

TFK programme, funded projects 2023

Project title: Education for sustainable internationalization of a firm	
<p>Coordinator</p> <p>Vaasan yliopisto</p> <p>Ausrine Silenskyte, asilensk@uwasa.fi</p>	<p>The project aims to implement a learning experience between the University of Vaasa (UVA), Finland, and Pontificia Universidad Católica del Perú (PUCP), Peru, which will lay the foundations for the long-term collaboration between the two higher education institutions (HEI) and permit creating a joint double-degree for the Bachelor in Business Studies.</p> <p>The learning experience consist of several elements. At a master’s degree level, the long-term student mobility in both institutions will be supported via the applied funding. At the bachelor degree-level, the planned activities are: a) a Collaborative Online International Learning (COIL) activity meant to solve real company case challenges on managing Environmental, Social, and Governance (ESG) issues in firm’s internationalization processes. In the COIL students will solve sustainability challenges in mixed Finnish-Peruvian teams. b) Joint lectures on international business for sustainable business operations to support students in the COIL and allow knowledge exchange between the two HEI faculty. c) The visits into each other’s institutions when organizing the COIL and lectures as well as leading the winning student teams (the teams, which created the best solution for the company case) to Peru and Finland. The COIL and supporting activities would form units to be incorporated in the curriculum (5 ECTS (COIL) + 5 ECTS (trip for the winning team)). During the faculty and faculty-student visits the two HEI will also complete the groundwork needed for establishing a double-degree in the bachelor studies.</p>
<p>Partners</p> <p>Pontifical Catholic University of Peru (PUCP)</p>	<p>The COIL with supporting activities would be implemented twice: The first round with one cohort of students will take place 2024 March-May and the second round with the second cohort - 2025 March-May. After these two pilots, this would become a permanent study module in the curriculums of UVA and PUCP. This collaboration on the joint learning project would further lead to the better understanding of each other’s HEI, ongoing cooperation between the faculty through joint study module, and the establishment of a double-degree.</p> <p>This project and its planned continuation towards long-term institutional collaboration would significantly strengthen UVA’s profile in the international accreditation process, and would support both UVA and PUCP in their current internationalization efforts. Moreover, the project would support collective efforts to enhance sustainability in business operations and education. The project, among other outcomes, will develop a joint module that allows gaining skills needed to implement EU’s requirements for the ESG reporting. The latter requirement is new and many firms would be eager to employ business graduates with capabilities to implement and report ESG issues when the firm is expanding abroad. Thus, in addition to building long-term collaboration and programmes among the two HEI, this project will deliver positive impact and short-term outcomes for business students.</p>

