



Hochschule Anhalt
Anhalt University of Applied Sciences

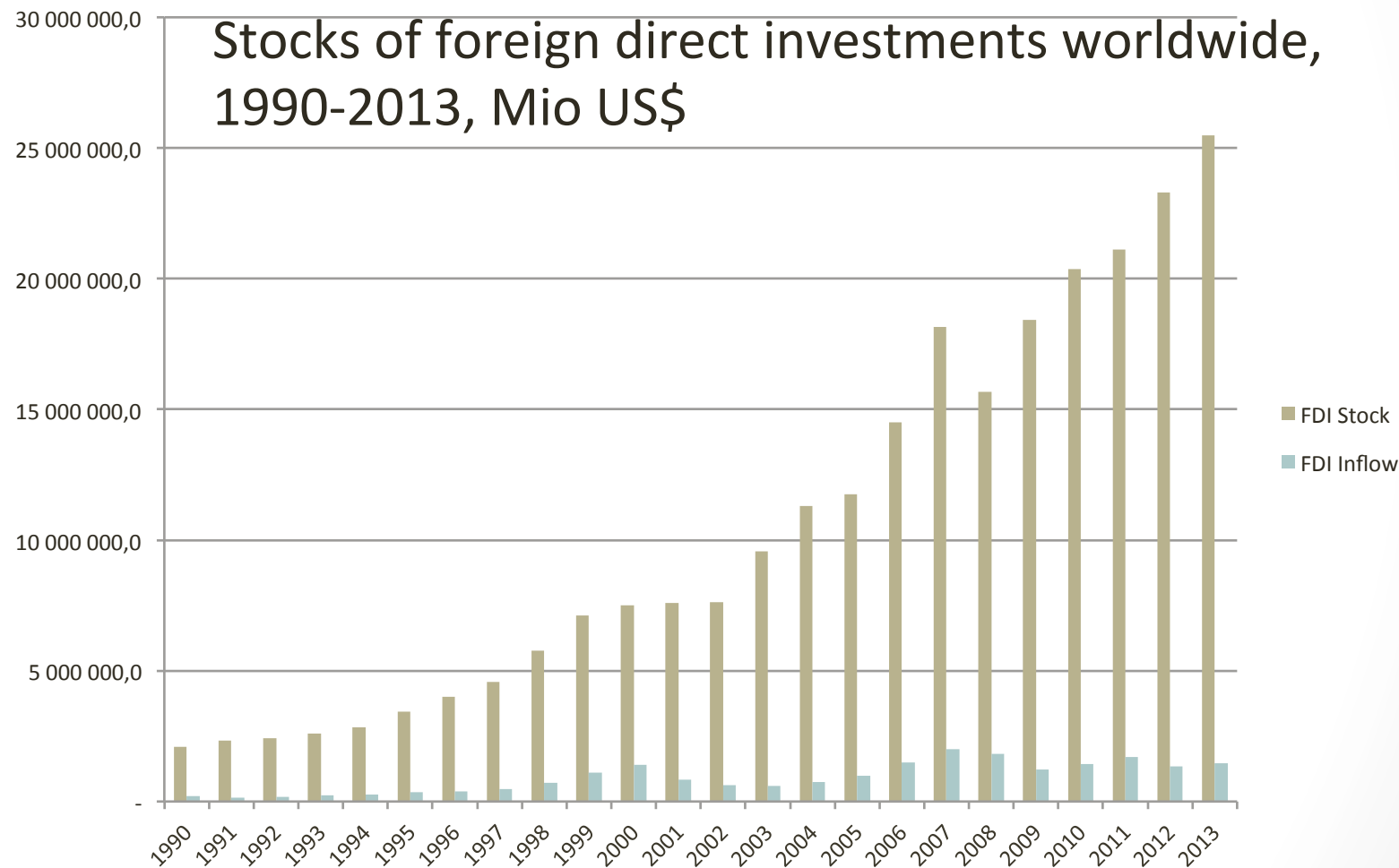
International eTeaming

Case: Projects for sustainable Agribusiness

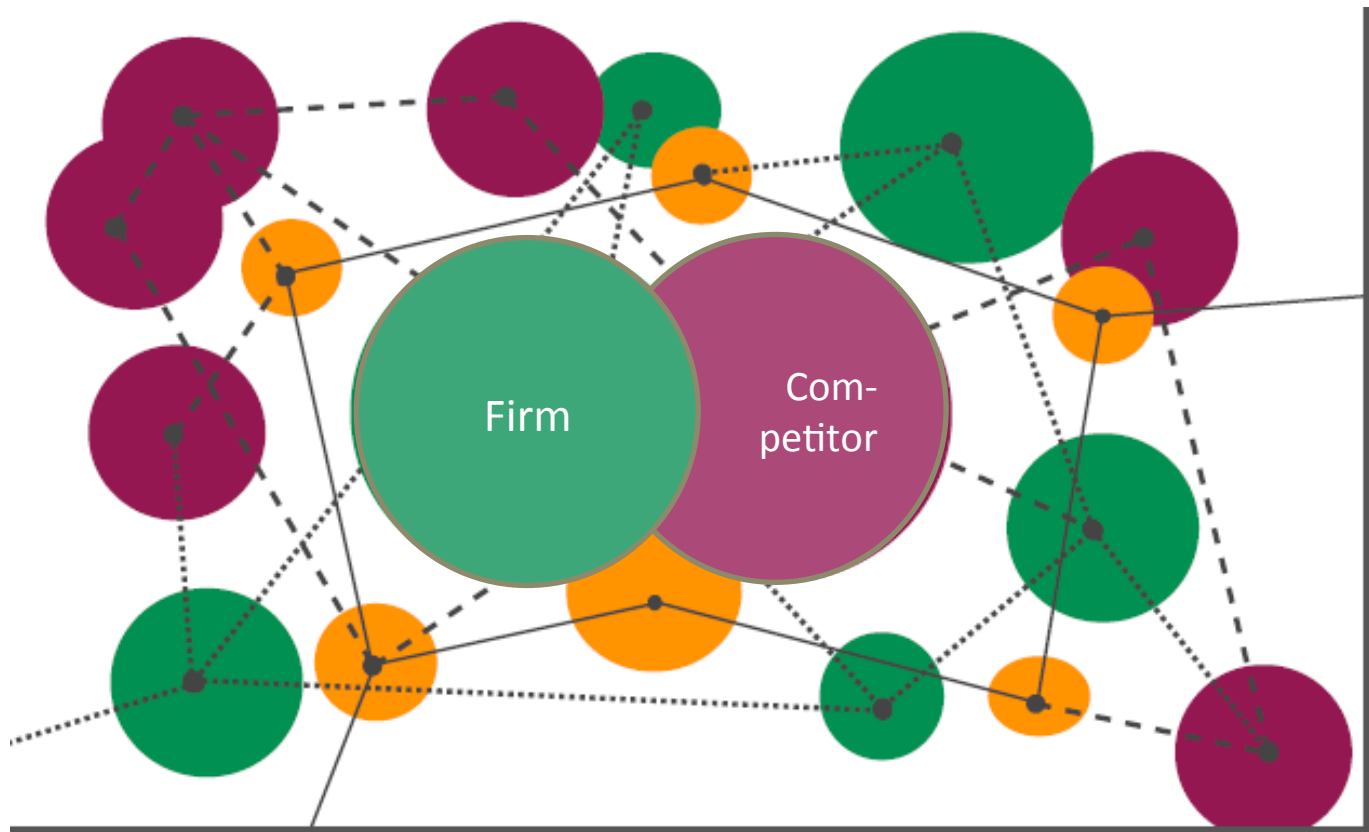
Prof. Dr. Elena Kashtanova
Anhalt University of Applied Sciences



