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Trans-Atlantic Virtual Exchange and Collaboration

The TAVEC project brings international students together in a collaborative and fully virtual co-teaching format to develop future concepts and solutions.

Initial Project Support

The German Academic Exchange Service (DAAD) supports the program “IVAC – International Virtual Academic Collaboration” with funds from the Federal Ministry of Education and Research (BMBF).

The 2020 crisis has created conditions which have opened entirely new possibilities for re-envisioning international mobility and intercultural exchange by means of digital presentation. Blended learning with its various online and offline teaching elements becomes “blended mobility” when digitally aided instruction is augmented by collaborative components in an international context.

The result is entirely new teaching and learning arrangements which are student-focused and collaboration-based, unimpeded by geographic or time restrictions. Research orientation and project work are examples of didactic approaches which can provide structure to virtual exchange scenarios and cultivate a network between instructors and students.

Through the IVAC program, DAAD provides practical support to instructors and strategic support to universities with the aim of developing and expanding international higher education partnerships and worldwide mobility by tapping digital possibilities.



More information on
www.daad.de/en/



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Welcome!



Prof. Dr. Barbara Lier
Hochschule Fresenius
Head of International
Business School

With virtual open arms, we would like to welcome you to the Trans-Atlantic Virtual Exchange Collaboration (TAVEC) Network. Commencing in 2020 during the unforeseen world-crisis, 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.

Believing that great power comes through diversity, openness and group introspection, both Hochschule Fresenius' International Business School in Germany and Adelphi University's Robert B. Willumstad School of Business in New York, USA have converged forces to bring an integrated and interoperable digital collaboration into our courses and establish formats enabling international exchange for our students and faculty.

Understanding the importance of establishing a virtual academic collaboration, our program has allowed us to create missions towards bridging intercultural environments, communication and digital competencies, experienced across different courses in the faculty of Business in both universities, building sustainable educational and professional networks in preparation for a global and digital working environment.

Become part of the TAVEC Network!



Prof. Dr. Barbara Lier

What is the Trans-Atlantic Virtual Exchange and Collaboration Project?

In 2020/2021, Hochschule Fresenius's International Business School and Adelphi University's Robert B. Willumstad School of Business came together with the support of DAAD's International Virtual Academic Collaboration grant to form our TAVEC Project. 126 students and 32 individual cross-university project groups were involved across both universities.



UNIQUE COLLABORATION

is the first step in building a stronger relationship between both institutions and our larger associated communities.



SHARED PLATFORM

Faculty from both institutions work together to co-teach in selected modules and bring students together on a shared collaborative platform.



PROJECT PRESENTATION

Projects are presented through a multidisciplinary student conference and a collaborative website documenting the cooperation and showcasing student work.



Project Goals



VIRTUAL EXCHANGE TEACHING

- Bringing international students together in a collaborative and fully virtual co-teaching format across different courses.
- Developing intercultural, communication and digital competencies cutting across projects and cross-university teams.
- Various methods of cooperation: Tandem teaching, co-teaching, guest lectures, one-on-one consultation with partner institution's faculty, and more.



BUILDING A COMMUNITY OF PRACTICE

Digitalization of collaborative processes: Website, Toolkit, Social Media, and more.



TRANS-ATLANTIC STUDENT CONFERENCE

Student projects and collaboration results are presented in the competitive virtual Trans-Atlantic Student Conference – TASC.



BLENDED MOBILITY

Selected teams of conference participants travel to the other location to visit their counterparts and represent their home institution.



TAVEC NETWORK

Bridging the virtual space between our business schools, students, alumni, start-ups, businesses and industry contacts highlighting work opportunities for students.

TAVEC and You – Virtual exchange across borders.

TAVEC is a virtual program, offering intercultural exchange to a broader group of students no matter where you are or where you are from. If you are a student or faculty member at either of our institutions, TAVEC is for you! Join us for exciting collaboration opportunities in the United States and Germany.

Your Benefits

- + Gaining international experiences
- + Intercultural understanding
- + Preparation for global & digital work
- + Exchange between students & faculty
- + Career support
- + Overcome language barriers
- + Broadening your horizon
- + International events & activities
- + Strengthening creativity, leadership skills, team spirit
- + Developing intercultural, communication & digital competencies
- + Expansion of international higher education partnerships & worldwide mobility
- + Building sustainable educational & professional networks in an international environment



“These participatory, cross-university projects provide a valuable opportunity to broaden students’ horizons by sharing different perspectives.”

