

WIR TREFFEN UNS ONLINE!

Kooperation und Kommunikation in (a)synchronen Online-Settings

Zahlen, Daten, Fakten

- 5. und 6. Semester Bachelorstudiengang Innovationsmanagement
- 35 Studierende
- 8 Themenblöcke, die sich an den Interessen der Studierenden orientieren (basierend auf Umfrage im Vorsemester und im Rahmen des Studienplans)
- freiwillige und verpflichtende E-tivities
- mindestens ein synchrones Treffen pro Themenblock

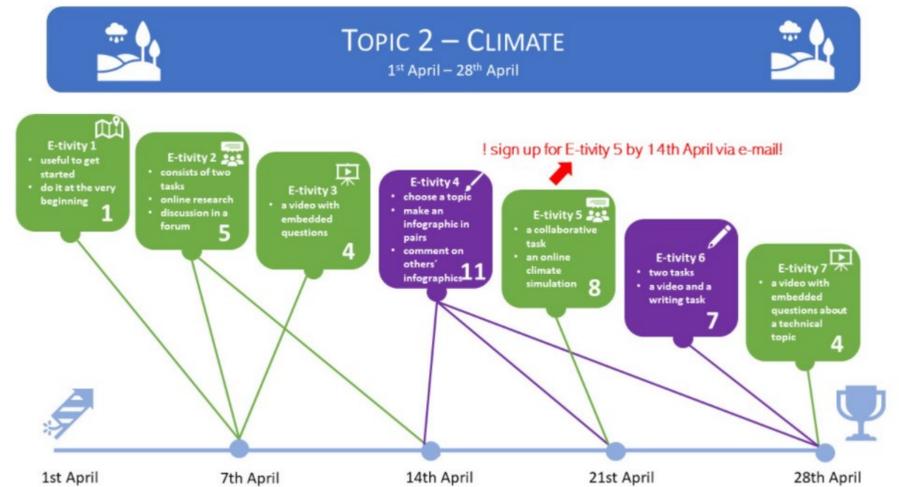
Topic 3 - Blue Ocean Strategy
28th October - 19th November 2020

E-tivity 1 - Lead-in (2 points)
• Watch this short video explaining the Blue Ocean Strategy.
• Then complete the matching exercise.
• You can earn one point for this task.
• Deadline: 29th October 2020

E-tivity 2 - Video and questions (4 points) (COMPLETED)
• Watch the video 'Make the competition irrelevant: BLUE OCEAN STRATEGY' by W.C. Kim and R. Mauborgne.
• Answer the following questions and upload your answers on Moodle.
1. What did Casella wines do differently when defining their target group?
2. How did they manage to create a new category of wine?
3. What is meant by 'blue innovation'?
4. There are 4 levers/principles that underlie each business model. What are they?
• You can earn 4 points for this task.
• Deadline: 30th October 2020

E-tivity 3 - Preparation of case study (6 points)
• For E-tivity 3, you'll work on a case study. You will need this preparation if you want to complete E-tivity 4. This means that you can't participate in our face-to-face session (E-tivity 4) if you haven't completed E-tivity 3.
• In a first step, please choose a group. Some of you will be working on the Marvel case study, while the others will be working on the Sticon Fix case. Don't worry, both are equally interesting :-).
• Read the case study that you can download on Moodle.
• Complete the vocabulary quiz.
• You can earn 6 points if you complete all the tasks of this e-tivity.
• Deadline: 8th November 2020

Aufbau der Lehrveranstaltung



- Lead-in E-tivity und weiterführende Aufgaben (siehe Salmon 2011)
- individuelle Lernaktivitäten und Gruppenaufgaben
- Lese- und Hörverständnis, mündliche Textkompetenz
- Vokabelübungen

Erfolgsfaktoren asynchroner Settings

- Transparenz und Struktur
- Flexibilität
- regelmäßige Kommunikation
- abwechslungsreiche Aufgaben und Aktivitäten
- Ermöglichung von Kollaboration
- Feedback der Lehrenden und genaue Erklärung der Aufgaben
- Studierende erstellen unterschiedliche Artefakte



Verwendete Tools

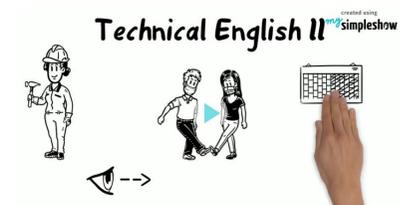
- Powtoon, MySimple Show
- Programme zur Erstellung von Infographics
- Moodle: H5P (Accordion, Interactive Video, E-Book, Memory), Aufgabe, Forum, Test
- Mentimeter, Quizlet



Lessons Learned

- Deadlines „bündeln“ und strukturieren (gleicher Wochentag)
- selbständiges Arbeiten und Commitment auch ohne regelmäßige Face-to-Face-Phasen
- kritische Auseinandersetzung mit aktuellen Themen

Topic 4 - Artificial Intelligence



E-tivity 5 - Face-to-Face meeting (8 points)

World Climate Simulation



- The synchronous online meeting will take place on 21st April, 2021, at 5:30pm.
- Both groups will participate in one simulation.
- You are going to negotiate a global climate agreement. There will be different negotiating blocs and you will step into the role of delegates to negotiate an international climate deal.
- Please sign up for E-tivity 5 by 14th April 2021 by sending an e-mail to your teacher. Once you've signed up, you will be put into groups and receive briefing statements that have to be read carefully before the simulation takes place.
- You can earn 8 points for this e-tivity.

Informationen:

FH-Prof.ⁱⁿ MMag.^a Dr.ⁱⁿ Dagmar Archan
Zentrum für Hochschuldidaktik
CAMPUS 02 Fachhochschule der Wirtschaft GmbH
Körblergasse 126, 8010 Graz

Mag.^a Birgit Hefner-Matuschik
FH CAMPUS 02 Fachhochschule der Wirtschaft GmbH
Englistic

Literatur:

Salmon, Gilly (2011). Emoderating: The Key to Teaching and Learning Online.
New York: Routledge.

Kontakt:

Webseite: <https://www.campus02.at/hochschuldidaktik/>

Email: dagmar.archan@campus02.at
Telefon: 0316/ 6002-738

