

Designing and Managing Cross-Cultural Projects

Christine Dülfer

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Designing and Managing Cross-Cultural Projects

Why do you want to start a project? What do you want to change? What is the vision of the project outcome?

How will the project be assessed? What indicators will you use to measure the outcomes?

How is the project team chosen? How will you communicate?

Have you worked out a sensible budget?

Have you done a flowchart to plan the use of time?

Have you planned a strategy for institutionalising the project?

AGENDA

- 1 Designing a cross-cultural project
- 2 Project outline
- 3 Funding
- 4 Managing a cross-cultural project
- 5 Q & A

Designing a cross-cultural project 1

- Step 1
SWOT analysis
- Strengths
 - Weaknesses
 - Opportunities
 - Threats

Step 2
Find partners

- Step 3
Plan the project
- Meetings with all partners, agree on objectives
 - Proper planning sessions
 - Sort out funding (vital)

Designing a cross-cultural project 2

Step 4
PROJECT



Step 5
Evaluate on all levels

- Students
- Teacher team
- All other partners
- Outcome / results
- ...

Step 6
???

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Project Outline

The UK-German Project has been designed by Christine Dülfer and Duane Green. It covers most of the basic principles of marketing. Students develop an understanding of the overall process of marketing planning, implementation and control in the contemporary business environment: understanding of marketing information systems; market research and marketing ethics; buyer behaviour; distribution, promotion and pricing strategies for both goods and services.

The projects emphasises the importance of team work, case discussions, and interaction with fellow students, teachers and the business community.

Participants

- Students from Sir George Monoux College (BTEC National)
- Students from Berufliche Schulen Korbach und Bad Arolsen (trainees: industrial clerk)
- German companies (manufacturers in the Korbach area)
- Teachers from both colleges

Project Task

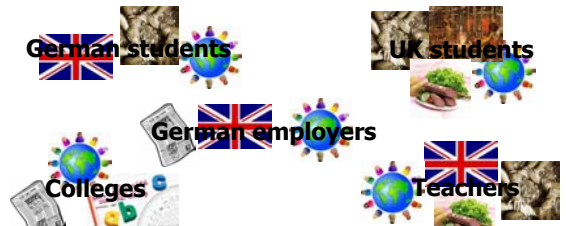
German manufacturers from the Korbach area would like to launch their products on the UK market.

Students develop a marketing strategy (marketing mix) for these products.

Students work in teams; each team consists of students from both colleges.

Working language is English.

A cross-cultural project can only be successful if ALL partners benefit from it.



Project Overview

November 2007: Joint workshops at Sir George Monoux College

November 2007 - April 2008: Teams develop marketing strategies

April 2008: Joint workshops in Korbach ending with a presentation to an audience consisting of the respective companies

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In reality, things are different...

Christine Dülfer, Project Manager

Funding



Servicestelle für Internationale Begegnungen

Pädagogischer Austauschdienst

COMENIUS etc.

Competitions etc.

Our students, employers, teachers and the colleges contribute largely to the project.

Christine Dülfer, Project Manager

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Christine Dülfer, Project Manager

Workshops at UK college (forming, norming)

German students present the German employers and respective products

Session on team work (team work experiment, Tuckman model)

Team building, team roles, team contracts

Teams develop action plans (Moodle)

Market research (City Business Library)

Evaluation



Christine Dülfer, Project Manager

VIDEO

Team Work (London)

Christine Dülfer, Project Manager

Teams develop action plans (Moodle)





**Market research
(City Business Library)**

VIDEO

Conclusion (London)

