

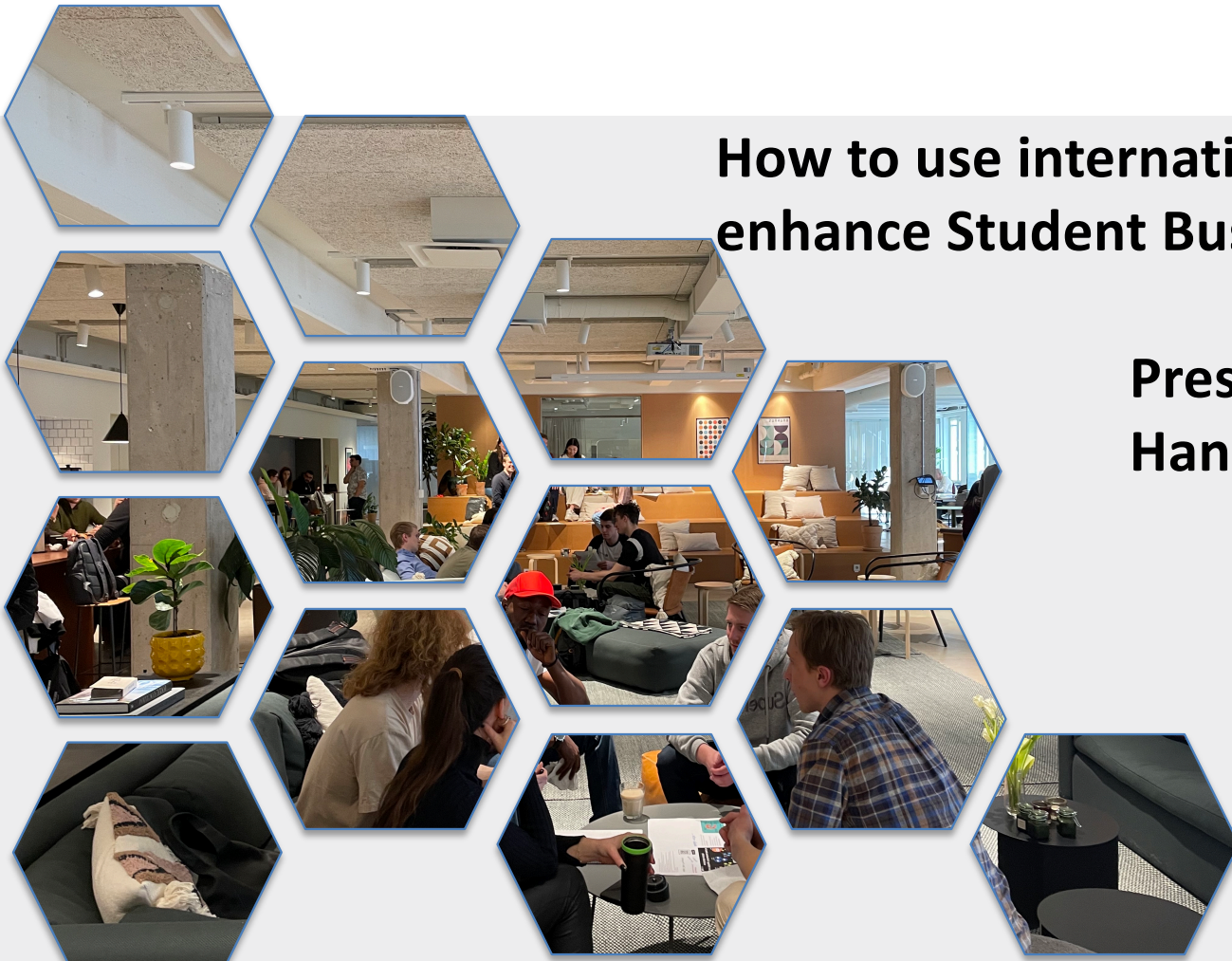
How to use internationalization and digitalization to enhance Student Business Sustainability Challenges

