THE EUROWEEK EXAMPLE

International Project Work from a Student’s Perspective

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2nd July, 2019
About what will we be talking?

1 Introduction
The Euroweek: Students, academics, cultures and science

2 Process Description:
Draft of the paper, 3-minute-pitch and presentation

3 Lessons learned:
Working in an international team in a digitalized way

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Between April 29th and 3rd 2019 the Euroweek was held for the 25th time in Brno, Czech Republic.

90 participants, 20 countries
The participants formed multinational teams and developed scientific papers on the challenges the European and the global economies are facing that are brought about by digitalization.

From Business to Technology
Students from various fields such as business, engineering, information technology, tourism and cultural management started working on their papers in interdisciplinary groups consisting of six students each.

Cultural Competence – Lost in a Digital Transition
Our research sought to determine the impact caused by digitalized labor models and social sustainability on the future workplaces.

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The Euroweek Process

Part of this process is the draft of the paper as well as the preparation of a 180-seconds-pitch and the final project presentation.

01 Establish Communication
Chatroom, Facebook Messenger, Zoom-Video-Chat & a lot of misunderstandings

02 Writing & Discussing
Agreements about structure, methodology and content – between economists and engineers

03 Eeny, meeny, miny, moe
Three team members had to pitch the project in 180 seconds – the members were randomly chosen

04 Stage Fright & Language Barriers
30 minutes of presentation, 15 minutes of discussion

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INTERRELATION OF DEFINITIONS

1. What kind of potential do you see in digitalized labor models regarding the value-creation of your company?
2. Have you noticed a blurring of work life and private life since introducing digitalized work models?
3. Do you think that new business models can be derived of digitalized labor models? If so, what kind of models?
4. Does social sustainability exert any influence on the decision-making in your company?
5. What do you think which factors social sustainability includes?
6. Do you see overlaps regarding resilience and social sustainability?
7. Do you think cultural competence is a part of social sustainability? Please justify your opinion.

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Knowledge for the Future
conscious of the fact that these are chances that we will encounter after our graduation once we enter the workforce

Different Standards
standards of a scientific approach to a subject were very different due to the background of the team members

Deadlines
team members had a vastly different attitude concerning deadlines and communication

Extrinsic and Intrinsic
intrinsic motivation = project members work in a self-regulated way / feeling of doing something they want to achieve for themselves.
Pitch & Presentation

1. Pitch
when doing the pitch presentation the team had great problems to
demonstrate the content of our project in the given time
→ Help by the academics

2. Presentation
Problems with language barriers while preparing the presentation
→ Students helped each other

3. Happy End
able to finish with a presentation that was quite
good given the circumstances

Learned a lot about other cultures and social aspects
Had a great time in Brno

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