The market: intercultural competences for international business

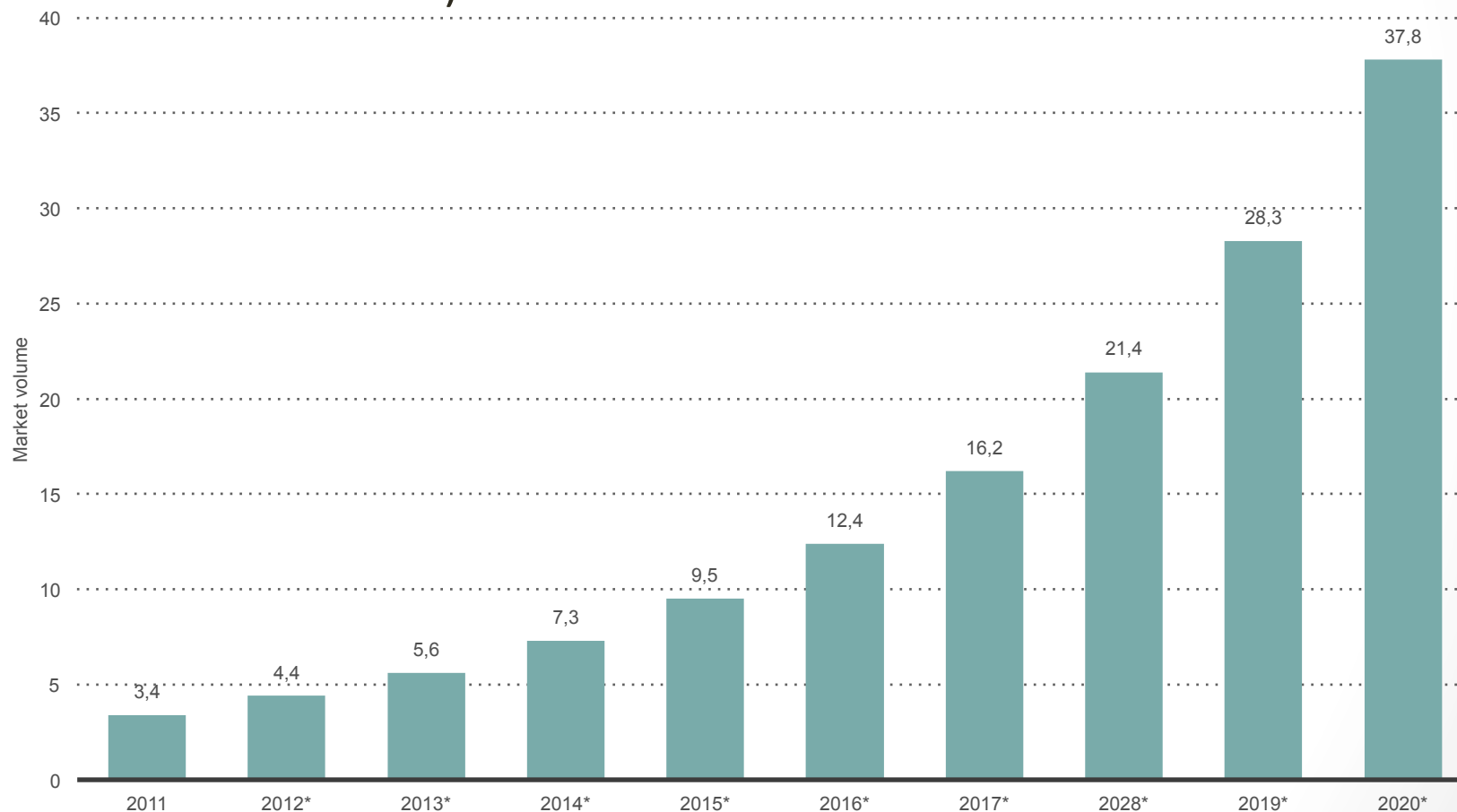


The market: social-emotional skills, interdependencies in the chain



Global mobile education

Global mobile education market volume from 2011 to 2020 (in billion U.S. dollars)



Source: IBISWorld; Various sources (Smart Higher Education); [ID 273960](#)