Presentation of the upcoming Handbook

Kalle Eldebo – karl.eldebo@liu.se
Olof Hjelm – olof.hjelm@liu.se

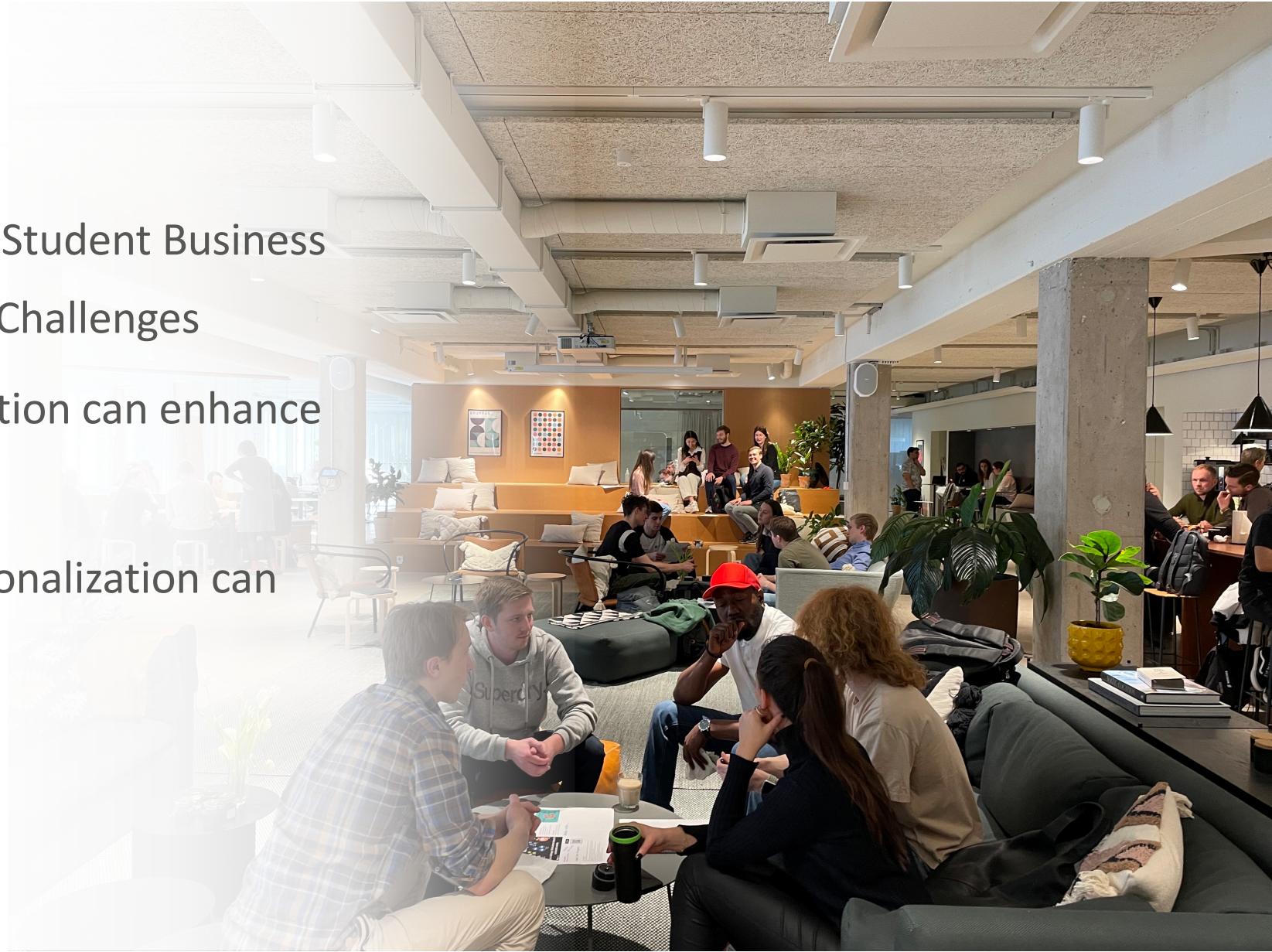


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Agenda

- > Quick intro to Student Business Sustainability Challenges
- > How digitalization can enhance SBSC
- > How internationalization can enhance SBSC
- > Discussion





The Handbook

- > Interviews and workshops with teachers from 10 universities
- > Review of handbooks, literature, and articles on Challenge-Based Learning (CBL) approaches
- > This is a feedback opportunity for us



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Student Business Sustainability Challenges (SBSC)

- > Form of Hybrid CBL
- > Companies act as Challenge Providers
- > Students investigate solutions and present business cases
- > Setup varies between universities, usually:
 - > Foundation in entrepreneurship studies
 - > 6-12 ECTS
 - > Students from one (sometimes two) educational background/s





