

Track 3: Intercultural Dialogue in a Changing World

Developing Interactive Learning to Prepare Students for a Global World: [WORKSHOP](#)

Val Finnigan, Siobhan Alderson
Leeds Metropolitan University, Leeds (UK)

Context

This highly interactive workshop is set against the context of preparing students to conduct business in a global world.

Objectives

The objective of the workshop is to fully engage workshop participants in an interactive business game designed by the authors who will facilitate the workshop. The game has been created to enable a series of potential outcomes for students: The enhancement of cross cultural sensitivity, the development of business insight and pro-activity in intercultural working. Additionally the game develops an appreciation of the language of international business. Participants will be able to engage in all elements of the game so that they can identify with the student experience of situated learning.

Methodology

The business game applies the pedagogical models of experiential learning situated in the context of business and management education by simulating authentic activity. It is founded on contemporary paradigms of skills and competencies required by managers in international business. The interactive experience aligns with suggested approaches to the development of cross cultural sensitivity in students by creating synergy between their learning experience and their potential inter-cultural experiences in a global business environment.

Interactive approach

The business game simulates the operation of a small business undertaking the production of A5 notepads. This product was chosen by the designers because of its universal recognition value. Participants are divided into multi-cultural teams to form their own small business. The company needs to discuss and make decisions on the issues of design, cost, production, sales and marketing, export, human resources, and, potentially, corporate social responsibility.

The product is to be marketed and sold in both the "home" country and another country of the teams' choice. Participants identify cultural issues which will affect how they relate to each other as individuals within a small business managed by people from diverse cultures, and how they might do business across borders, and must consider their approach accordingly.

The facilitators possess information on materials, production techniques, costs, and cultural requirements which can be bought by the participants for a "management consultancy" fee.

Outcome

In use with students, the game can have a number of different learning outcomes and assessment possibilities, and can be tailored to a variety of curriculum requirements. For workshop participants, anticipated outcomes are: increased recognition of the pedagogical value of experiential learning; the opportunity to evaluate the effectiveness of the game in terms of its stated objectives; to draw from discussion how interactive learning such as this could be situated in their own curriculum context; to identify some initial tangible ideas for creating interactive learning for their students.

Friday 8 October 3:30 – 5:00