



LAUREA
UNIVERSITY OF APPLIED SCIENCES

Prime Mover

Cross-Border Learning Model

International HETL Conference, Orlando, Florida,
January 13-15, 2013

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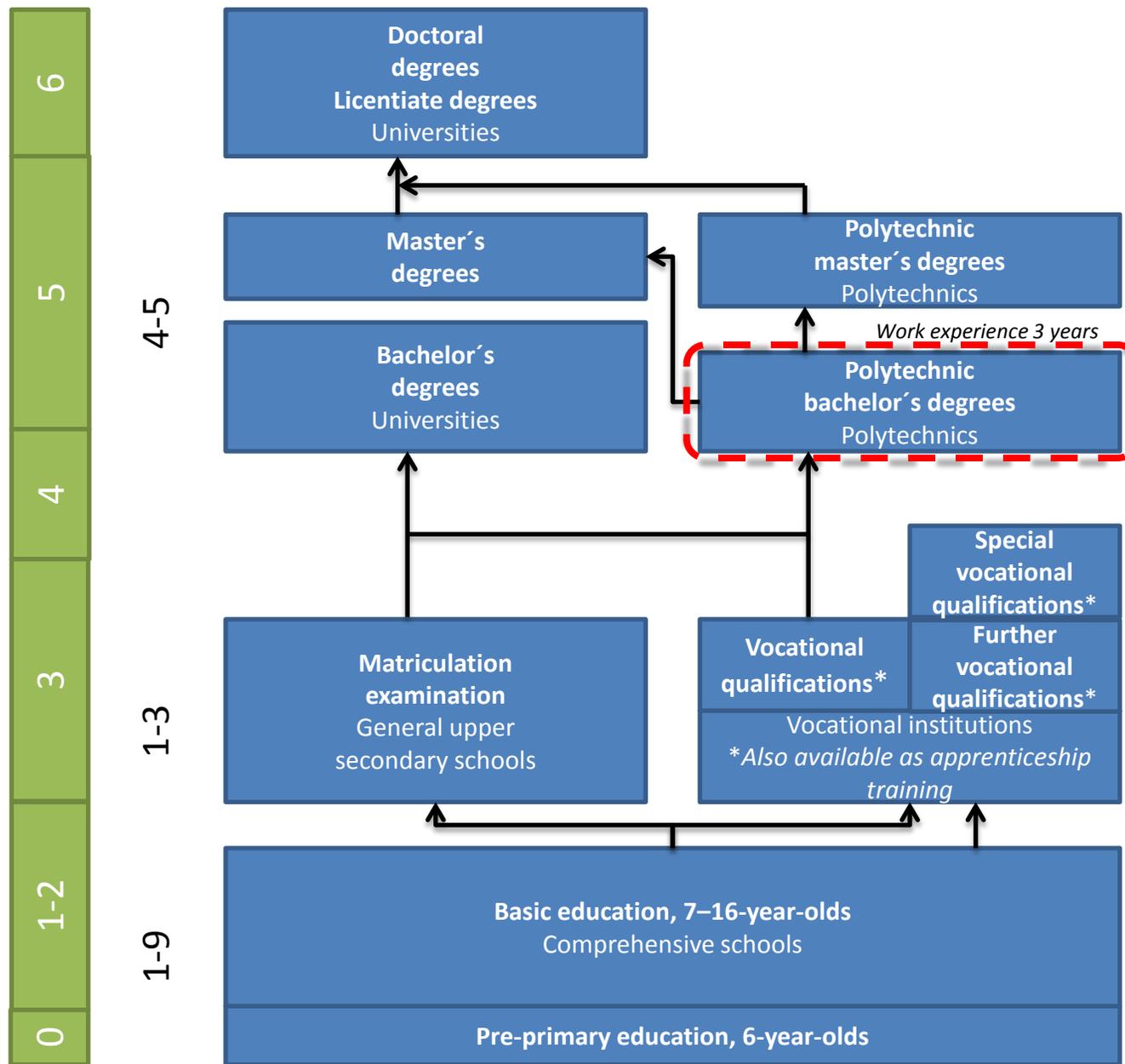
Biographies:

Mika J. Kortelainen, M.Sc. (Econ.), holds position as Senior Lecturer at the Laurea University of Applied Sciences. He is also doctoral candidate at the Turku School of Economics. His research interests are focused on customer relationships, relationship marketing and business models as well consumer and business-to-business markets. He has participated in various research and development projects in the area of living labs, business models and user-driven & open Innovation development with Laurea's research group.