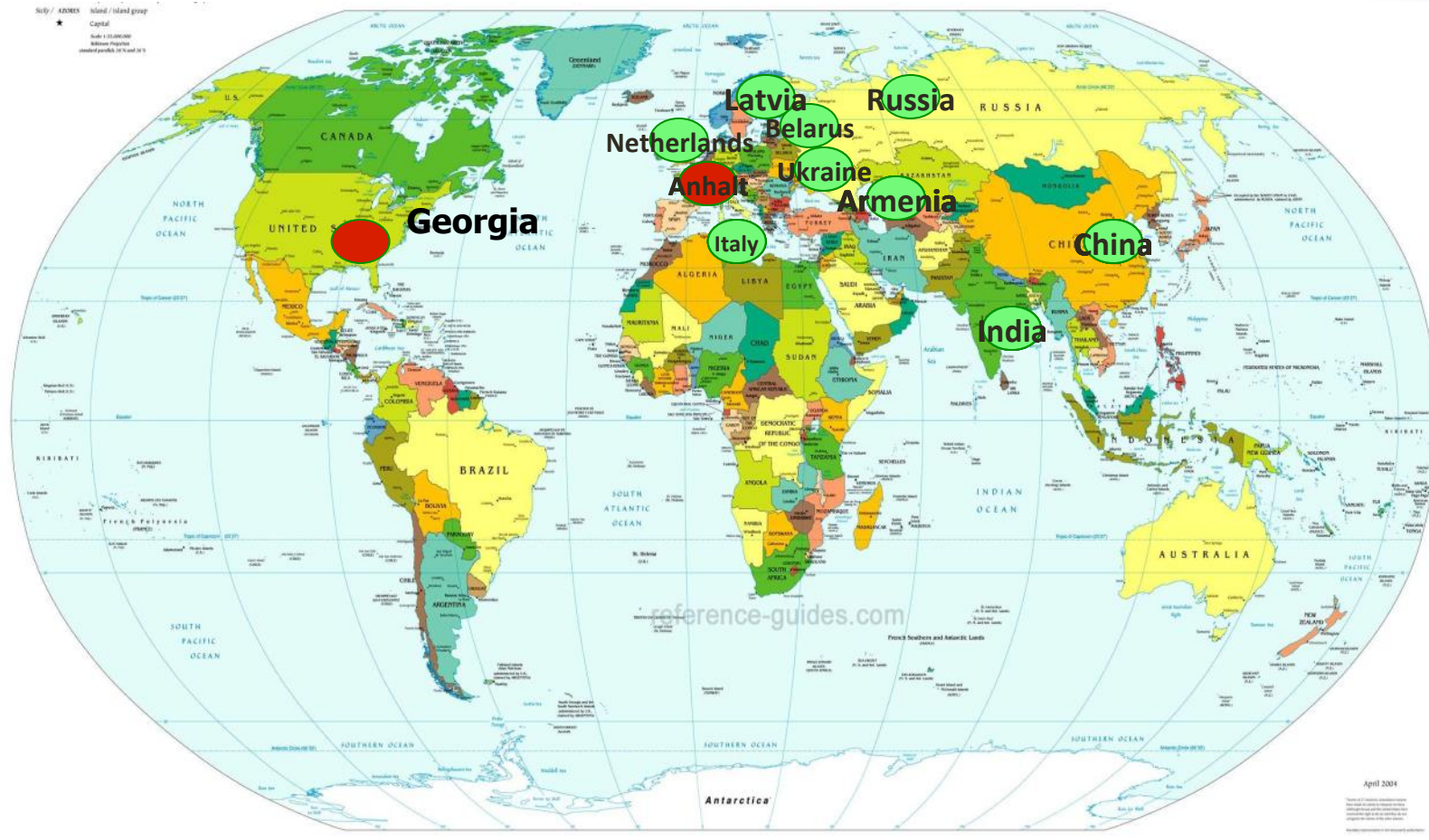
A study of CIO's participating in international outsourcing projects found that the most significant challenges stem from issues directly related to

- **Communication**
- **Cultural differences**
- **Process**
- **Project management skills**
- **=> eTeaming**



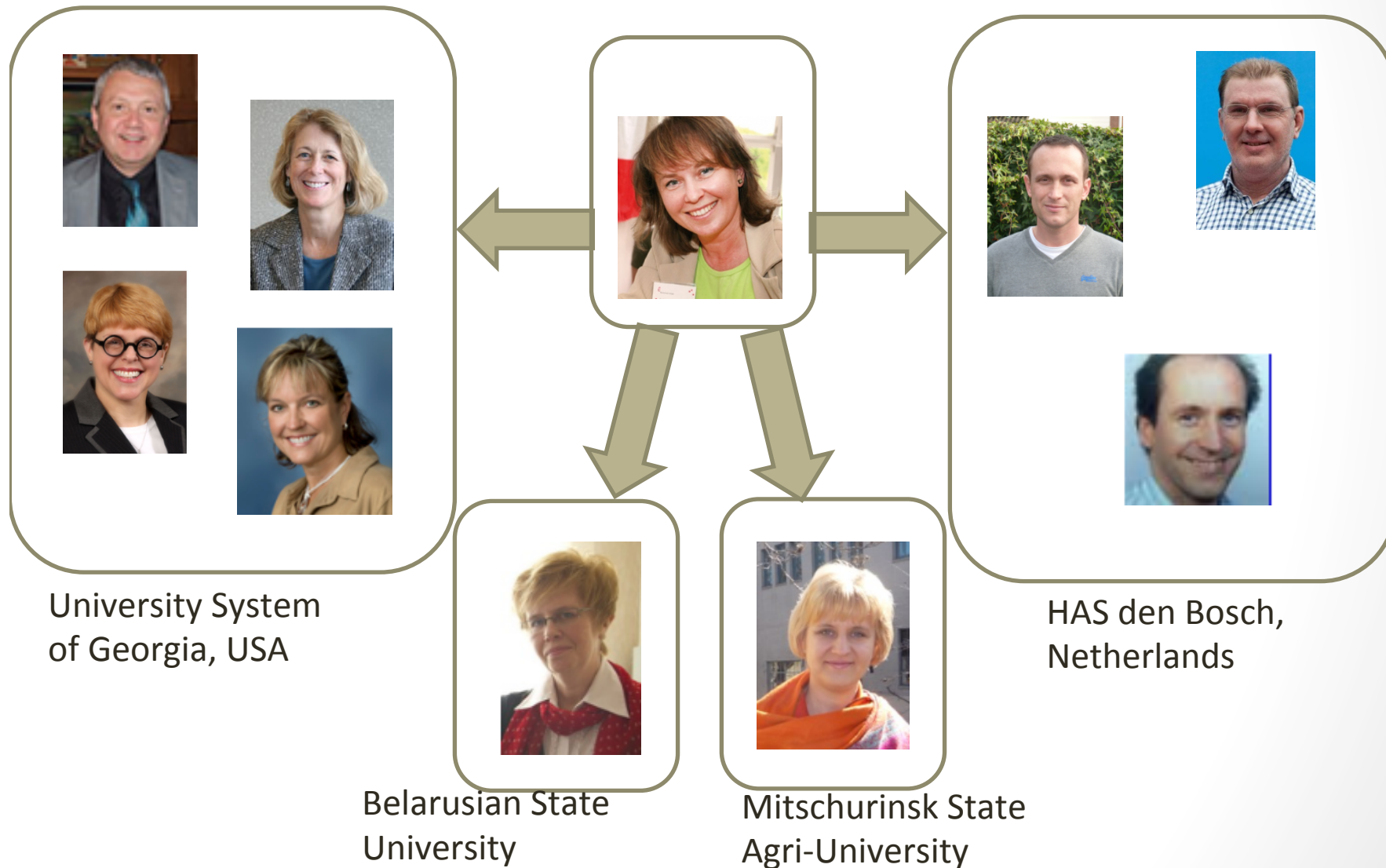
The idea: different countries, similar courses

Students



E-teaming projects

Profs



E-teaming projects



E-Teaming process



"On the Internet, nobody knows you're a dog."