Priya S. Nayar,
Hochschule Fresenius, Director North America

“The TAVEC project is not only highly relevant in today’s climate, but it is also in line with both our institution’s strategy for internationalization. This project aims to promote transatlantic cooperation - at the level of undergraduate and graduate students, as well as at the level of the faculty and staff. We are confident that this multilateral collaboration will create a collaborative experience for a progressive transformation on both sides of the Atlantic, with the support of innovative digital technologies!”

Prof. Dr. Tobias Engelsleben,
Hochschule Fresenius, President



“The grant allows us to run this as a pilot, to measure the outcomes and use it as a baseline. In their professions, students will work with people from different parts of the world and different experiences. Learning early on about the power of collaborative, global problem-solving is invaluable.”

Dr. Susan Briziarelli,
Adelphi University,
Assistant Provost for
Global Affairs.

Our Programs

UNDERGRADUATE PROGRAMS

Students from undergraduate programs of both institutions' business schools work together in courses of Human Resource Management, Business Communications and Management Game/Business Plan.

GRADUATE PROGRAMS

Graduate students with various backgrounds and majors research together in courses of Business Ethics, Entrepreneurship, Leadership & Strategy and Social Entrepreneurship.

Business Communications



Prof. Dr. Barbara Lier
Hochschule Fresenius
Head of International Business School



Laura Messano
Adelphi University
Lecturer

Students collaborate in cross-university project teams within one semester and prepare for trans-atlantic job applications. They focus on gathering more information about their preferred career field by interviewing professionals in Germany and the US.

They get first-hand insights about certain career paths and broaden their professional network. They get a deeper understanding of the job market and explore areas such as:

- Required qualifications, educational and career paths
- Roles and responsibilities
- Wages, employment projection
- Potential employers, job attractiveness

They apply their gained knowledge resulting in creative outcomes such as for example websites and social media campaigns.



"We were all very excited and nervous to finally present our website that we were working so hard on. In the end, our hard work was honored and we were so happy that we won the conference for our amazing teamwork in the category collaboration."

**Jana Braun, Hochschule Fresenius,
Undergraduate Student**

Human Resource Management



Amit Ray
Hochschule Fresenius
Program Director



Dr. MaryAnne Hyland
Adelphi University, Interim Dean Robert B. Willumstad
School of Business, Associate Dean Undergraduate
Programs & Student Success

Management Game



Prof. Dr. Dominik Brendel
Hochschule Fresenius
Lecturer

Cross-university student teams examine various aspects of the issue of diversity management in both Germany and the US, as well as the global context, allowing students the opportunity to explore areas of congruence and discrepancy. The project covers both the aspects of the management of diversity and diversity training. The chosen diversity topic is explored in the following areas.

THE MANAGEMENT OF DIVERSITY

- › Understanding diversity groups and their current and historical challenges
- › Diversity and society
- › Discrimination
- › Legal frameworks
- › Company policies, Corporations and diversity guidelines and culture
- › Statistics and corporate measures targeted at specific diversity groups

DIVERSITY TRAINING

- › Examination of individual identities and group membership
- › Exploring conscious and unconscious biases



„Everyone who gets the opportunity to be a part of such projects should take it. Experiences are worth more than any prize or title.“

Kimberly Hoffmann,
Hochschule Fresenius,
Undergraduate Student

In this collaborative course, students learn about the importance and role of entrepreneurship and failure by asking how to use failure in the entrepreneurial journey from a US perspective. From a hands on German perspective, they learn about developing business ideas and the Value Proposition Canvas and Business Model Canvas method.

They are taught about expansion strategies, market entry and business activities and formulate corporate goals and strategies on the basis of evaluated business ratios.

They prepare decisions based on management, organize themselves within a team and define decision-making structures. They deal with complex decision making situations in a group, structuring and solving problems and conducting all relevant structural planning for their company. They enhance various skills by simulating the business, such as problem solving skills, and the capacity for innovation.

Students from both institutions are formed in mixed groups and work on a specific business idea, including the build-up of a business model.



“Over the past years, Hochschule Fresenius University of Applied Sciences has built a culture of internationalization. The TAVEC project is a further milestone in this internationalization strategy.”

