

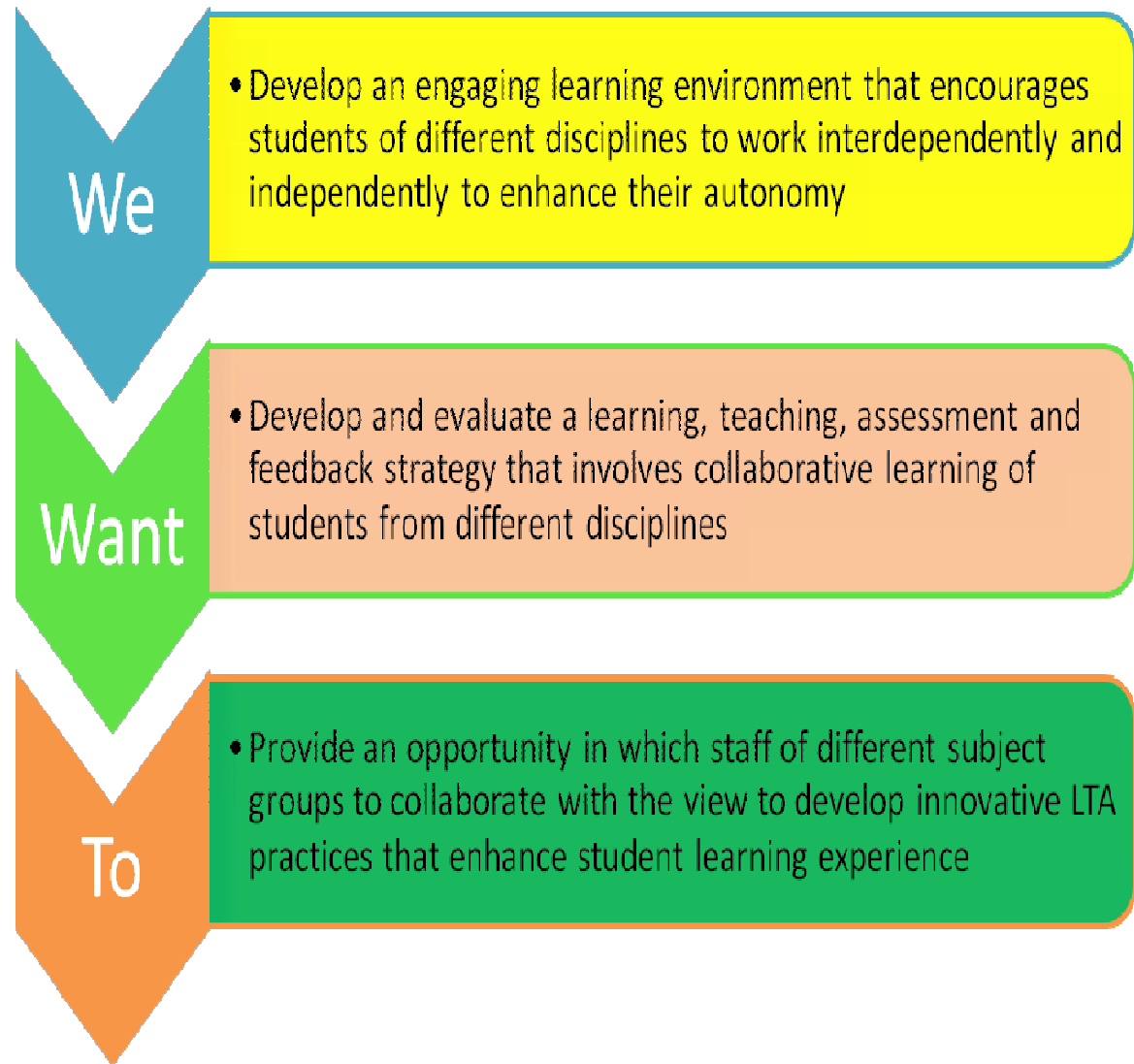
# Enhancing Learning Autonomy through Cross-Cultural Learning between Languages and Business Students

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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.



## Manage Student Expectations

There was a mismatch between the expectations of Marketing and Languages students. Need to be better at aligning expectations between student groups in terms of what outcomes are expected of them.

## Timing

Marketing students were studying a one semester module, whilst the Languages students were on a year long module. Deciding when these two groups of students work together needs to be better synchronised.

## Facilitation of Student Collaboration

Students often don't collaborate well with each other without facilitation. A better facilitation strategy needs to be in place to ensure progressive levels of collaboration.

**What Have We Learnt?**

## Existence of Power Dynamics

Within an inter-disciplinary project, perception of superiority and inferiority between students may exist due to differences in knowledge and experience.

## Collaboration is Clearly Embedded in Assessment

Students are more likely to fully engage with the project if it is clearly embedded in the assessment. They must be incentivised to do so.

## Reflection is Facilitated Through Assessment

This gives two benefits: (a) Enable students to develop reflective practice; and (b) Facilitate evaluation of 'authentic' inter-disciplinary learning 'during' the project.