Personal Profile

Short Bio

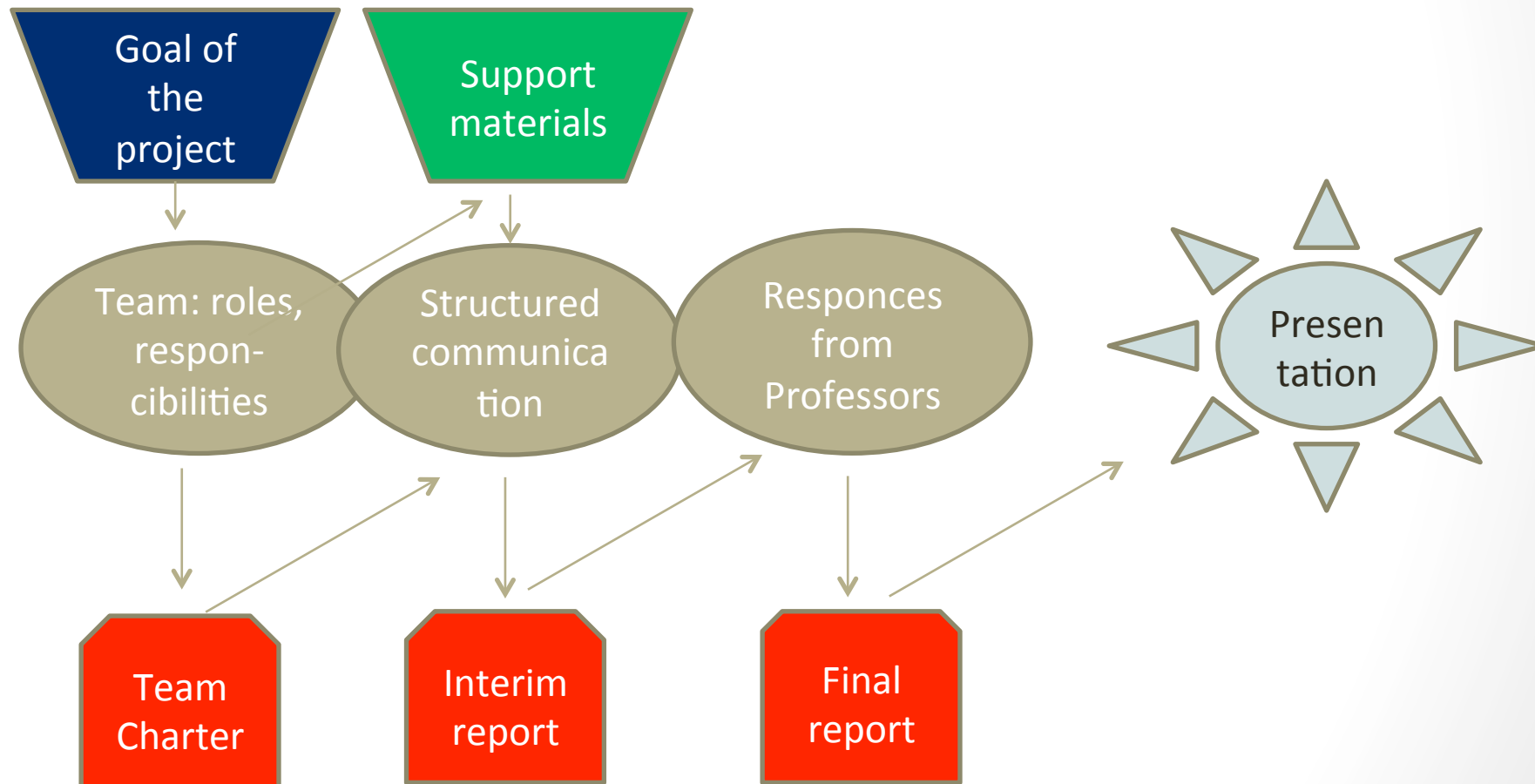
Team role

Team
responsibility

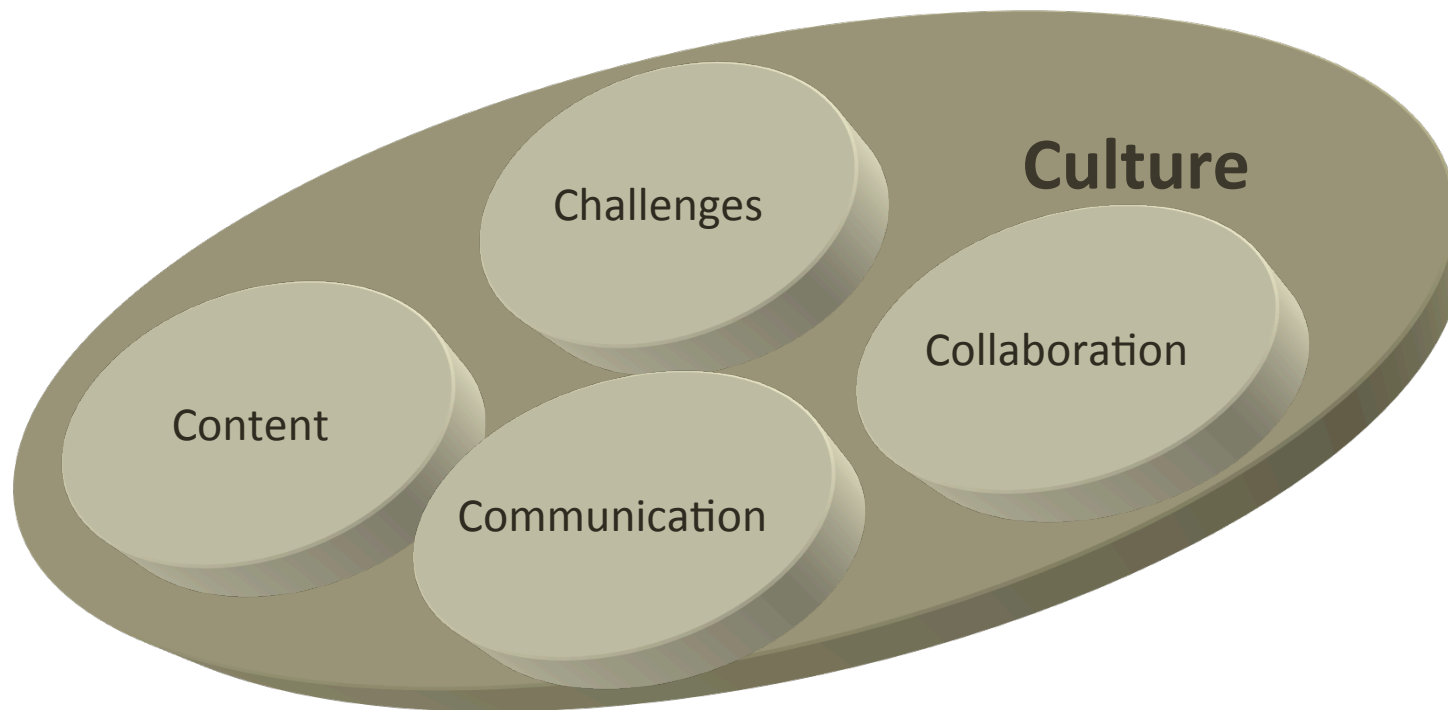
Team
charter

E-teaming projects

Project design



Four C's of demanding eLearning environments



E-teaming Germany and USA



Online meeting (Aug.)