Student Business Sustainability Challenges (SBSC)

- > Form of Hybrid CBL
- 3. Results are returned to external provider



1. External provider of opportunity recognition

2. Students work with iterative opportunity validation

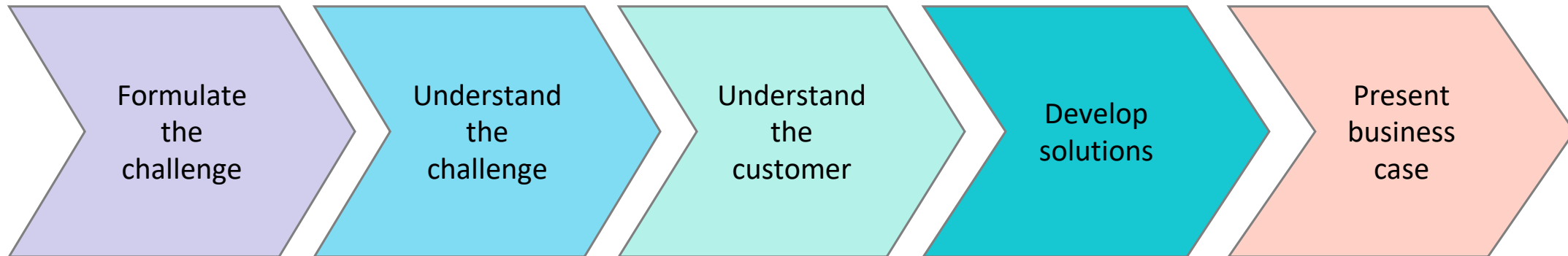


Student Business Sustainability Challenges (SBSC)

CBL Phases



SBSC Phases



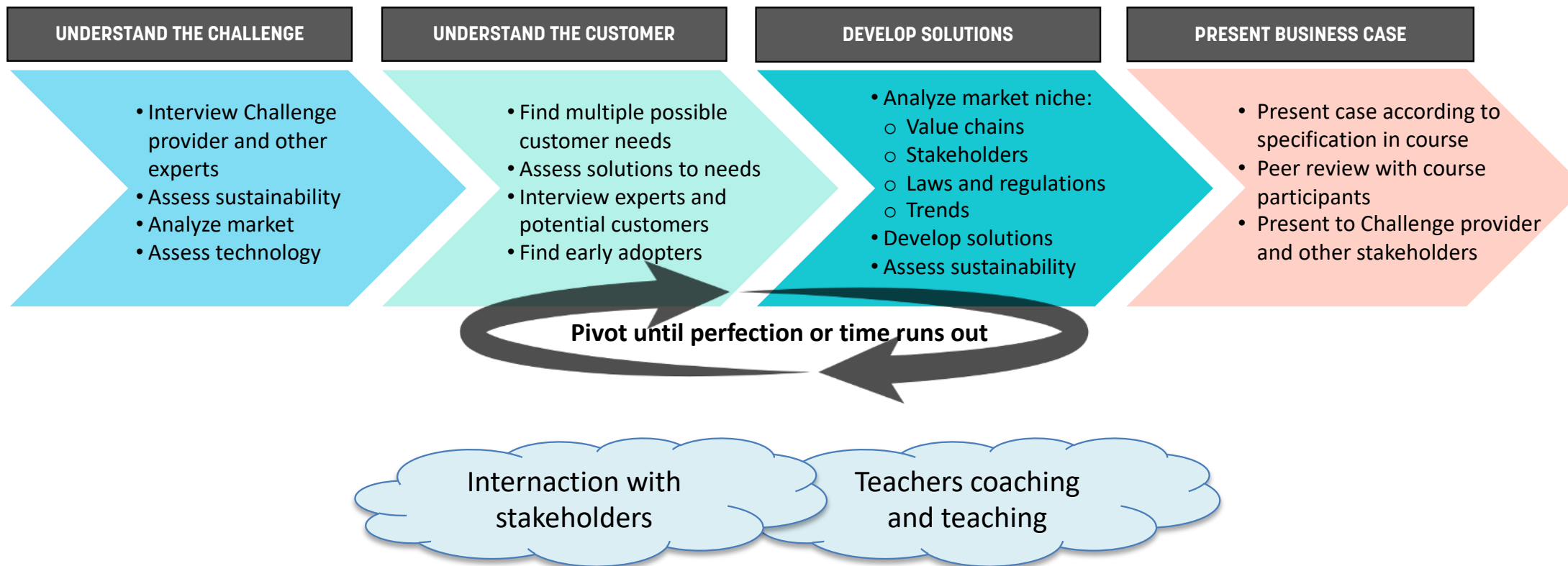
Challenge provider with **support** from teacher – set frames and expectations for delivery