Janika Kyttä, M.Ed., holds a position as a Coordinator at the Laurea University of Applied Sciences. She has also vast experience of guidance from a background of working as a guidance counselor for a Vocational College and international business from being a co-owner and partner in an import/wholesale business. Her research interests are focused on learning process, learning difficulties and developing new learning environments. She has worked in several research and development projects in the field of learning environments.

Business Lab (Yrityslabra in Finnish):

Business Lab is a learning environment for the Business Management studies in Laurea University of Applied Sciences Lohja Unit. It was founded in 2008 but started as an independent learning environment in the fall of 2011. After first year of studies, when the student has gained 60 study credits (out of 210) he can transfer from the campus environment to the Business Lab to complete his business management bachelor studies in real-life business projects and consignments.



ISCED-classification 1997

- 0 Pre-primary education
- 1-2 Primary education or lower secondary education
- 3 Upper secondary education
- 4 Post-secondary non-tertiary education
- 5 First stage of tertiary education
- 6 Second stage of tertiary education

Source: Ministry of Education



Business Lab in action



Business Lab in action



Project Manager = student



Part Project Manager = student



Responsibility



Teamwork



Accountability

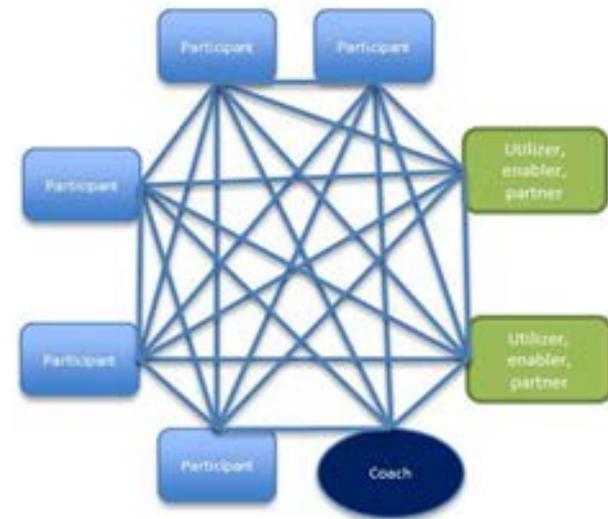
Case study background

- 2 business projects, where the goal was to carry out a market study (Feelmax: barefoot shoes, Piece of Memory: jewelry collection) => true market knowledge
- GOALS:
 - To connect the students in Finland, Finnish exchange students and students in target countries
 - To produce as realistic knowledge as possible from the markets of the target country; the knowledge best gained from native target country students
 - To gain more international skills, further project work and networking between the students in an international environment
 - To take the project learning model into new environment