- Teaming, team charter
- Intercultural training

Online work (Sep.- Oct.)

- Video lectures, ebooks
- Assignments
- Responses

Final presentation online (Nov.)

- Joint presentation
- Video

E-teaming Germany and Netherlands



Personal meeting in NL, September

- Teaming, team charter
- First presentation
- Company visits



Online work, September-October

- Part assignments
- Responses



Final presentation in Germany, November

- Joint presentation
- Company visit

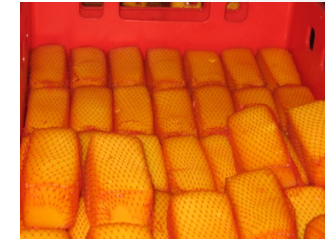
E-teaming Germany and Netherlands

Visit, presentation, consumer panel



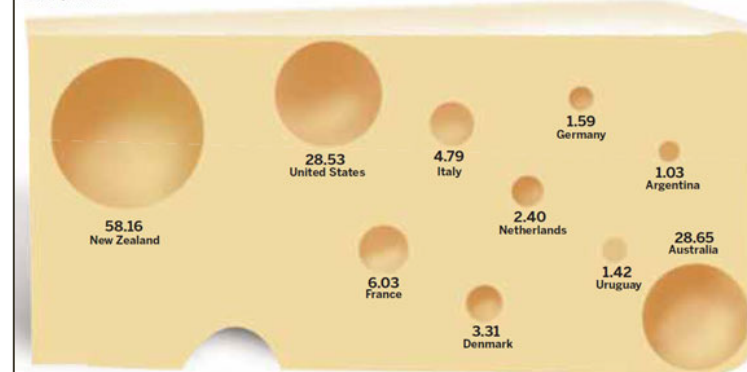
Boerde Kaese - China

- Competitors



VALUE OF CHINA'S CHEESE IMPORTS IN 2011

Unit: \$million



Share of the Chinese market

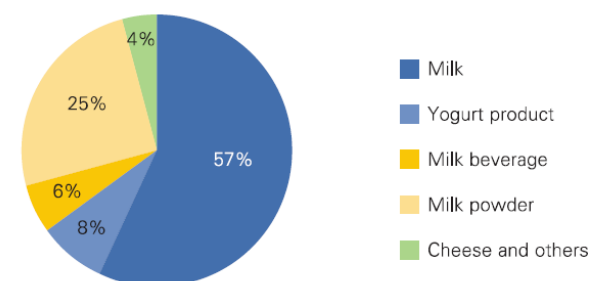
Share %



Source: China Customs

GUILLERMO MUNRO, FENG XIUXIA, ZHANG YE / CHINA DAILY

Dairy consumption in China



Source: China Dairy Statistical Yearbook 2006, Lehman Brothers research



Lilli Arutyan und Robert Thomale haben die Marktchancen von veganem Käse und der Sorte Bordespeck auf ausländischen Märkten getestet. FOTO: POLICER

Kein ausgemachter Käse

ANALYSE „Food and Agribusiness“-Studenten prüfen, ob sich mit einem veganen Produkt der Markteintritt in Indien und den USA für die Börde Käse GmbH lohnt.

NEW
Original
New
Brie
hand made
soft cheese specialty

mild - creamy soft cheese made of 100% goat milk

Box Art. No.	Type of product	film	net weight / content /	net weight / content /	net weight / content /
40129583	Original Ziegenpeter Brie	50%	ca. 1.4 kg	1 piece	ca. 1.4 kg
shelf life ex prod. at +4°C: 90 days (residual term 84 days)					

Börde Käse GmbH | D-39345 Vahlthor, Buhkendorf, 34 | Tel.: +49 (0) 39202 6398 | Fax: +49 (0) 39202 6206
www.bordekaese.de | Made in Germany

NEW
Original
Ziegenpeter
Naturally smoked goat cheese made of 100% goat milk

Box Art. No.	Type of product	film	net weight / content /	net weight / content /	net weight / content /
54102	Original Ziegenpeter	50%	200g	8 Stück	2,4
54106	Original Ziegenpeter	50%	150g	24 Stück	2,4
shelf life ex prod. at +4°C: 90 days (residual term 84 days)					

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NEW
Original
Ziegenpeter
—NATUR—
Premium Quality
Nature
made of 100% goat milk

Box Art. No.	Type of product	film	net weight / content /	net weight / content /	net weight / content /
40129563	Original Ziegenpeter	50%	ca. 4,5 kg	1 Stück	4,5
shelf life ex prod. at +4°C: 90 days (residual term 84 days)					

