

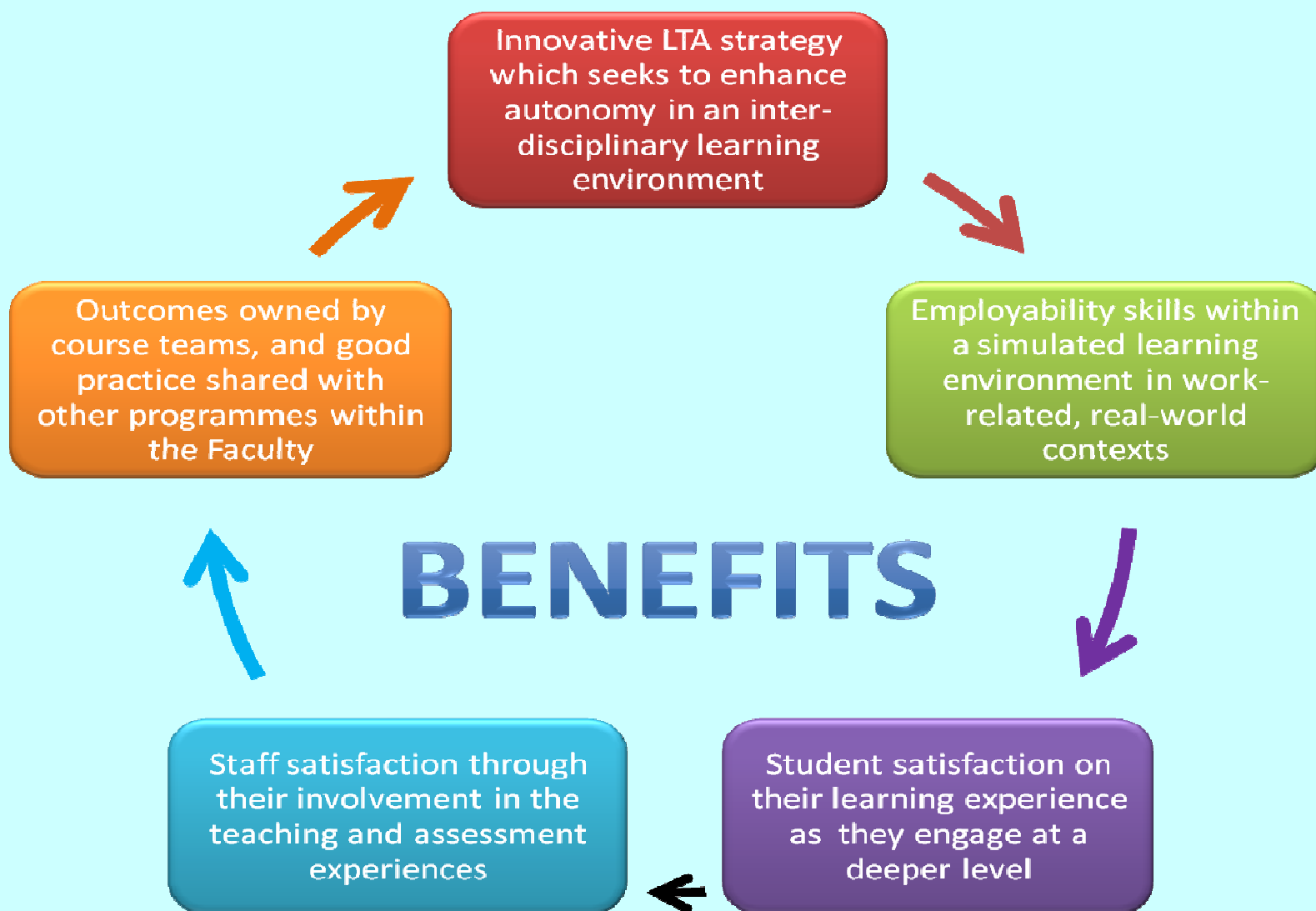
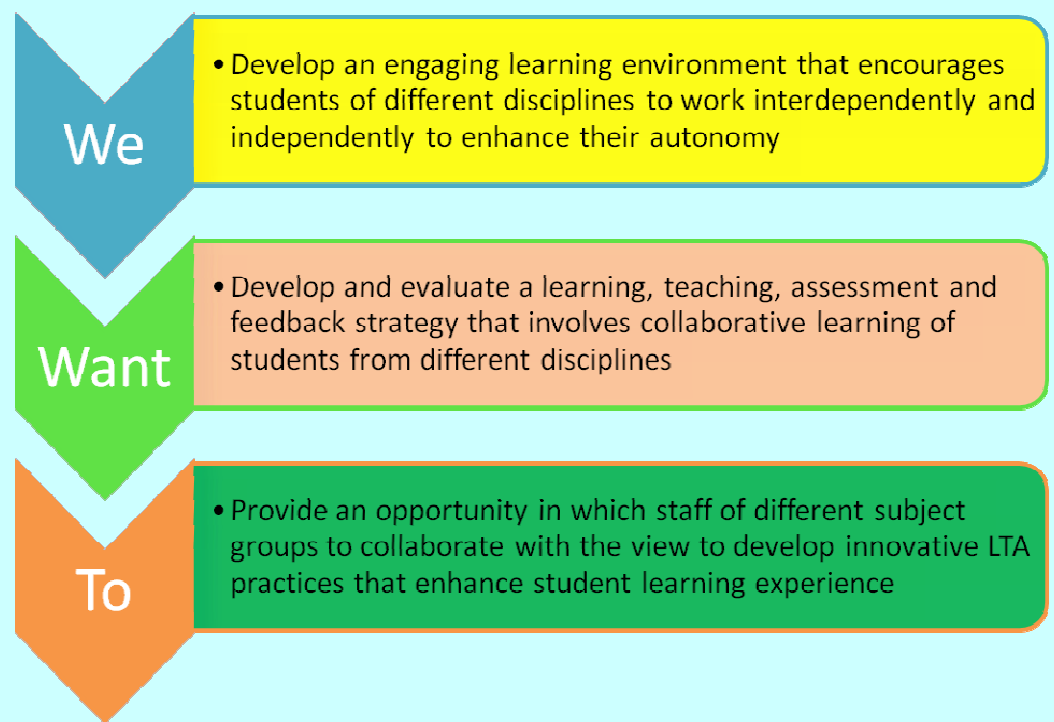
Enhancing Learning Autonomy through Cross-Cultural Learning between Languages and Business Students

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The project aims to provide opportunities for Masters Marketing and final-year Languages students to work *interdependently and independently* to enhance their autonomy as business professionals.

By working with the Languages students who act as the country-language-culture experts, the Marketing students would develop an international marketing strategy for a new product/service offer in a European market.



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