Change of Learning Process



Teacher-centered model,
The Glass Ceiling of Learning



Wide-based Development of
Knowledge and Skills in a Network

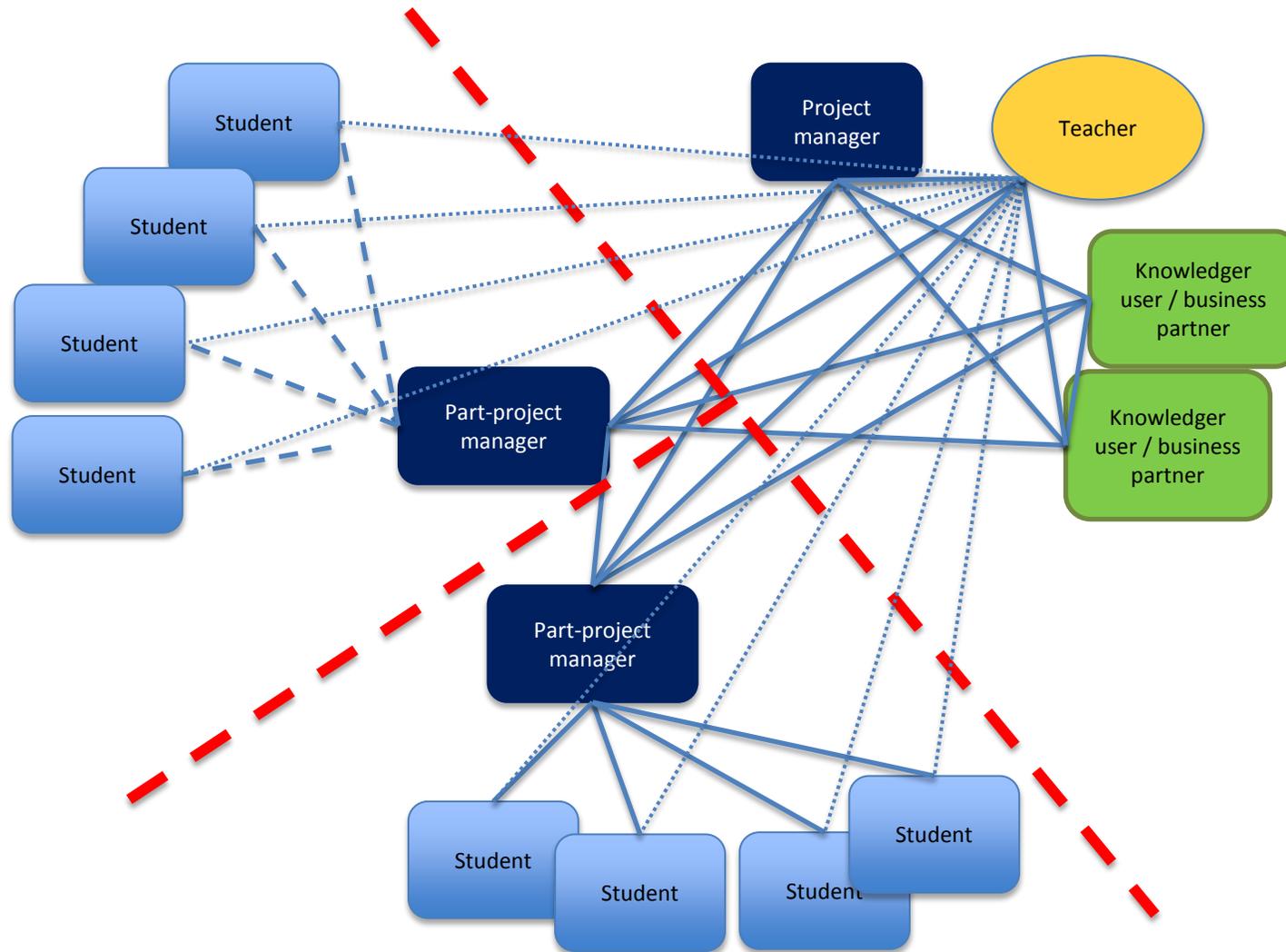
Cross-border learning, goals

- To develop international knowledge and skills for the students and increase networking
- To give businesses a chance to get to the international market
- To develop the teaching and learning models for the use of teaching staff
- To get new international connections from universities from around the world

