Technische Hochschule Brandenburg
University of Applied Sciences

Didaktik-Forum 2019:

Motivem.Brandenburg: a "train the trainer" approach to support project-based learning

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Thanks!
to the *Center for Entrepreneurship & Transfer (ZGT)* and the support by the (Vice) President

Motivem.Brandenburg

Sharing Teaching Experience

Agenda

1 Intention

2 Implementation

3 Implications

4. Discussion

Ready to be creative?

Within 1 minute, please think of as many possible uses for the following object

1. Intention

The basic idea

What

a new training offer for professors / university teachers at THB:
a **two-day workshop** on creativity methods / idea development (pilot action) and supporting activities

How

“putting yourself into the shoes of a student”
trying out various creativity methods and testing different concepts to create new ideas

Why

to **train the trainer to support students´ learning** based on projects

The idea behind

Purpose

educating for a rapidly changing (business) world: university graduates as “problem solvers”

creative thinking & entrepreneurial mindset

Framework & Origin

Interreg Europe e.g. THB, Valencia University as project partners, *Aula Emprende / Motivem* to promote entrepreneur-ship culture

university teachers as “creativity facilitators”

Adaptation to the local situation

“Applied Sciences”: academic education is often closely related to practise (business /industry)

tradition of project-based learning & supporting infrastructure for entrepreneurship

2. Implementation

Implementation

What did we actually do?
The Workshop in practise

How has it been implemented?
Using the methods with students

Motivem. Brandenburg

Think differently!

The Workshop in practise

- Two-day workshop during the semester break
- Creative working atmosphere
- Small group (8p) + two facilitators
- Day 1 -> user needs as a starting point (based on Design Thinking)
- Day 2 -> from problems to solutions (based on the CSS* process)

Impressions

Using the methods with students

Department of Informatics & Media

Module for international students

Additional study program (to all THB students)

Department
of Informatics
& Media

BA Medical Informatics 4th semester

-> Kick off: students develop their own sub-topics

-> „ownership“, motivation / accountability

Module for international students

„Meeting Germans“

Social intercultural projects

Profiling Germany

Module for international students (various study programs)

-> Kick off: developing project ideas (user-centered) to be carried out with the actual user

-> „ownership“, motivation / accountability

Additional study program
(all THB students)

Coimbra Summer School on Entrepreneurship

Frame

- Cooperation: Coimbra Business School and THB since 2016
- one week in Portugal in September
- ca. 15 students (Germany, Portugal, Brazil, France, ….)

Content

Intercultural teamwork on entrepreurial ideas

- Problem solving process
- Business Model Canvas
- Training of communi-cation skills / Pitching

Outcome

Business ideas pitched infront of a jury

…and a lot of motivation & fun

3. Implications

Lessons Learned?

What we have learned (so far)

Using these methods and approaches

- is challenging since it needs practise and resources (manpower / time)
- openness and a certain attitude is required

BUT……

- empathy - focussing on users´ needs from the beginning leads to better (more appropriate) solutions
- “high risk to get motivated”

Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes, and having fun."

Mary Lou Cook

….and how to go on?

- review of the first phase
- possible adjustments & “customised” support during the implementation (winter semester)
- going one step further – requirements and benefits: “Motivem.Brandenburg” as a permanent part of the training program?

“Creativity is intelligence having fun.“

Albert Einstein

4. Discussion

Questions

There are many different ways to be creative. When was the last time you experienced “creative moments in the *classroom*”?

Questions

“Teaching” an entrepreneurial mindset*
- are universities the right places to do so?

* e.g. initiative and self-direction, risk-taking, flexibility and adaptability, creativity and innovation, critical thinking and problem solving, the ability to see opportunities, marshal resources and create value)[1]

Questions

Using these approaches to tackle problems in the *classroom* requires time, time which would be needed for teaching theoretical knowledge.

…a dilemma?