



## ENTREPRENEURIAL AND CROSS-CULTURAL CASE CHALLENGE COMPETITION

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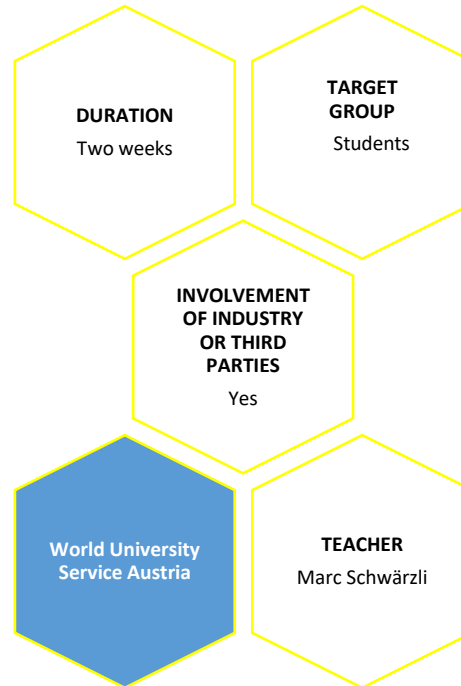
### ***Description of the innovative teaching practice***

- What?
  - Cases requiring real solutions, both technical and business competences, which can be best solved in an interdisciplinary team
- Who?
  - Entrepreneurs from partner enterprises provide real live cases for which they need solutions
  - Students compete in the challenge and provide the solutions
  - Teaching staff acts as coaches and moderators
- How?
  - Intensive two weeks for a face-to-face challenge
  - Week 1: Briefing from the case providers, team building and business trainings for the non-business students
  - Week 2: Teamwork with consultancy sessions with the teaching staff. On the last day, a grandiose final event is suggested to be implemented as a motivation booster
  - Each team presents their elevator pitch. A jury consisting of experts from the case-providers and the university selects the best two pitches for every provided case, or if one case is provided, the best solution from each group. The selected teams present their 10-15 minutes presentations within the final round and for each of the cases a winner is selected

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### ***Skills to be acquired/ improved:***

- Technical and business competences
- Team-work competences
- Problem solving competences



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### ***Methods and techniques***

- Learning-by-doing
  - The main benefit of this approach is the practical hands-on experience of the students.
- Student centred learning
  - The coaching for each team is designed to provide students with inputs in the relevant areas and to the required extent, based on their needs.
- Blended learning/distance learning (optional)
  - This approach can be conducted as a combination of face-to-face and distance learning, as well as only distance learning. Such approaches may provide bigger flexibility in the selection of companies, crating mixed teams between students from different cities and/or countries, etc.

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### **Methods for assessment and evaluation of the practice**

#### Continuous assessment

- Three compulsory coaching sessions are scheduled in the second week. They are also used for continuous assessment.



#### Elevator pitch / semi-finals

- The presentation of the elevator pitch is organised based on the number of teams, i.e. in case of smaller number of teams, longer presentations can be allowed, whereas in case of large number of students solutions are presented in short 2-minutes pitches
- The jury selects the two best teams per case, if several cases are provided; if there is only one provided case, semi-final round is divided in several groups and the winner of each group is selected for the final round

#### Commented / Presented presentation

- The best teams from the first-round present full presentation (10 – 15 min.) – based on which the jury selects the winners (for each case).
- All teams submit their full presentations including additional narrative explanations (as notes), which is available for the case providers and is evaluated by the lecturer(s).
- Students are assessed based on the quality of the conducted analyses and the relevance and applicability of the provided solution, as well as their presentation skills.