



# **PROFFORMANCE THEMATIC WEBINAR: STUDENT-CENTERED COURSE DESIGN**

**“EMBEDDING SDGS IN PROJECT-BASED TEACHING  
MCI-NSHM COMMUNITY PROJECT SEMESTER”**

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# Ars Docendi Recognition Award 2022

National Award for Excellence in Teaching



Photo: Martin Lusser



# #responsibleMCI

entrepreneurial | innovative | responsible | sustainable

## Challenge / Problem – objective

- Prepare students for a complex and uncertain world
- Enable students to act responsibly, sustainable and ethically
- PRME ([Principles for Responsible Management Education](#))
- UN Global Compact, Network „Scientists4Future“

# BA Program Nonprofit, Social and Health Care Management + SDGs



United Nations: <https://www.un.org/sustainabledevelopment/news/communications-material/>



# Methodology of implementation: Problem/Project-based learning semester



*All courses contributing to the problem/project based learning semester, Study program Nonprofit, Social & Healthcare Management [own illustration / MCI document]*

# Examples of project topics

- 46 projects since 2019
- Environmental education (Alpine park)
- Volunteer work in residential and nursing homes (Regional govt.)
- Market research for biodegradable grass straws from Uganda
- Health promotion and employer branding (Lebenshilfe)
- Fighting poverty through food donations – logistics of food bank
- Diabetes prevention - quality of care and disease management in Tyrol
- Fundraising strategies for different associations
- Customer satisfaction in mobile care

# Technology + Tools

- Technical Tools, Learning Management System SAKAI
- Didactic tools
  - Course Book including Learning Goals, Content and Assignments per semester week
  - Clear rubrics for the assignments, detailed description
  - work on basis of learning goals
  - Flipped classroom, Slido, Kahoot
  - Agile Project Management – Trello, MS Teams for collaboration
- Guidelines and teasing questions for accompanying reflection

# Outputs / Outcome

## Statements practise partners

- Close connection to challenges of the practise
- Result of student projects is implemented and applied by practise partner (depending on their needs and possibilities)
- Sometimes also continuing collaboration / bachelor theses
- Positive Feedback from practice partners (examples):
  - *"They [students] worked independently and brought in their own ideas. (We are )... very pleased about the good cooperation and the helpful results".* (Lebenshilfe Tirol)
  - *"The project has been very successful. By pointing out the fields of action we now know in which areas we have to do our homework."* (Naturpark Karwendel)
  - *"This is how practical research can and should be done so they result in real benefits for the client."* (HGA)
- Evaluation + quality enhancement
  - Positive semester evaluation (MCI-standard)
  - AACSB assurance of learning measurement
  - Additional student survey



# MCI Community Projects Website

- Further information about MCI NSHM Community Projects

<https://www.mci4me.at/en/my-study-program/study/mci-community-service/mci-community-projects>

## MCI COMMUNITY PROJECTS STUDY+

[MORE >](#)


### BRINGING THE "UN RESOLUTION ON THE RIGHTS OF THE CHILD" INTO BEING

COMMUNITY PROJECTS

Students researched how the "UN Resolution on the Rights of the Child" is perceived and implemented in child rights-oriented INGOs.

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### SOCIAL ROUTE PLAN DIGITAL

COMMUNITY PROJECTS

The social route plan is to be realised as an accessible smartphone application in order to establish a low-threshold access to the Innsbruck social...

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### JRK TIROL - DEVELOPMENT OF THE WEBSITE

COMMUNITY PROJECTS

Students built up a new structure as well as several design concepts for a new website, following the principles of UCD.

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### PARTICIPATION AND ENGAGEMENT OF YOUNG PEOPLE IN THE AUSTRIAN WORKER'S UNION, ÖGB

COMMUNITY PROJECTS

Find ways of communication to motivate pupils and students between 15 and 25 to get involved within the ÖGB.

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### PSYCHOSOCIAL HEALTH COMPETENCE OF TEACHERS IN TYROL

COMMUNITY PROJECTS

This project examined teachers' awareness of mental health, their self-assessment in dealing with children and young people in difficult situations and the...

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### NATURE WORKSHOP

COMMUNITY PROJECTS

Plan calculation and market analysis for a forest kindergarten of the parent-child center Innsbruck.

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### SOCIAL BUSINESS SINDBAD – RESEARCH ON CREATING A SOCIAL MEDIA CONCEPT

COMMUNITY PROJECTS

Together with Sindbad Innsbruck four students from Non-Profit-, Social- and Health Management realised a basic research on Social Media and target group...

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### SUPPORT-PLATFORM ON THE TOPIC OF VCA-PATIENTS

COMMUNITY PROJECTS

This project examined how the concept of self-help can be implemented online, in form of a platform, in order to enable an exchange of experiences between...

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# Lessons learnt

- Coordination of team of (around 20) lecturers
- Big effort – special semester, can be organized only once in a BA-degree – a lot of energy needed
- Avoid repetitions of content or overlaps of assignments
- Timeline and sequence of the courses is essential
- Integration of student feedback for future cohorts
- Read reflections timely in order to react fast if necessary
- Stay in close contact with the student groups

# Adaptability, transferability

- Approach can be easily transferred into other contexts, especially to other Higher Education Institutions
- Need to build up a network of external organizations to serve as practice partners
- Project ideas can also arise from alumni or students of higher cohorts.

# Promotion at Conferences



Xi'an Jiaotong-Liverpool University

西安利物浦大学



## 8th Responsible Management Education Research Conference / China

### 8<sup>th</sup> Responsible Management Education Research Conference

Poverty and Prosperity: Implications for Advancing the SDGs, 2030 Agenda and Responsible Management Education

in a Post-Pandemic World

19-21 OCTOBER 2021

### EMBEDDING SUSTAINABILITY AND AGILE MANAGEMENT IN AN ONLINE PROJECT-BASED LEARNING SEMESTER

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MCI - The Entrepreneurial School® (AUSTRIA)

## 13th EDULEARN Conference



### Abstract

This contribution showcases a semester long project- and problem-based learning experience in the fourth term in the Bachelor study program 'Nonprofit, Social and Health Care Management' (NSHM) at the MCI | The Entrepreneurial School (MCI). It shows how the coordination and management of lectures, assignments and reflections around a real life challenge can create a significant learning impact. The project semester contributes to the several learning goals, covering multiple aspects as the knowledge of SDGs and sustainable management, digital skills, conflict management, communication skills, social



**MCI-NSHM COMMUNITY PROJECT SEMESTER**

**REGIONALITY – GLOBALITY -  
EMPLOYABILITY – SUSTAINABILITY**

**THANK YOU FOR YOUR ATTENTION!**

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