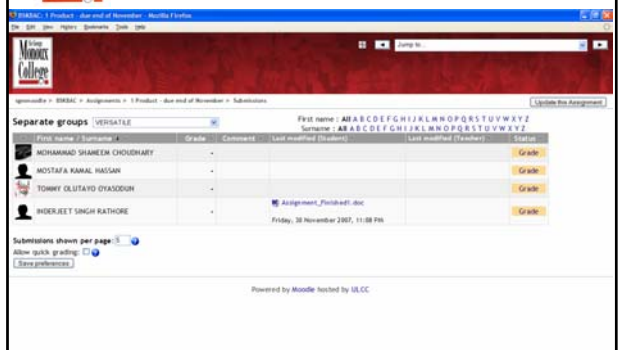
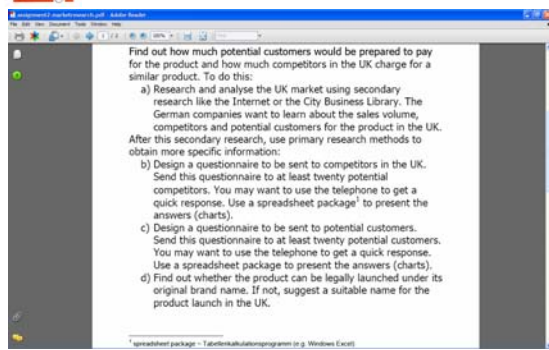


moodle (storming, performing)

A course management system (CMS) – a free, Open Source software package designed to help educators create effective online learning communities.

You can download and use Moodle on any computer you have handy (including webhosts), it can scale from a single-teacher site to a 50,000-student University.

We use Moodle mainly for communication, but also for downloading tasks, sharing results and uploading assignments.



Workshops at German college (performing)

Team building activity (rock climbing)

In-company work experience

Teams prepare and rehearse presentations

Final event (audience app. 100 people)

Guided tour of an industrial site

Evaluation

Party at King's (**and mourning**)



Christine Dülfer, Project Manager

"Management means helping people to get the best out of themselves, not organising things."
(Lauren Appley)



Christine Dülfer, Project Manager

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Project Leader

excellent communication skills

experience in foreign language teaching, bilingual teaching and cross-cultural projects

staff motivation and conflict resolution

coaching and feedback

project management: strong organisational skills

e-learning / IT skills

PASSIONATE ABOUT THE PROJECT

Christine Dülfer, Project Manager

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Teacher Team

open,
reliable,
patient,
bilingual,
hardworking
team players

passionate about the project

Christine Dülfer, Project Manager

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Evaluation of students' performance:

Presentation of respective companies (German trainees)

Workshops

Action plans (to be handed in by all teams)

Participation in class

Activity reports and deadlines (Moodle)

Assignments 1 – 6

Report on in-company work experience (UK students)

Final report and presentation

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What our students say about the project:

"We improved our abilities in project-management and team-work. ... The presentation itself helped us to improve our confidence and to act professional in a formal environment. It was an interesting project and we hope that we won't lose the contact to our new friends."

**Sarah Iske, Ramona Schiller,
Steffen Bieker, Adam Gaffar,
Muhammad Zahir Mapara**



Christine Dülfer, Project Manager

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What our students say about the project:



"It was a pleasure to be on this project and we loved every minute of it, plus we learnt a lot."

Michael Stützle, Stefan Dreier, Abdul-Kadir Mohamed, Mark Bown, Rose-Marie Wijeraten

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Teacher team:
Duane Green
(since 2004)
Christoph Lauer
(since 2005)
Wasif Minhas
(2005-2007)
Esmie Lee
(since 2007)

Literature

Frank Heyworth: A Guide to Project Management. European Centre for Modern Languages. Graz, 2002.

Gemma Hallam/Katherine Reed: AS-Level Business Studies. Coordination Group Publications Ltd. Kirkby in Furness, 2004.

Andrew McAuley: International Marketing – Consuming Globally, Thinking Locally. John Wiley & Sons, Ltd. Chichester, 2001.

Roger Beard/Susan Hoxley: Edexcel Level 3 BTEC Nationals in Business Specification. Edexcel Limited, 2006.

Rahmenlehrplan für den Ausbildungsberuf Industriekaufmann/ Industriekauffrau. Beschluss der KMK vom 14.06.2002.

Weblinks

Informationen zu Moodle und kostenloser Download:
<http://www.moodle.org>

Pädagogischer Austauschdienst:
<http://www.kmk-pad.org>

Servicestelle Internationale Begegnungen (Infos zu Förderprogrammen etc.): <http://schulamt-gross-gerau.bildung.hessen.de/service/ib>

Free teambuilding games, exercises and activities for employee motivation, training and development:
<http://www.businessballs.com>

Thanks for listening!

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