

TFK programme, funded projects 2022

Project title: INTERNATIONAL BUSINESS INNOVATIONS BETWEEN FINLAND AND MEXICO	
<p>Coordinator</p> <p>Turun yliopisto</p> <p>Dr. Peter Zettinig peter.zettinig@utu.fi</p>	<p>At the University of Turku, Turku School of Economics (TSE) we subscribe to strategic goals to develop our communities of learners in responsible, sustainable and future oriented ways. This entails that we bridge content related learning of program courses, put them into intercultural teams where subjects' knowledge is combined, applied and developed. We acknowledge also the need for learning self-reflection and -awareness, especially in intercultural encounters. The core of our proposal is to generate opportunities for learning and learning to create new opportunities for international collaboration and for business.</p> <p>Concretely, we develop a joint course with EGADE Business School at Tec de Monterrey, Mexico, entitled 'Business Innovation Camps'. The course will be nested in TSE's Global Innovation Management Master Degree Program (GIM) and EGADE's EGADE's Full Time MBA in Innovation & Entrepreneurship. In this course students form innovation teams and work intensively on international business opportunities, focusing on social and/or environmental sustainability issues, with Finnish and Mexican firms to benefit from the 2018 trade agreement established between the EU Commission and the Mexican government.</p>
<p>Partners</p> <p>EGADE Business School at Tec de Monterrey, Mexico,</p>	<p>The experiential learning design of this course, which resembles a short term mobility internship, is strengthening competence development in our students, enhancing international management, innovation and business development, in a real-life setting with inquiry- and problem-based learning as the pedagogical method. In addition, it creates means to establish new business links between firms in both countries and it seeks to generate possibilities for our students to continue their work in long internships with participating firms.</p> <p>This initiative will further strengthen the extant collaboration, which started in 2020, when EGADE joined TSE's virtual course in International Business Strategy. In this 3-months course our students collaborate in multinational global virtual teams to solve consulting assignments. Our article in the Journal of Management Education details the joint learning laboratory (https://doi.org/10.1177/10525629211029630). The Business Innovation Camp will thus be tightly integrated as a continuation to the virtual course, emphasizing learning experience-in-context.</p> <p>The Business Innovation Camp course will also make use of another joint project between EGADE and TSE. In January 2022 we have started, with funding obtained from Tec de Monterrey's Institute for the Future of Education, to develop a learning documentation and monitoring software and mobile app. The system allows course facilitators and students to monitor and illustrate learning on individual, team and classroom levels in</p>

	<p>real time, while students engage in problem solving tasks. Following a pilot of the app in autumn 2022 in our virtual course it will be implemented in the Business Innovation Camps' learning design.</p>
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