

Institutional Strategies for Virtual Transatlantic Academic Exchange

Hochschule Fresenius' International Business School and Adelphi University's Robert B. Willumstad School of Business came together to form the Trans-Atlantic Virtual Exchange and Collaboration Project 2020-2021 with grant support from DAAD and BMBF.



CHALLENGES



STRATEGIES



TOOLS

1	Building Consensus	Activate Levels of Organization	Provide Clear Roles and Deliverables
2	Technology Platforms	Clear and Frequent Communication	Communication Tools like Zoom, Teams, WhatsApp
3	Language Impediments	Establish a Road Map + Check Points	Purpose Driven Free Flow of Information
4	Cultural Differences	Develop a Sharing Culture	Establish Core Working Group
5	Lack of in-person Interactions and Absence of Typical Student Services	Common Vocabulary	Empowering Students to Drive Content
6	Lack of Tangible Rewards	Enable Clear Goals and Rewards	Provided Clear Goal of Conference, Tangible Rewards such as Project, Presentation and Conference Award of Mobility (see below)
7	Traditional Theoretical Knowledge	Vetting Courses + Instructor Compatibility	Selection of Courses offered Desired and Relevant International Competencies

The global pandemic, the resulting economic impacts, and social and cultural changes, have fundamentally altered the traditional landscape of the transatlantic relationship in the business and relatedly in the higher education sphere. Through our partnership, both Hochschule Fresenius and Adelphi University brought about an integrated and interoperable digital collaboration into our university's courses and established formats enabling the exchange to be embedded in the syllabus. Our faculty worked together to co-teach in selected modules and brought students together on a shared collaborative platform, cutting across projects and cross-university teams. Each course faculty pairing were free to determine the exact method of cooperation which included formats like tandem teaching, co-teaching, guest lectures, one-on-one consultation with partner institution's faculty, and more.

Please click below for video links to faculty and student interviews.

[FACULTY INTERVIEWS](#)

[UNDERGRADUATE STUDENT TESTIMONIALS](#)

[GRADUATE STUDENT TESTIMONIALS](#)

[DIGITAL DISRUPTERS CONFERENCE](#)

