

Development Project (DP)

Business Relations: 2 weeks applied business project solving, cross disciplinary and branch focused

Purpose (short)

The purpose of the course is to have students work on an applied business project defined by businesses in different branches e.g. Hospitality, Finance, Industry, Public, etc. The projects will be cross disciplinary and for students in the Baltic and Nordic countries. The primary learning focus will take place during a two week project period at Kaunas University of Applied Sciences, Lithuania

Working in cross disciplinary project teams in an international environment will enable students to reflect on their own understanding of disciplinary interdependence and national identity in an applied context. The groups assignments will allow the students to reflect on potential different approaches from different Baltic and Nordic project teams, leading to the understanding of potential within diversity.

This project experience will enable Baltic and Nordic lecturers the opportunity to build specialized educational and corporate networks, share teaching experiences and explore new ways for cooperation.

Project summary

The project will be based upon a blended learning approach. Each involved institution will be participating with x number of cross disciplinary project teams – each project team consisting of 4-5 students. The participating institution forms the project teams. The projects can originate from different branches, and there can be x number of projects within each branch. Prior to the 2 week program the different teams will be informed about which company their project will be about. For each project it will include:

- pre-course work based on various sources (no company contact) which explore and result in a company profile relating to the project company.
- an intensive two week project case work highlighting applied problem solving
- post course work based upon the student project evaluations. This project will build on experiences gained from various study programs/courses.

Full description of the project

Pre-Work

The participants will be second or third year students in higher education. First, they will participate in the course by reviewing the case brief. Here they will study the background of the chosen company (-ies) prior to the 2 week project period. During this period the students will write an internal analysis of the chosen company (-ies).

The chosen company (-ies) must have a web-site on English. The students are not allowed to contact the company.

Intensive two weeks

The 2 week project will focus on team-building, group activities and visits to local Businesses, relating to the relevant industries of the company cases. The participating lecturers will advise the students and also give lectures on important topics regarding problem identification and problem solving. Most of the 2 week's activities will involve student teams

working in groups. Each team will analyze the selected business case. The teams will present their findings in plenum by the end of the project period. Lecturers will be the facilitators, monitors and coaches of the sessions. This will also form the basis for a competition between the teams – the students and lecturers will, based on an evaluation rating scheme, evaluate which project to receive the highest esteem. Criteria in the evaluation scheme involves e.g. feasibility, originality, innovativeness.

Working in cross disciplinary project teams in an international environment will enable students to reflect on their own understanding of disciplinary interdependence and national identity in an applied context. The groups assignments will allow the students to reflect on potential different approaches from different Baltic and Nordic project teams, leading to the understanding of potential within diversity.

This project experience will enable Baltic and Nordic lecturers the opportunity to build specialized educational and corporate networks, share teaching experiences and explore new ways for cooperation.

The two week seminar will also include social activities and a cultural program for the participating students and lecturers.

The final session will summarize the content of the course and review all aspects of the course work including student and lecturer contributions.

Post-coursework

Students and lecturers will cooperate jointly on the editing and publication of the business cases.

After completing the 2 week intensive course students will receive 5 ECTS.