Prof. Dr. Barbara Lier,
Hochschule Fresenius,
Head of International
Business School

Business Ethics



Amit Ray
Hochschule Fresenius
Program Director



Prof. Dr. Monica Yang
Adelphi University
Department Chair

Entrepreneurship



Prof. Dr. Richard C. Geibel
Hochschule Fresenius
Program Director



Frank Gallucci
Adelphi University
External Lecturer

Project teams select an internationally acting company or industry with a market presence in both Germany and the USA and analyze how international companies should navigate the challenge of different cultural environments.

They explore areas such as:

- › Business culture and values
- › The impact of societal values on business
- › The role of business in society
- › Justice and equality
- › Human rights issues in the workplace
- › Legal frameworks regarding working conditions
- › The societal impacts of digitalisation

Students examine company operations, supply chains and markets and analyze the personal (micro), company (meso), and societal (macro) levels.



“The TAVEC Project is a wonderful way to collaborate with students around the world, while gaining insight and knowledge about the ever-evolving world of business and working towards a goal together.”

Danielle Khoury,
Adelphi University,
Graduate Student

Students choose two start-up companies, one based in Germany and one based in the US and examine the different perspectives on leadership and entrepreneurship in both countries and further analyze and interpret the importance and role of leadership personalities in company start-ups.

They focus on recent findings in the field of digital leadership, which examines how the growing digitization is being taken into account in the development of leadership personalities.

Cross-university student groups present their project results in video presentations and e.g. simulate talkshows and create podcasts to illustrate their findings.



“Before we met each other, I was a bit skeptical because I didn’t know who these students were, will they be willing to contribute to the project? Are they interested? Looking back, to be honest, everything has worked more than well and the whole process has been really effective.”

Grisilda Miftari,
Hochschule Fresenius,
Graduate Student

Leadership & Strategy



Prof. Dr. Lutz Becker
Hochschule Fresenius
Head of Business School

Social Entrepreneurship



Amit Ray
Hochschule Fresenius
Program Director

In this collaborative module, the students get to know different theoretical approaches and schools of thought of strategic management and are familiar with the requirements of managing employees in the digital economy.

Students work together on a cross-university project and critically analyze theories, models and tools of employee management in order to verify its suitability for practical use.

The students possess the necessary competence and skills to construct a strategic management process that is tailored to the needs of companies in the digital economy. This includes all stages from analysis, the process of guidance, strategy implementation and monitoring.

The class is based on the LDL (Learning by Teaching) didactical philosophy. Student project work groups explore perspectives of Value-based Leadership in depth and develop short tutorials on the chosen topic addressing their fellow students and other audiences. The final deliverable is a YouTube tutorial per group.



“The TAVEC Project enriched my class and project experience by allowing me to work with students from another country and culture. It helped me better understand how culture influences business organizations, and I learned so much about German culture in addition to making new friends.”

Alexandra Lombino,
Adelphi University,
Graduate Student

The aim of this collaborative course is among others that students are able to develop and support their own social enterprises or to create a more social orientation to existing corporations. Students gain knowledge of research approaches in sustainable development and an in-depth understanding of the context surrounding one particular social issue.

Students of both institutions are co-taught in topics such as:

- Defining social entrepreneurship
- Social enterprise business models
- Measuring social impact
- Social business model canvas
- Social issues and areas of social enterprise activity in the US, Europe and globally
- Systems thinking for social change

Students are then formed in mixed groups and work on developing a social enterprise idea to address a selected social issue.



“I think it’s very important to give students the opportunity to work on their own projects with ideas that they can realize without being given a lot of guidelines. The TAVEC project and the TASC have successfully achieved this with a result that is something to be proud of – many great projects!”

Paula Kolb, Hochschule Fresenius,
Undergraduate Student

{ TASC

Trans-Atlantic Student Conference Digital Disruptors and Change Makers.

In 2021, 22 students of 14 project groups presented their project work and our collaboration results during our virtual live conference.

STUDENTS

- › worked on diversity and inclusion topics,
- › interviewed professionals,
- › created websites, social media campaigns and podcasts,
- › wrote poems,
- › worked on case studies investigating specific companies,
- › simulated talkshows etc.

CONFERENCE AUDIENCE

Faculty, students, experts from the field, business leaders and relevant decision makers, an external selection committee of German and American business experts as well as general audience.

The conference is a product of student intellectual creativity making it a student centric and student led space.

COMPETITIVE COMPONENT

In 2021, a representative team of 17 students was selected by the external selection committee at both undergraduate and graduate levels to travel to the other location to visit their counterparts and represent their home institution.