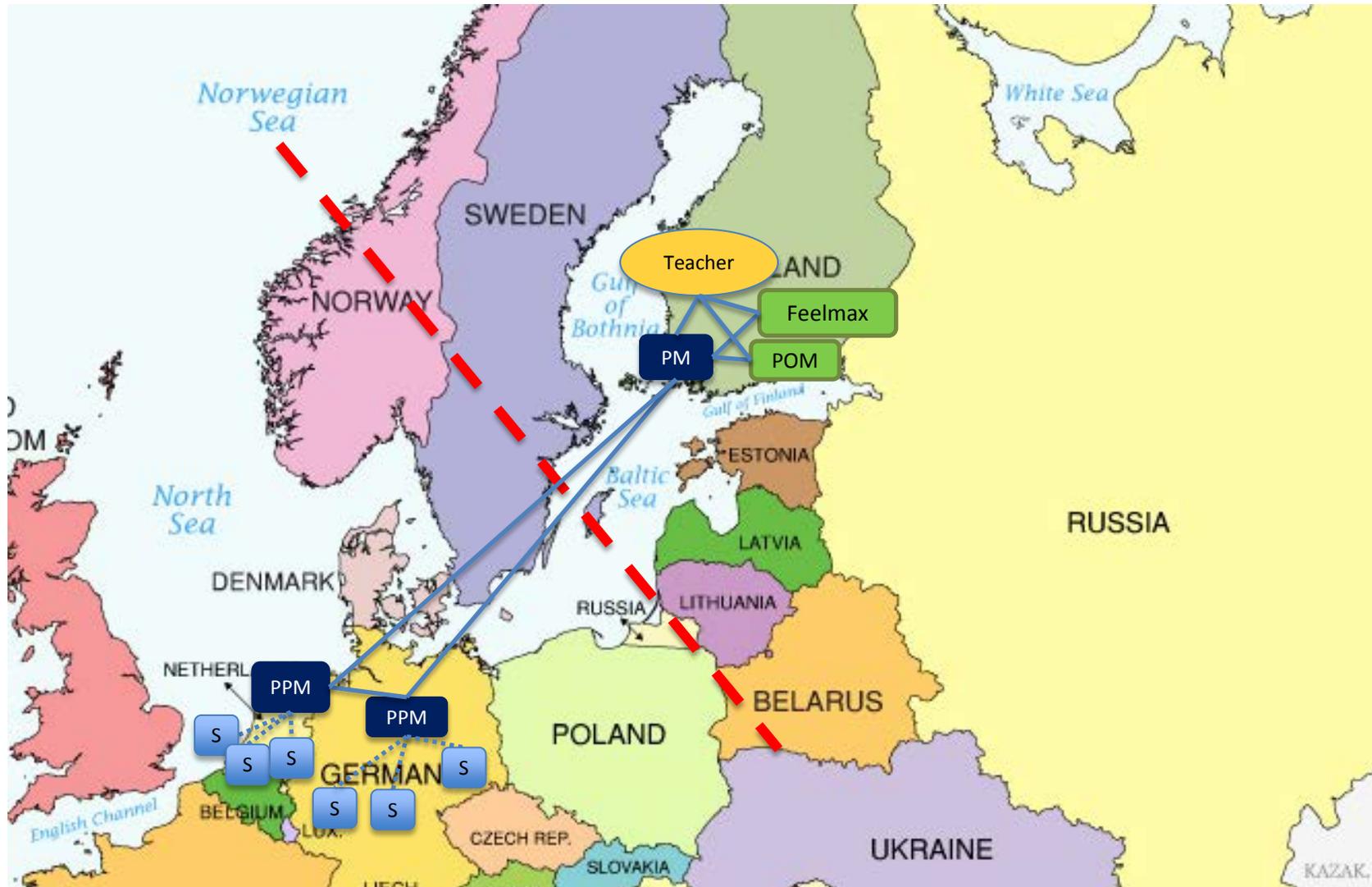
Case study description

- Project manager: Laurea's student in Finland
- Part-project managers: Laurea's Finnish exchange students in target countries (the Netherlands / Amsterdam & Germany / Frankfurt)
- Project workers: university students in target countries
- Guidance: project manager, business client and Finnish teacher
- The goal was that the international students could get Finnish U.A.S study credits from their participation in the project

Cross-Border Learning Idea



Cross-Border Cases



Case evaluation

- Students were excited about a new way to study
- The startup of the model of action was too optimistic
- The communication with the partner universities was insufficient
- Understanding the project learning model requires better communication
- Awarding Finnish study credits to international students is problematic
- Building the model of action for the partner universities is still in progress
- Building the process of action to an international environment will not succeed without an active partner

Cross-border learning, future development

- Building a cooperation model between 3-4 universities
- Apply the model of action to few practical cases coming from partner companies
- Building an administrative cooperation on how the study credits are awarded and how the projects are evaluated

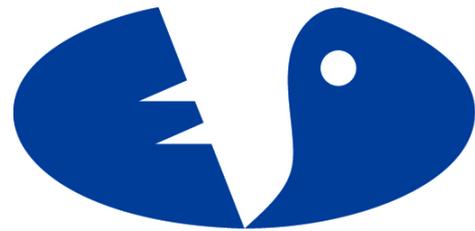


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Thank you!

