

# Activities of the coordination team for the cooperative Bachelor program “International Economics and Foreign Trade” of the HAW Hamburg and University of Shanghai for Science

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## INTERNATIONAL COORDINATION



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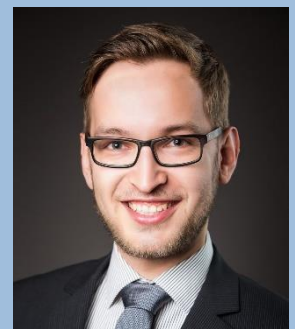
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## INTRODUCTION

To our students, colleagues, partners, and friends, we would like to thank you for your interest in our coordination activities and for downloading our first issue of this newsletter. Make sure to check it out regularly for the most recent updates. In this newsletter, we, the international coordination team of the Department of Business at the HAW Hamburg, would like to update you about the activities in our cooperative study program in Shanghai that took place in the most recent months and about what is to come in the future.

The double degree program “International Economics and Foreign Trade” is an International Business program offered jointly by the University of Applied Science Hamburg (HAW) and the University of Shanghai for Science and Technology (USST) since 1998. In this program, Chinese students based in Shanghai are taught by Chinese and German faculty. The program is bilingual and encompasses modules in Chinese and German.

The year 2020 was a challenging academic year especially for international activities, and due to the global health crisis, travels became impossible. Yet, we managed to keep up our teaching responsibilities with our partner university by using innovative digital teaching concepts.

## PRESENTATION OF MODERNIZATION CONCEPT AT THE AIB CONFERENCE IN NEW YORK

A modernization concept for the study program “International Economics and Foreign Trade” was presented and discussed during the Academy of International Business US Northeast Regional Conference 2019 at Rutgers University in Newark, USA.

The concept aims at implementing blended learning models in the long run. Up to this year, lecturers from the HAW had to travel to Shanghai for eight weeks in the winter and summer term. This is not only costly but also often difficult to organize with existing obligations in Germany. The use of blended learning can help reduce expenses and long stays. Furthermore, it has the advantage that students can work at their own pace. This is especially helpful as the German language skills usually vary among the students.

In the discussion following the presentation, experts for business education agreed that blended learning models are the future of cross-border, cooperative study programs and gave valuable tips for their implementation.



Academy of International Business US Northeast Regional Conference 2019 at Rutgers University in Newark, USA.  
Images: Natalia Ribberink

## INTERNSHIP OF CHINESE STUDENTS IN HAMBURG

Five Chinese students completed an internship in Hamburg between November 2019 and March 2020. The students had been awarded scholarships from the German Academic Exchange Service (DAAD). They worked in Startups, SMEs and

also in MNEs - like Lufthansa Technik - based in Hamburg.

During their internship, students could not only apply their knowledge in human resource management, international trade and logistics, but also practice their German language skills and get to know the German culture in after work programs.

### ISAP FUNDING FROM DAAD FOR PROGRAM DEVELOPMENT

Prof. Dr. Natalia Ribberink and Jan-Hendrik Schünemann successfully raised funding for the exchange activities between HAW Hamburg and USST by obtaining International Study and Training Partnerships (ISAP) funds from the German Academic Exchange Service (DAAD) for the period September 2019 to September 2021.

As all academic exchange activities came to an abrupt end with the outbreak of the COVID-19 pandemic, the funds were reallocated for digitalization of the cooperative program and developing of e-learning modules. The funds were used for content development, didactic support of the teaching and quality assurance of the e-learning modules. Thanks to the reallocation of the funds, for the first time, two fully asynchronous e-learning modules were developed on the basis of the Digital Master Learning Model and successfully tested during this year's spring semester.