Students serve as educational ambassadors and engage in cross cultural intellectual exchange on-site.



To watch the conference, to learn more about the winners' projects and to get to know our students visit www.tavec-project.com/conference



Hochschule Fresenius University of Applied Sciences

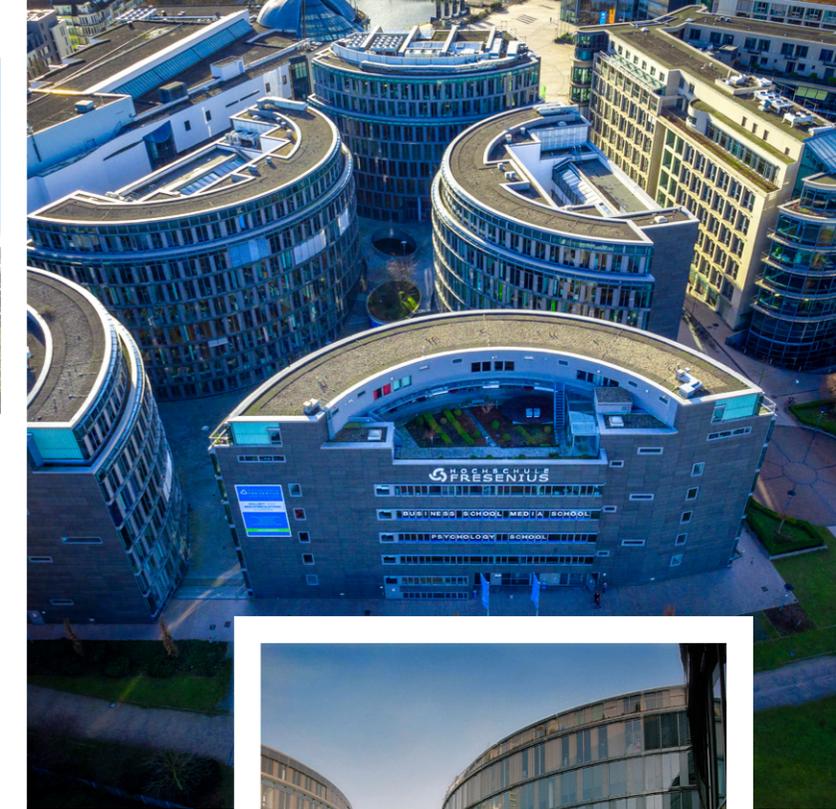
Hochschule Fresenius University of Applied Sciences, founded in 1848 by Carl Remigius Fresenius, and with its roots in the Fresenius Chemical Laboratory, can look back on an over 165-year-old tradition in privately funded education in Germany.

In the 2019/2020 winter semester, almost 14,000 students were studying at Hochschule Fresenius University of Applied Science. With locations in Berlin, Cologne, Dusseldorf, Frankfurt, Hamburg, Heidelberg, Idstein, Munich, Wiesbaden, and New York, Hochschule Fresenius stands for practically oriented teaching closely linked to applied research and development.

This holds true for the long-standing Faculty of Chemistry & Biology, the Faculties of Health & Social Affairs and of Economics & Media, both established in 1997/98, and also for the new Faculty of Design, which was integrated in 2013. The International Business School of Hochschule Fresenius University of Applied Sciences is located

in Cologne, Berlin, Dusseldorf and Munich and offers innovative programs for German and international students led in English, such as International Business Management (B.A.), Digital Management (M.A.), Industrial Engineering and International Management (M.Sc.), International Business Management (M.A) and International Tourism & Event Management (M.A.).

In the past decade, Hochschule Fresenius University of Applied Sciences has cultivated a culture of internationalization – this is evident within the university faculty and student body, in its learning objectives in the curricula and by providing international higher education opportunities to the undergraduate and graduate students.



In 2016, Hochschule Fresenius University of Applied Sciences opened a study center in New York City, one of the first German institutions to do so thereby further strengthening our commitment to develop meaningful partnerships in the United States.

Through our study center, Hochschule Fresenius students are provided an exceptional opportunity to have an integrated study abroad semester in their respective study programs with our partner universities there. Along with New York, Hochschule Fresenius University of Applied Sciences offers two other excellent options to students to complete a semester abroad during their studies, either at University of Technology Sydney, in Australia, and at Shanghai University, Sydney Institute of Language and Commerce (SILC), in China. Each semester, Hochschule Fresenius University of Applied Sciences is also welcoming a number of international students at the various locations among Germany to spend one semester or the whole study program in Germany.