1/25/2013



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Innovative Partnership

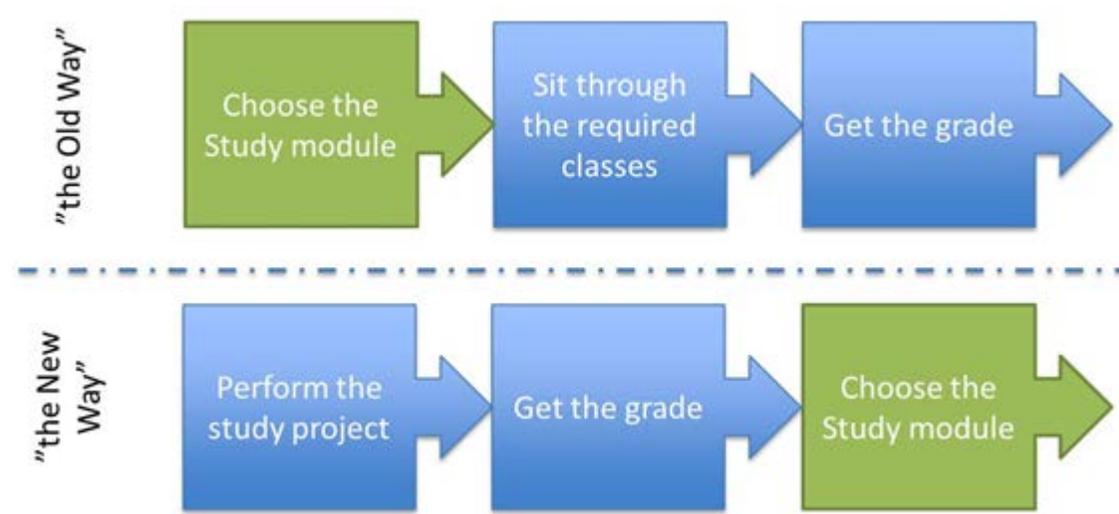


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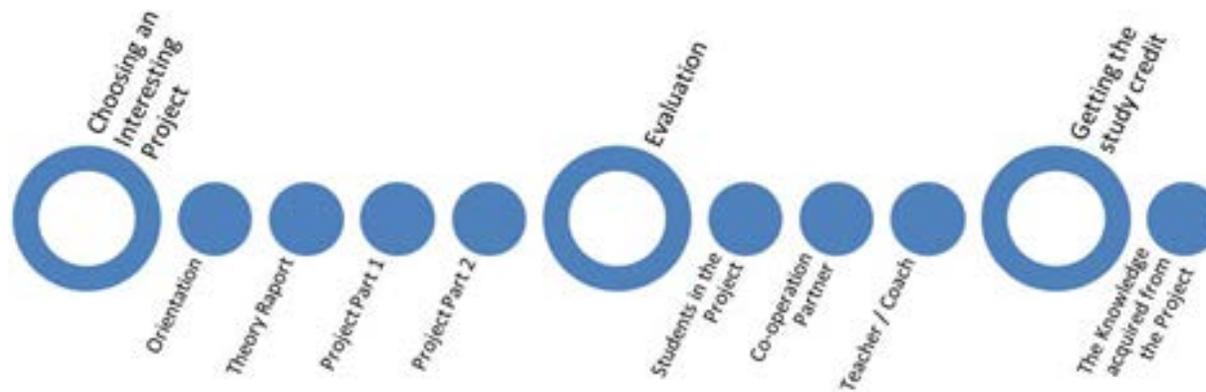
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Extra information