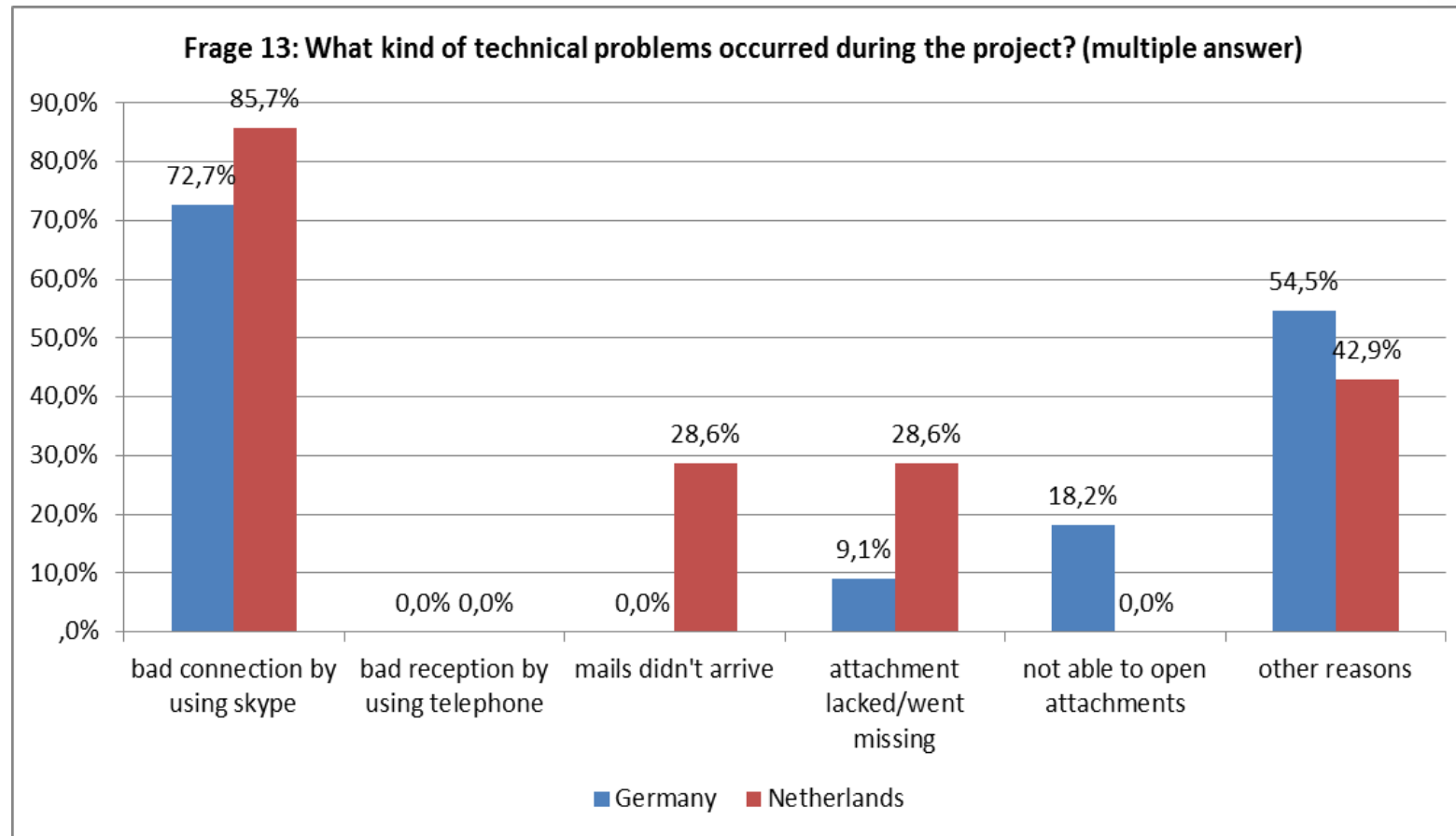
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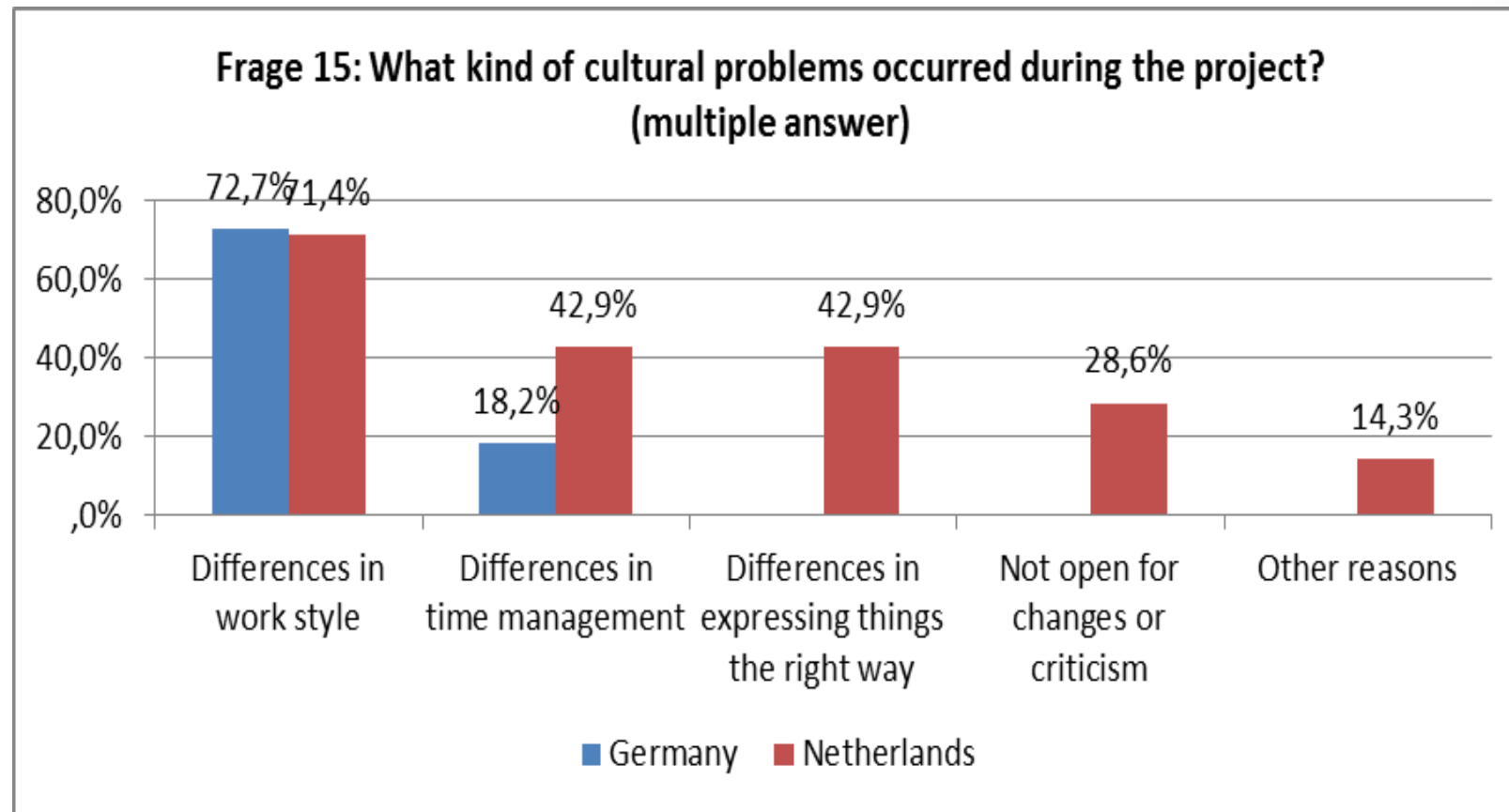
Challenges

- Online instructions are more **difficult to understand** than oral explanations in class
- The **absence of unified understanding** combined with potential language and cultural differences
- **Synchronous** communication and co-ordination
- **Motivation** of students
- **Technological readiness** of all participants