Find more information on Hochschule Fresenius University of Applied Sciences:
www.hs-fresenius.de/en



Adelphi University

Founded in Brooklyn, New York, in 1863, Adelphi University has been recognized as one of the Best Colleges in the U.S. (U.S. News & World Report), with more than 5,300 undergraduate students and more than 2,600 graduate students coming from 60+ countries and all around the United States.

Adelphi University is a private university in Garden City, New York. It also has centers in Manhattan, Hudson Valley, and Suffolk County. Adelphi University offers more than 120 exceptional undergraduate and graduate programs through eight schools and colleges: College of Arts & Sciences, College of Education & Health Sciences, College of Nursing & Public Health, College of Professional & Continuing Studies, Gordon F. Derner School of Psychology, Honors College, Robert B. Willumstadt School of Business, and School of Social Work. The Robert B. Willumstadt School of Business at Adelphi University ranks among the top 100 business schools in the United States and 11th in New York, with innovative programs, exceptional joint degrees with partner professional

schools; and life-changing research, internship and travel opportunities. It offers undergraduate and graduate programs designed to prepare students for the fast-paced business world. These include Accounting; Business; Business of Science; Ethics & Public Policy; Finance; Human Resource Management; Marketing; and Management. Adelphi University prioritizes global partnerships and has an institutional mandate for internationalization at various levels of exchange with outside providers who offer study abroad opportunities to students in approximately 120 different countries. Besides study abroad opportunities, Adelphi University is engaged in the world community through United Nations conferences, international leadership events, and international collaborations.



Find more information on
Adelphi University:
www.adelphi.edu

Thank You!

The TAVEC Project started as a pilot project in the Fall of 2020 - and I dived straight into it, as the 'Project Coordinator'. Significant for me was the enthusiasm with which the administrative team in both US and Germany as well as the TAVEC Faculty at both Hochschule Fresenius's International Business School and Adelphi University's Robert B. Willumstad School of Business jumped onboard with conviction. All the relevant stakeholders successfully developed the concept of virtual collaborative teaching and took the project from inception to execution. This project would not have been possible without the visionary support of leadership at both institutions. I am grateful for their trust and commitment.

I would like to take this opportunity to sincerely thank our funding institutions German Academic Exchange Service (DAAD) and the Federal Ministry of Education and Research (BMBF). They supported the program "IVAC – International Virtual Academic Collaboration" which made it possible for our institutions to expand our vision for internationalization and build a foundation for future cooperation, and last but not the least, the creative and dedicated participating students who gave life to this project.

During this unprecedented global pandemic, and the unpredictable times that lie ahead, virtual programs like TAVEC are essential for future oriented growth and to effectively use available resources. It was a pleasure, to work closely with faculty in Germany

and the United States and to support and assist students at both sides of the globe, guiding them during intercultural challenges and accompanying them in their progress - this was a valuable and unique experience. Our core mission was and is to create sustainable relationships across a diverse intercultural work environment.

As a next step we would like to grow our Transatlantic German-American relationship and forge a long standing partnership between our universities.

We look forward to exploring various approaches for collaboration between businesses, industry contacts, academic resources, start-ups, alumni and higher education institutions. We want to develop meaningful networks that can help fuel cross sector professional growth and serve as a platform for connecting, engaging and building dialogue for your development and professional path.

I would like to welcome everyone interested in any kind of collaboration to get in touch with us. We want to grow our **TAVEC Network** and provide opportunities for you!

Best regards,



Lena Mewes



Connect With Us!

TAVEC Project has a lively social media presence – join us to see pictures, to read stories, blog articles and papers about our project and participants and to watch videos and live streams from our events.

Get latest updates and news about our universities, events and interviews by subscription to our newsletter. Are you interested in any kind of collaboration and would like to become part of our TAVEC Network?

Connect with us today!

Contact:

Lena Mewes, TAVEC Project Research Coordinator
Hochschule Fresenius University of Applied Sciences
Email: lena.mewes@hs-fresenius.de



www.tavec-project.com



The logo features a stylized orange curly brace on the left, followed by the word "TAVEC" in a white, serif, all-caps font. The background consists of dark blue geometric shapes.

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