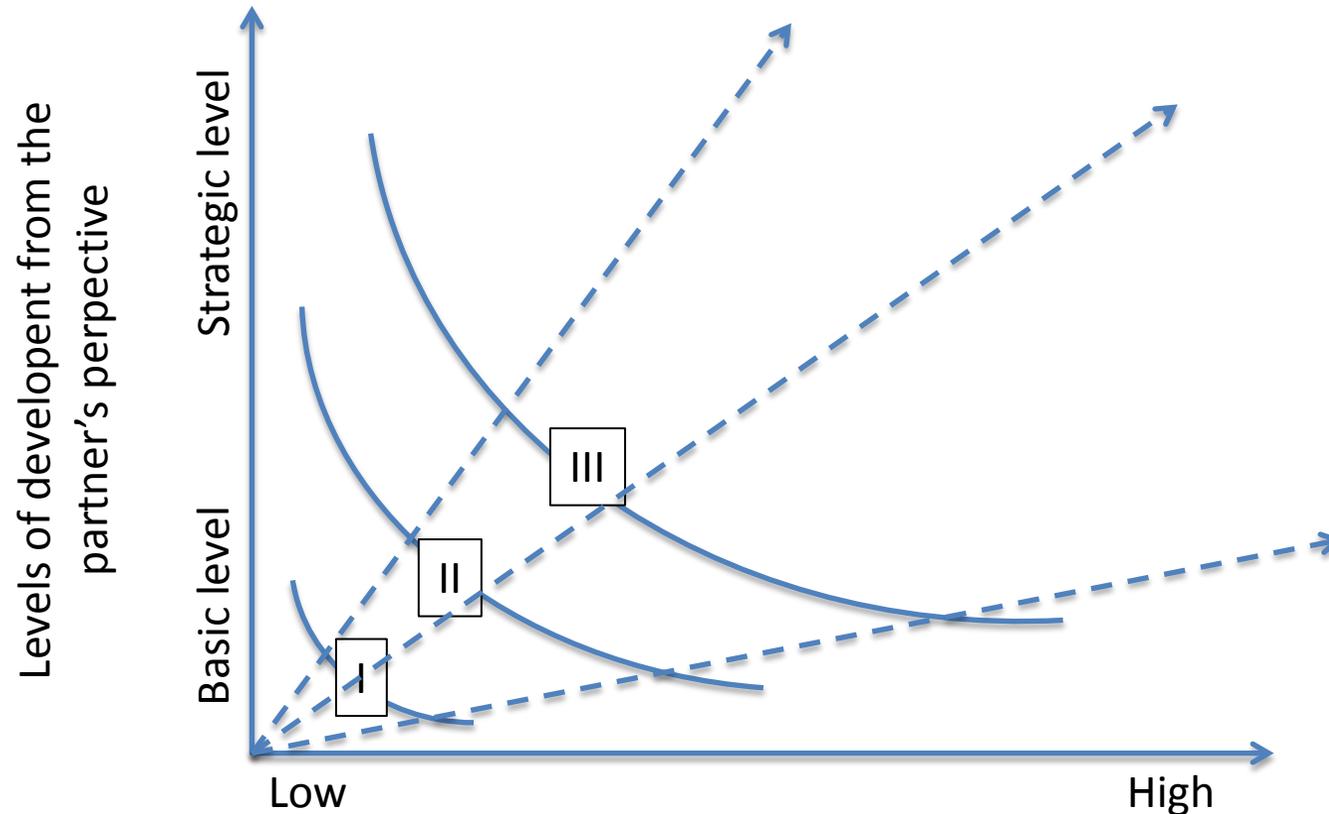
New Learning Process



Steps of Learning Process



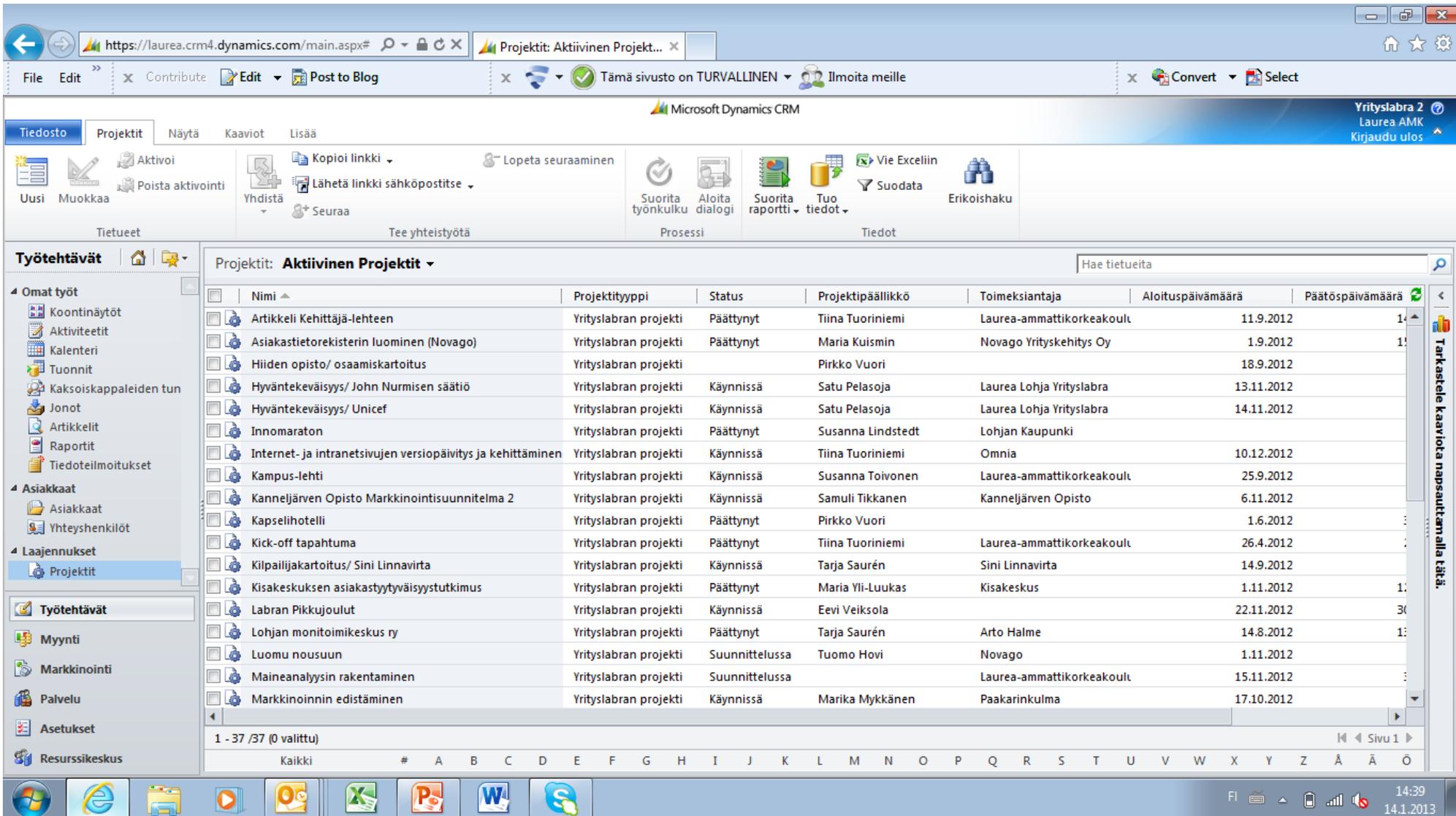
Levels of development in LBD model



Requirement of the student's development skills

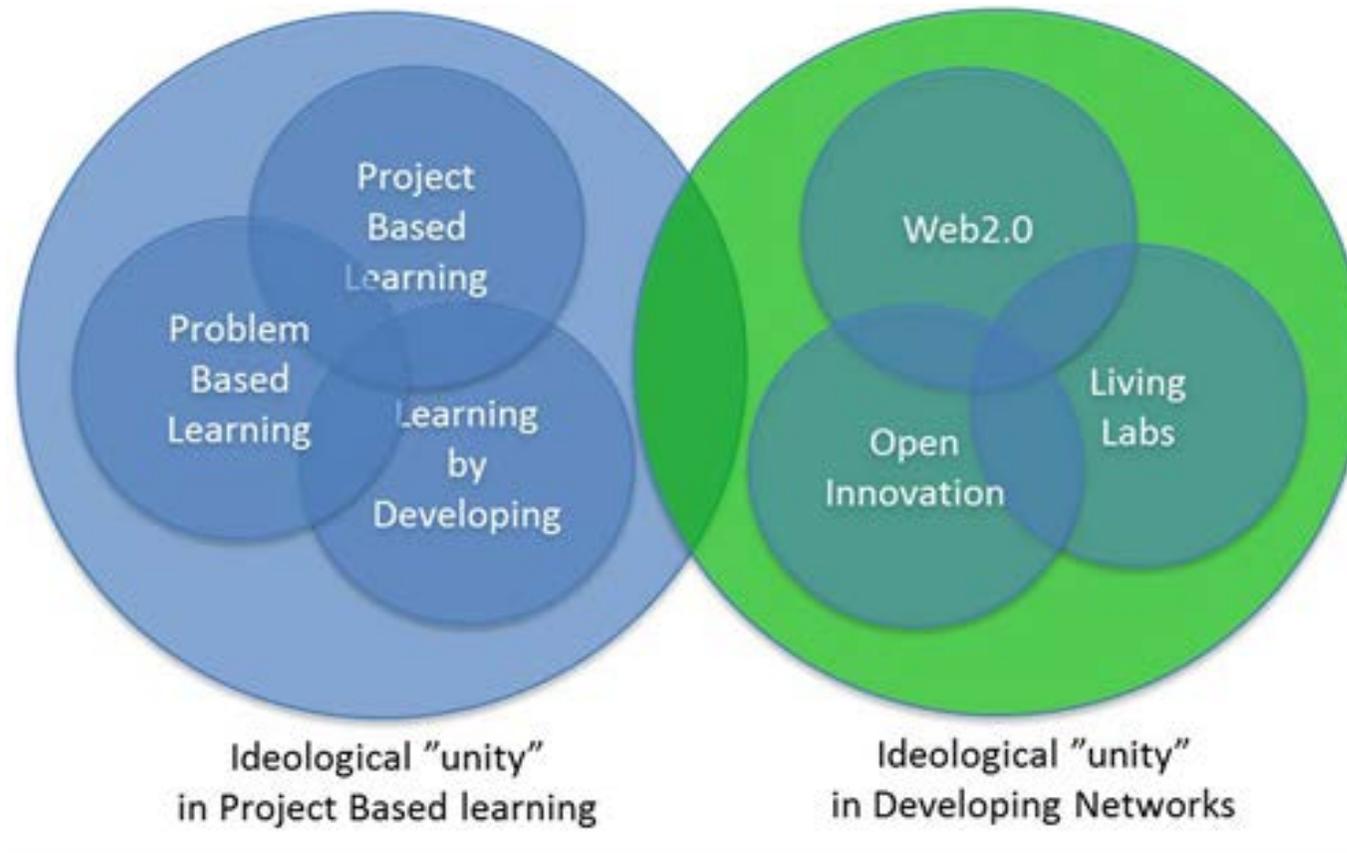
Mika J. Kortelainen 2011

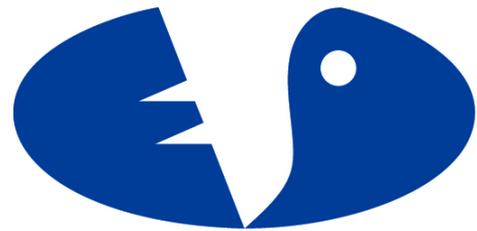
Project management & CRM



The screenshot displays the Microsoft Dynamics CRM web interface. The browser address bar shows the URL <https://laurea.crm4.dynamics.com/main.aspx#>. The page title is "Projektit: Aktiivinen Projekt...". The interface includes a navigation pane on the left with sections for "Työtehtävät" (Tasks), "Asiakkaat" (Customers), and "Laajennukset" (Extensions). The main content area shows a table of active projects.

Nimi	Projektityyppi	Status	Projektipäällikkö	Toimeksiantaja	Aloituspäivämäärä	Päätöspäivämäärä
Artikkeli Kehittäjä-lehteen	Yrityslabran projekti	Päättynyt	Tiina Tuoriniemi	Laurea-ammattikorkeakoulu	11.9.2012	14.11.2012
