

## **MOOC: Competences for Global Collaboration – #cope14**

(MOOC = massive open online course)

<http://www.cope14.at>

**Date: April 22, 2014 – June 02, 2014**

### **How to learn in this MOOC?**

With this MOOC we aim to support processes in a multidisciplinary, international online group. Our experts for the 6 weeks will provide different types of materials, questions for discussion and tasks to fulfill with respect to collaboration in international groups and doing business across borders. The moderators want to encourage you to become an active online learner who collaborates with others to complete the tasks and who shares his or her learning experiences on the web.

Our philosophy is based on the principles of connectivism:

- Autonomy to make your own choices and be in control of your learning, to learn what is important for you and in which extent,
- Diversity with respect to your experiences, your interests and where you are coming from - as well as the diverse experiences and interests of the experts, diverse resources (of learners and experts)
- Interactivity to give you the opportunity to engage with different learners worldwide using collaboration tools you want to use
- and openness to everybody who is interested into our MOOC and open to share

We propose that you engage in the four key activities of a connectivist course:

- Aggregate: There will be a lot of material and a lot of discussions provided by experts and other learners, you are free to choose, contribute and aggregate content.
- Remix: You should reflect the suggestions, ideas, and thoughts and share them with the other learners. This can be done on websites, blogs, in social networks, ...
- Repurpose: The knowledge of experts is interesting, but how you integrate new ideas into your own contexts is at least as interesting for other learners.
- Feed forward: Everybody can contribute to the common learning experience in this MOOC using the tag #cope14 to share contributions.

How to get a badge?

Learning in a MOOC is exciting and time-consuming. If you want to get a badge - and this is not compulsory, but is your choice - you should be an active online learner in at least 4 of the 6 weeks. You should invest between 5-10 hours per week and make your learning process visible for others in the web according to the four key activities of connectivism. You will be required to inform the moderators about your intention to get a badge during registration. After the MOOC you will make a summary of your activities available for the moderators and whoever you want to share it with.

## **What to learn in this MOOC?**

### **Week 1: Communication across borders: Introduction and warm-up**

Jutta Pauschenwein (Facilitator), Heinz Wittenbrink (Visiting Speaker), and Rupert Beinhauer (Facilitator)

Erika Pernold: Moderator

**Tuesday, 22 April – Monday, 28 April**

Description: To learn in a MOOC requires specific competences. In this week we will support you in gaining an insight into the MOOC concept, in reflecting about competences for online learning and in developing a plan for your individual MOOC participation.

Furthermore this week will target communication across the borders. How are different messages interpreted and understood by different groups? What role does culture play in this exchange? Another interesting question, which we will try to tackle, is how does culture in a MOOC evolve and what you wish this culture to be?

Learning objectives: You will

- get familiar with the concept of this MOOC and be able to plan personal participation
- network in groups across borders
- experience cultural differences in interpretations and learn to #cope14 with it
- analyze the normative system of an online collaboration

### **Week 2: Legal cultures**

Doris Kiendl-Wendner (Facilitator)

Jutta Pauschenwein, Erika Pernold: Moderators

**Tuesday, 29 April – Monday, 5 May**

Description: Law has to be seen in context. The legal system of a country is influenced by numerous factors. It reflects the historical development, the social, political and economic system and the technological trends in a society. On the other hand, legal rules trigger and steer the behaviour of human beings and, thus, the law has an impact on the society. Law and culture in a country are interdependent.

In global collaboration persons, who come from countries with entirely different laws, interact. If they conclude a contract, a conflict of laws occurs. In their negotiations, these persons may have misunderstandings, unless they have an understanding of the difference in the legal cultures.

In this week, you will get an insight into the major legal cultures which exist globally. You will understand how recent changes in the political system of a country have led to substantial changes in the legal environment. You will also get to know how international organizations have attempted to create global model laws which serve as guidelines for national law makers in creating a global legal order. By reflecting upon the legal systems of your own country with respect to your everyday life, you will exchange your views and values on global collaboration and legal cultures.

