Didaktik-Forum 2019: Motivem.Brandenburg: a "train the trainer" approach to support project-based learning

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Motivem.Brandenburg
Sharing Teaching Experience

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

Framework & Origin
Interreg Europe e.g. THB, Valencia University as project partners, Aula Emprende / Motivem to promote entrepreneurship culture

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

creative thinking & entrepreneurial mindset

university teachers as “creativity facilitators”

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)
BA Medical Informatics
4th semester

-> Kick off: students develop their own sub-topics
-> „ownership“, motivation / accountability

Department of Informatics & Media

Health Apps
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
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 entrepreneurial ideas
  - Problem solving process
  - Business Model Canvas
  - Training of communication skills / Pitching

Outcome
- Business ideas pitched in front 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?