Asiakastietorekisterin luominen (Novago)	Yrityslabran projekti	Päättynyt	Maria Kuismin	Novago Yrityskehitys Oy	1.9.2012	14.11.2012
Hiiden opisto/osaamiskartoitus	Yrityslabran projekti	Käynnissä	Pirkko Vuori	Laurea Lohja Yrityslabra	18.9.2012	14.11.2012
Hyvänteveys/John Nurmisen säätiö	Yrityslabran projekti	Käynnissä	Satu Pelasoja	Laurea Lohja Yrityslabra	13.11.2012	14.11.2012
Hyvänteveys/Unicef	Yrityslabran projekti	Käynnissä	Satu Pelasoja	Laurea Lohja Yrityslabra	14.11.2012	14.11.2012
Innomaraton	Yrityslabran projekti	Päättynyt	Susanna Lindstedt	Lohjan Kaupunki	10.12.2012	14.11.2012
Internet- ja intranetsivujen versiopäivitys ja kehittäminen	Yrityslabran projekti	Käynnissä	Tiina Tuoriniemi	Omnia	10.12.2012	14.11.2012
Kampus-lehti	Yrityslabran projekti	Käynnissä	Susanna Toivonen	Laurea-ammattikorkeakoulu	25.9.2012	14.11.2012
Kanneljärven Opisto Markkinointisuunnitelma 2	Yrityslabran projekti	Käynnissä	Samuli Tikkanen	Kanneljärven Opisto	6.11.2012	14.11.2012
Kapselihotelli	Yrityslabran projekti	Päättynyt	Pirkko Vuori	Laurea-ammattikorkeakoulu	1.6.2012	14.11.2012
