

## **Enriching University – Business relationships: International practical student projects as method for modernizing education & building relations**

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### **Abstract**

This paper represents the joint experience of three international business schools from Russia, The Netherlands and Japan in measuring the results of the implementation of a joint international educational project, in order to improve university – business relationships, as well as better prepare the students for changes in the global labour market. The authors initiated a yearly recurring joint international educational project (see also: [www.autumnbusinessschool.org](http://www.autumnbusinessschool.org)), and used it to develop a blended learning educational model, in order to systematically use both internationalization and university business relations to modernize their education. The model described involves a solid way of cooperation among university partners from different countries and makes the students of the different parties dependent on each other while doing the work, in order to ensure real international and intercultural cooperation.

The hypotheses which are tested in this paper are that on the one hand students experience more effective learning (on knowledge, skills and attitudes) on international entrepreneurship, when participating in this project and that companies on the other hand get more information about expanding their operations abroad, leading to faster growth, therefore increasing the role of universities on regional development. The analysis is done by means of semi-structured interviews with participating students and companies, as well as a comparison of a control group of student peers, who did not participate in this specific international project. The authors used the curriculum spider web of Van Den Akker to build the project and describe and analyse its results.

The key disciplines involved in this project are entrepreneurship, international business, intercultural communication and financial analysis. The key target of the project, is to do an international practice based study of a market entry or further expansion, for an existing company, and involves both virtual and real international exchange.

This paper also summarizes the steps the authors took in building this project and educational model behind it, its key steps in its execution and an analysis of the results of the work at Lomonosov Moscow State University (Russia), Saxion University of Applied Sciences (The Netherlands) and Meijo University (Japan).