### SEMESTER IN SHANGHAI AND BENCHMARKING STUDY

Three students from HAW Hamburg completed a semester at USST funded with scholarships from ISAP in the winter term 2019/20. Along with their studies in Shanghai, they conducted a benchmarking study under the supervision and guidance by Prof. Dr. Natalia Ribberink and Janina Apostolou for a new double degree master's program named Smart Product Engineering to be potentially considered for implementation by the HAW Hamburg in cooperation with USST. The study provides a benchmarking analysis to identify best practice examples from other universities running international cooperative study programs. In line with their research, students conducted expert interviews with professors and students related to the field of technology and engineering, as well as in-

depth market analysis to determine stakeholders and potential for the program.



Exchange students from HAW Hamburg in Shanghai  
Images: Celine Pschunder

In May 2020, the results of the benchmarking study were presented to the HAW working group responsible for the adoption of the new double degree master program, giving them valuable assistance for designing it.

### E-LEARNING SURVEY

A cross-country survey concerning the use of e-learning was carried out in January 2020. Students in Germany and China gave responses concerning their perception of e-learning with regard to various related factors, a.o. perceived usefulness, intention to use, actual use etc.

288 Students from HAW Hamburg and USST took part in the survey. 87 percent of the respondents have already had experience with e-learning and 71 percent of respondents answered that they

prefer e-learning and blended learning methods to face-to-face teaching.

An academic paper is in progress using the collected data to conduct a path analysis to identify factors that have positive effects on actual use of e-learning.

## E-LEARNING IN CHINA

The initiative to introduce innovative teaching and learning formats within the framework of the study program "International Economics and Foreign Trade" was started in 2019 by Prof. Dr. Ribberink, supported by her research assistants - Janina Apostolou and Jan-Hendrik Schünemann. The concept was successfully implemented in summer semester 2020 with two pilot modules. The courses "International Logistics" and "International Marketing" were taught to the Chinese students exclusively online for eight weeks.

Animated presentations, videos, scripts and further study materials were created on a weekly basis and made available to the Chinese students on the SHCneo learning platform. After analyzing and working through interactive materials, the students completed each chapter with an online test, case study or alternative assignment. This ensured interactivity and enable the coordination team to measure learning success. The students presented their results in short presentations, essays or videos. Thereby they were able to learn, how to apply and process their newly acquired knowledge independently, plus they managed to improve their digital key qualifications, such as data literacy and digital learning, as well as non-digital key qualifications, i.e. entrepreneurial thinking.

By using digital teaching formats, the coordination team made it possible to further run and successfully teach the international cooperative program of HAW Hamburg and USST Shanghai without any failures despite the challenges of the ongoing pandemic.

To see some impressions of how students experienced the online course, click the link to view videos made by students (in German):

[Testimonial von Emma](#), [Testimonial von Finn](#)

[Testimonial von Josie](#), [Testimonial von Christoph](#)

## ONLINE BACHELOR DEFENSES & GRADUATION 2020



Graduates of the Shanghai-Hamburg College of the year 2020  
Image: Xu Jingwei

Due to the outbreak of the COVID-19 pandemic, for the first time since the start of the cooperation between the HAW Hamburg and USST, the final oral defenses (colloquia) were held as live online sessions by professors from HAW Hamburg.

Finally, this year's graduates of the degree program in International Economics and Foreign Trade with TestDaF were presented with Bachelor's certificates and diplomas from both HAW Hamburg and the USST during an official graduation ceremony. The students had started their studies at Shanghai-Hamburg College as students enrolled at HAW Hamburg and USST in the winter semester 2016. For the first time in more than 30 years of cooperation between the two universities, the German professors were not able to be present in person, but sent their congratulations to Shanghai by video message.



Video message by Prof. Natalia Ribberink at the graduation ceremony 2020  
Image: Xu Jingwei

## WHAT'S NEXT?

For the winter semester 2020/21, two more modules in the cooperative Bachelor program - Operations Research and Business Informatics - will be developed and taught as online courses.

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## CONTACT

Do you want to get in touch with us? Feel free to write any member of our team and we will make sure to get back to you as soon as possible.

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