Students **in collaboration** with external parties analyze the case (Challenge Provider and others)

Student **hand over** the case to the Challenge provider



SBSC – What students do





Digitalization and opportunities for SBSC

- > Digitalization gives us the opportunity to be flexible in time and space
- > New tools (like ChatGPT) = opportunities for data analysis
- > Handbook: Inspiration for teachers and students in all steps of SBSC





Digitalization and opportunities for SBSC - examples

UNDERSTAND THE CHALLENGE

- Interview Challenge provider and other experts
- Assess sustainability
- Analyze market
- Assess technology

- Database analysis through chat-based pdf-analyzers
- Public data in open APIs – useful for creating challenges

- Digital mockups to demonstrate solutions
- Simulations and test runs with data from Challenge provider

DEVELOP SOLUTIONS

- Analyze market niche:
 - Value chains
 - Stakeholders
 - Laws and regulations
 - Trends
- Develop solutions
- Assess sustainability

More in upcoming Handbook

UNDERSTAND THE CUSTOMER

- Find multiple possible customer needs
- Assess solutions to needs
- Interview experts and potential customers
- Find early adopters

- Social media as market surveillance tool
- Chat-bots as test-pilots for students as they pivot their solutions

- Presentations need not only be synchronous – go online and engage forums etc.
- Rendered images, digital mockups etc. give life to the suggested solutions

PRESENT BUSINESS CASE

- Present case according to specification in course
- Peer review with course participants
- Present to Challenge provider and other stakeholders

Internationalization – opportunities for SBSC



img: unsplash.com/@benwhitephotography

Why internationalize?

- > Broaden horizons
- > Global south / north
- > Diffusion of innovation
- > International supply chains

- > Strategic choices for the teacher team



Internationalization – opportunities for SBSC

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Enablers:

- > Digitalization as enabler
- > International Challenge providers
- > International students

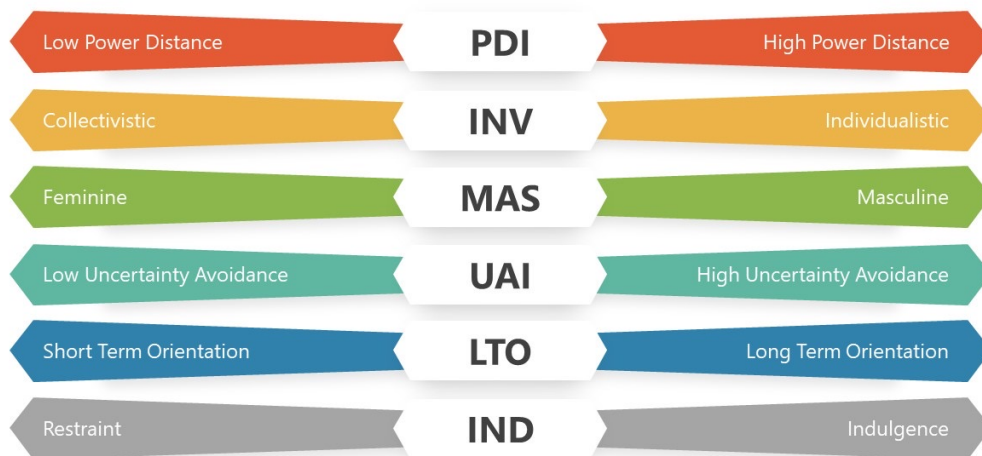


Internationalization – examples of How (slide 1)