Post course survey (NL/D) – Technical problems



Post course survey (NL/D) – Cultural problems



Positive feedback

Positive experience with **managing time and language differences**

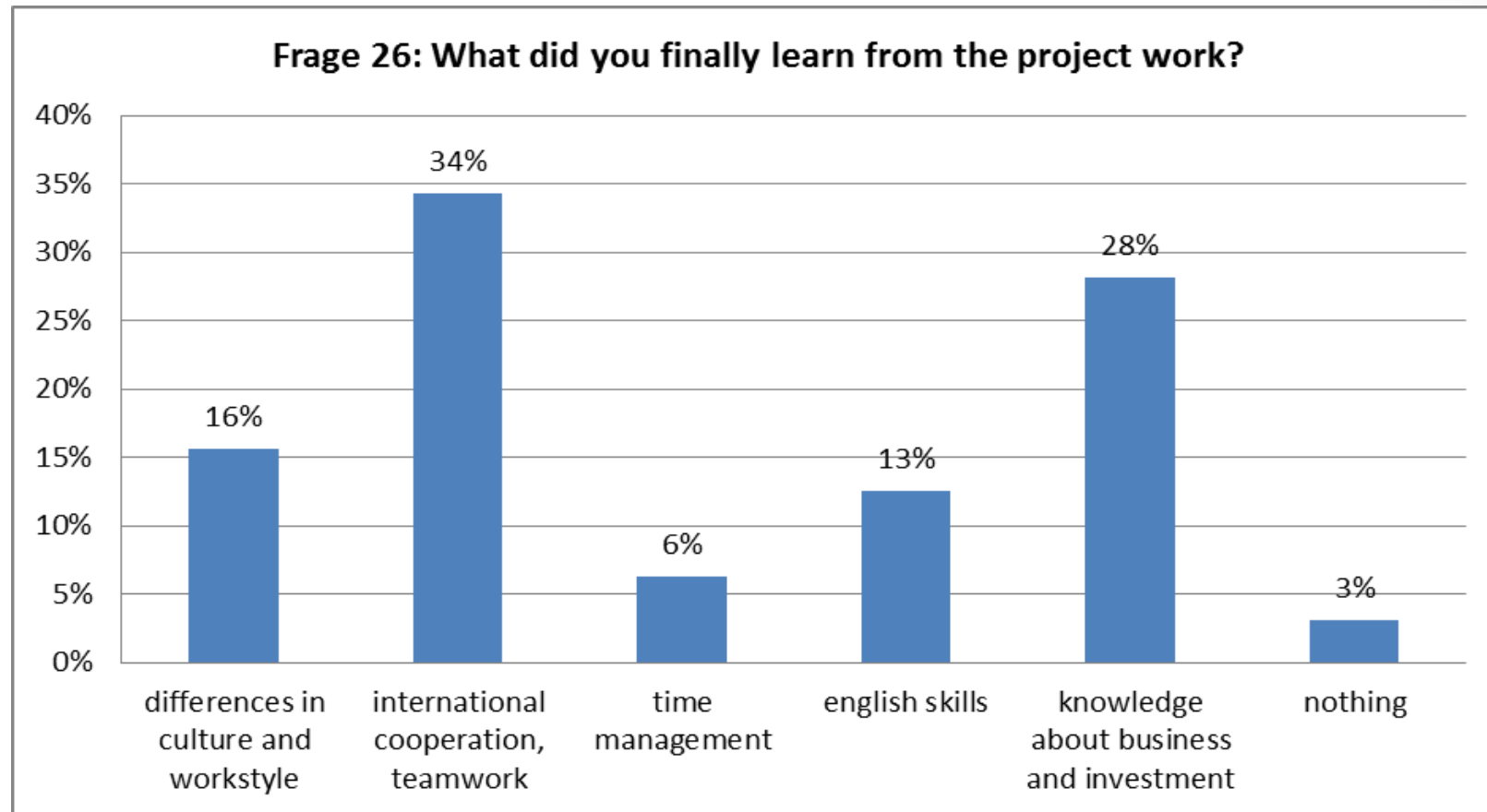
Excitement about **international communication**

Understanding of the format for **joint outcomes** (team assignment training using case studies)

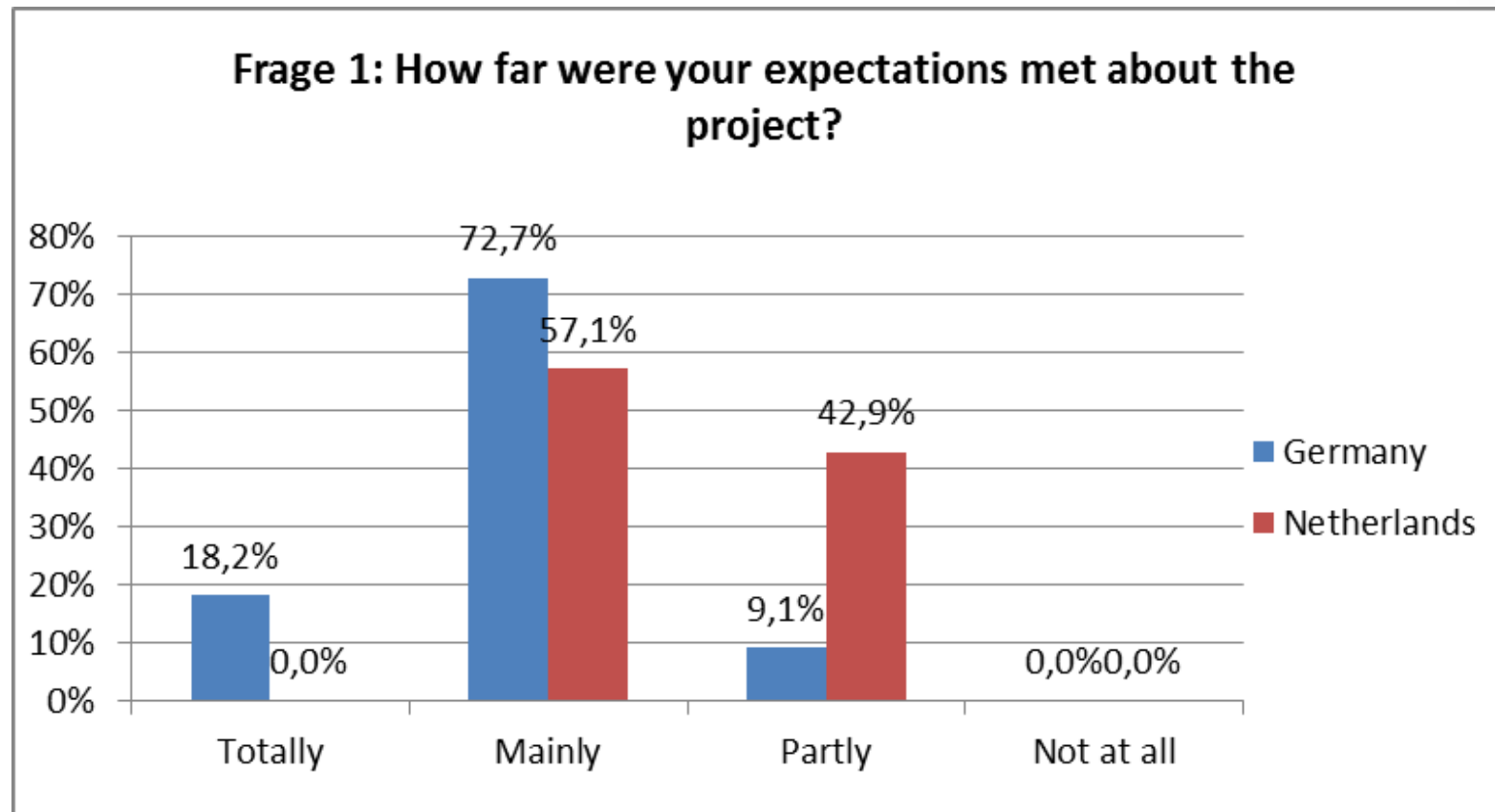
Recognition of the **positive synergy effects** during team discussions

"Thank you for pushing us to deliver a **high quality product** and providing support when we were struggling. This is a true MBA level class and although it was the most work I have done in a 4 week period in this program, it was a **most valuable educational experience**"

Post course survey (NL/D) – Learning outcomes



Post course survey (NL/D) – Expectations



Flying Food is ready for take off!