Kick-off tapahtuma	Yrityslabran projekti	Päättynyt	Tiina Tuoriniemi	Laurea-ammattikorkeakoulu	26.4.2012	14.11.2012
Kilpailijakartoitus/ Sini Linnavirta	Yrityslabran projekti	Käynnissä	Tarja Saurén	Sini Linnavirta	14.9.2012	14.11.2012
Kisakeskuksen asiakastytyväisyystutkimus	Yrityslabran projekti	Päättynyt	Maria Yli-Luukas	Kisakeskus	1.11.2012	14.11.2012
Labran Pikujoulu	Yrityslabran projekti	Käynnissä	Eevi Veiksola	Laurea-ammattikorkeakoulu	22.11.2012	14.11.2012
Lohjan monitoimikeskus ry	Yrityslabran projekti	Päättynyt	Tarja Saurén	Arto Halme	14.8.2012	14.11.2012
Luomu nousuun	Yrityslabran projekti	Suunnittelussa	Tuomo Hovi	Novago	1.11.2012	14.11.2012
Maineanalyysin rakentaminen	Yrityslabran projekti	Suunnittelussa	Laurea-ammattikorkeakoulu	Laurea-ammattikorkeakoulu	15.11.2012	14.11.2012
Markkinoinnin edistäminen	Yrityslabran projekti	Käynnissä	Marika Mykkänen	Paakarinkulma	17.10.2012	14.11.2012





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