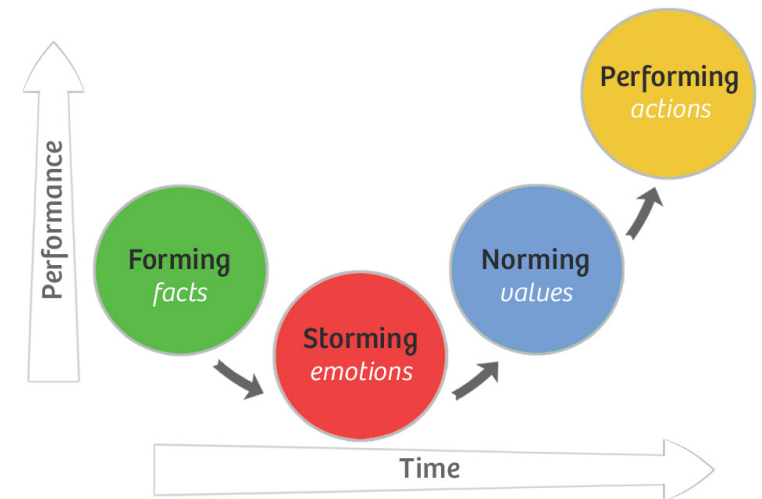


Digitalization is an enabler of internationalization.

- Physical distances are easily bridged
- Translations of statistics, surveys, etc are easily accommodated



Cultural aspects needs to be explicitly addressed when working internationally.



Team formation needs special attention when in an online setting – both regarding student teams and to interaction with Challenge provider



Internationalization – examples of How (slide 2)

Ideas if you want to create more international courses:

- > Add SBSC courses in research projects with international partners
- > Collaborate with universities and teachers in the country you are focusing on
- > Build connections with local Challenge providers with international supply chains
- > Build connections for long partnerships – challenges remain for years
- > Reach out to humanitarian organizations in your country





Workshop / discussion

1. Short round of introduction
2. What are your experiences from courses with international focus
3. Experienced hurdles and solutions?
4. Are you aiming at further internationalization of your courses?

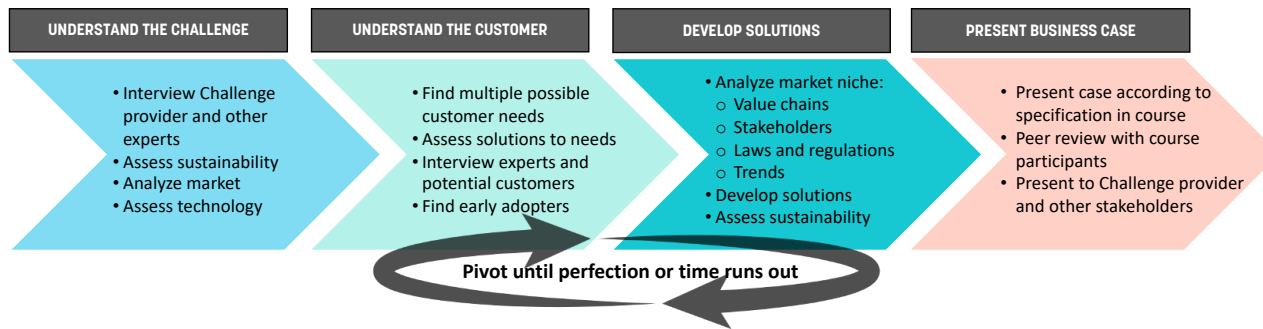




Workshop / splash screen

Discussion:

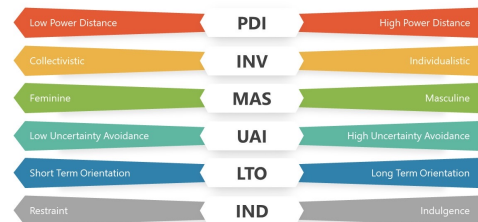
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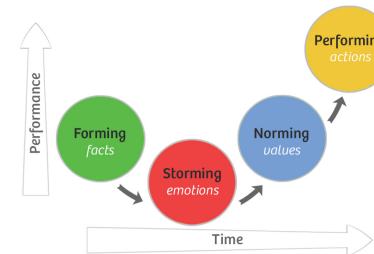
Digitalization



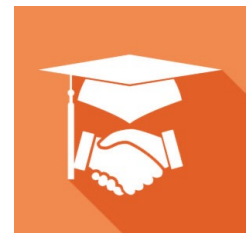
Culture



Teams in digital



Finding partners



Thank you!

We will send out the Handbook
to you all for screening before
print.

We welcome all feedback on the
text!





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