Flying Food is ready to scale up the pilot in Kenya and Uganda on rearing crickets for consumption. The public private partnership just received green light from the Dutch Ministry for Development Cooperation



Groasis





GrowPact Seeding Essentials

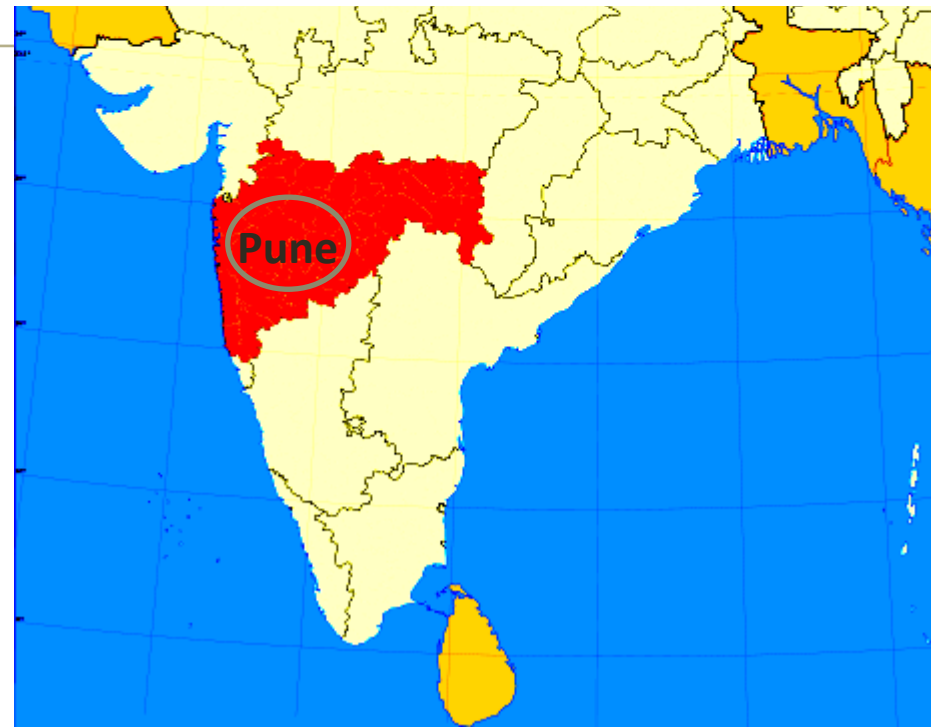
GrowPact Greenhouse & Storage

Growing Materials

GrowPact Tools

GrowPact Watering Essentials

GrowPact Academy



Small Scale Avocado Development Project

- Goal: Improving market access
 - To increase the capacity of the farmers to produce and enter the market with Hass avocados of export quality
 - To develop the farmers on a social and organizational level in order to enable increased knowledge of and control over their own supply chain
- 3 year implementation period



MOOCS

DEMOCRATIZATION OF KNOWLEDGE

BLENDED LEARNING

COMBINES SELF-STUDY ON THE COMPUTER
WITH FACE-TO-FACE TEACHING

WEB-BASED STUDIES

LECTURERS LINK UP LIVE WITH THEIR
STUDENTS WORLDWIDE

DISTANCE UNIVERSITIES

INDEPENDENT OF TIME AND LOCATION



FUTURE OF E-LEARNING

Convergence of national education systems

USA

Ensure equitable educational opportunities

Germany

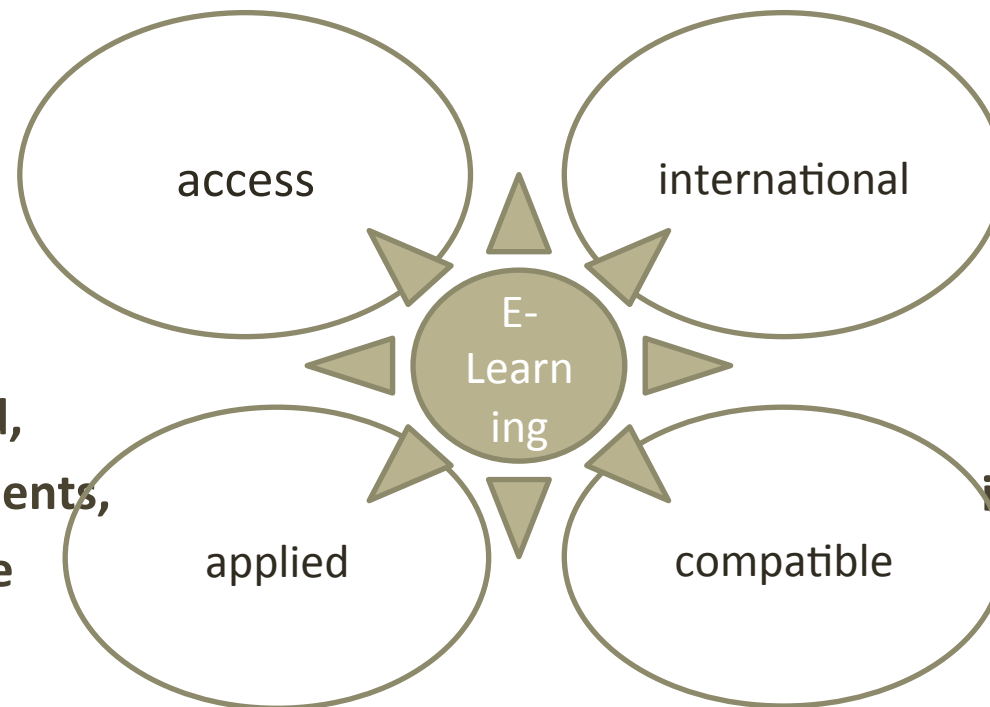
Promoting the international attractiveness

Netherlands

Highly applied, motivate students, connect to the economy

Russia

Reforming, improve ranking



Worldwide competition
Mobile students
Super-professor?



**FUTURE DIRECTIONS: GLOBAL
EDUCATION AND COLLABORATION**



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