Be Filled				Dutch Language Courses				

Yellow Highlighted are positions to be filled

UBI Brussels Operating Staff

Position	Name	Role at UBI	Global load at UBI (FTEs)	Highest attained
Managing Director	Josh Lim	General Manager, UBI Lifelong Learning Institute Lead; Programme Development Team	1.0	MBA, MA
Dean	Munira Aminova	Academics; BIBM Co-Programme Director	1.0	PhD
Associate Dean	Ulrich Penzkofer	Commercial aspects of the course (internship partnerships, career grooming, engagement with professional networks); Student Recruitment; Programme Development Team	0.75	MBA
Co-Programme Director	Therese Baptiste	BIBM Co-Programme Director	0.75	MBA
Commercial and Operations Director	Lorenz Kazda*	Consultants of the UBI Board/Shareholders; in charge of all operational matters	0.50	MBA / MA
UBI Quality Enhancement Director	Desmond Yap*	Enhancing academic quality and processes across all UBI campuses; Programme Development Team	0.5	Bachelors
Student Recruitment and Marketing Director	Carole Berreur	Student Recruitment and Marketing	1.0	Masters
Academic and Student Affairs Manager	Emily Jainairan	Student Affairs, academic committees administrator, Internship coordination	1.0	Bachelors
Student Recruitment, Marketing, and Alumni Relations Manager	Pauline Liu*	Student Recruitment and Marketing; Alumni office	0.50	MBA
Student Recruitment, Marketing, and Alumni Relations Assistant	Johnathan von Fürstenmühl	Student Recruiting and Marketing; Alumni office	1.0	MBA
Student Assistant; Academic Officer	Roland d'Anethan	Student Assistant	1.0	Bachelors
School keeper	Nana Yaw	Cleaning and maintenance of building	1.0	N/A
Career and Internship Manager	To be hired later (2021)	Careers and Internships office	1.0	Masters
ITC – Accounting firm	Marc and Gael	Finance and accounting	Outsourced	

**Lorenz, Desmond and Pauline are under the payroll of UBI China but dedicates more than 50% of their time on UBI Brussels operations. Lorenz spends more than 50% of his time on-site in Brussels.*