Learning Objectives: You will

- understand the major legal systems in the world (civil law tradition, common law tradition)
- discuss the characteristics of the main legal systems and the effect of these differences on individuals and companies

- assess the impact of globalization on the development of the national laws
- understand the difference between the law “in the books” and the law “in reality” (enforcement of the law) and the effect of culture on the application of the law in a society

### **Week 3: Doing Business in Emergent Markets**

Thomas Schmalzer (Facilitator) and Vito Bobek (Visiting Speaker)

Jutta Pauschenwein, Erika Pernold: Moderators

**Tuesday, 6 May – Monday, 12 May**

Description: Much of today’s global collaboration takes place in business contexts. Current and future markets with high growth and development potential do not lie in traditional western industrialized countries. The so-called "emerging markets" drive global growth and are foreseen to play an increasingly important role in the global (political) economy. Knowing how to do business in these markets is a crucial competence for proficient global collaborators.

This week does not require specific preliminary education in business administration or economics but does require critical thinking, being up to date of what is going on in the media, and a sound level of general knowledge.

Learning Objectives: You will

- know about the concept of emerging markets and appreciate the diversity and attractiveness for doing business
- differentiate emerging markets from other economies and see your role in the global economy
- assess the potential and risks of emerging markets for market entry
- understand and develop strategies for doing business in emerging markets
- understand the impact of macroeconomic conditions as well as political and institutional frameworks for doing business in emerging markets
- understand endogenous challenges for emerging markets but also challenges for developed economies arising from emerging markets

### **Week 4 Relationships & Networks in Business to Business Marketing**

Denny Seiger (Facilitator) und Rahul Singh (Visiting Speaker)

Jutta Pauschenwein, Erika Pernold: Moderators

**Tuesday, 13 May- Monday, 19 May**

Description: No business is an island. Companies maintain multiple vertical relationships, upstream with suppliers and downstream with distributors. But collaboration takes place also on a horizontal plane, where companies liaise with universities, political institutions and even competitors in order to gain competitiveness in the market. These Inter-Organizational Relationships (IORs) are the focus of this week. We will introduce the subject in theory and discuss practical examples.

Learning Objectives: You will

- understand the importance of inter-organizational relationships in distribution and supply chains,
- know the forms of customer relationships in industrial marketing,
- be able to explain how co-operation and competition are used in industrial marketing,

- know different types of industrial networks,
- understand the significance of the network position of a focal firm in competitive strategy.

### **Week 5: International communication and negotiation**

Guðrun Reimerth (Facilitator) and Maryam Bigdeli (Visiting Speaker)

**Tuesday, 20 May – Monday, 26 May**

Jutta Pauschenwein, Erika Pernold: Moderators

Description: Communicating internationally requires high personal competences on a variety of professional fields. This week we will focus on public relations and negotiations in intercultural, international settings. Doing business in global markets requires meeting the challenge of “markets as conversations” and adapting to ever changing communication needs as well as to intercultural communication needs.

Learning Objectives: You will

- Know the terminology and models related to intercultural communication
- Understand and interpret signs of intercultural conflict
- Give advice and negotiate in intercultural, international communication situation
- Understand public relations and media principles in various cultural settings
- Define all parts of a communication plan
- Assess the risks and success factors for professional communication in international settings
- Deal with corporate identity, image and reputation
- Discuss cases of successful international communication and crisis communication

### **Week 6: Transfer into individual contexts**

Maja Pivec (Facilitator) and Jutta Pauschenwein (Facilitator)

Erika Pernold: Moderator

**Tuesday, 27 May – Monday, June 2**

Description: In the previous 5 weeks you have gained insight into different topics around global collaboration; you experienced common building of knowledge in multidisciplinary and international groups, you made new contacts and you participated in a massive open online course. In this last week we invite you and everybody in the MOOC to reflect on learning experience and your learning outcomes and to think about future activities with respect to global collaboration.

Learning Objectives: You will

- Reflect on your learning process in a MOOC
- Reflect how the MOOC experience and specific topics discussed in the MOOC will influence/ improve your work in international collaboration and business
- Elaborate a strategy on how to remain in contact with your individual networks
- Formulate a development plan for further collaborations

### **Research, evaluation and open content**

We – the facilitators – want to learn in this MOOC as well. We will develop some evaluation tasks and hope for your collaboration. We will respect your privacy and make your data anonymous.