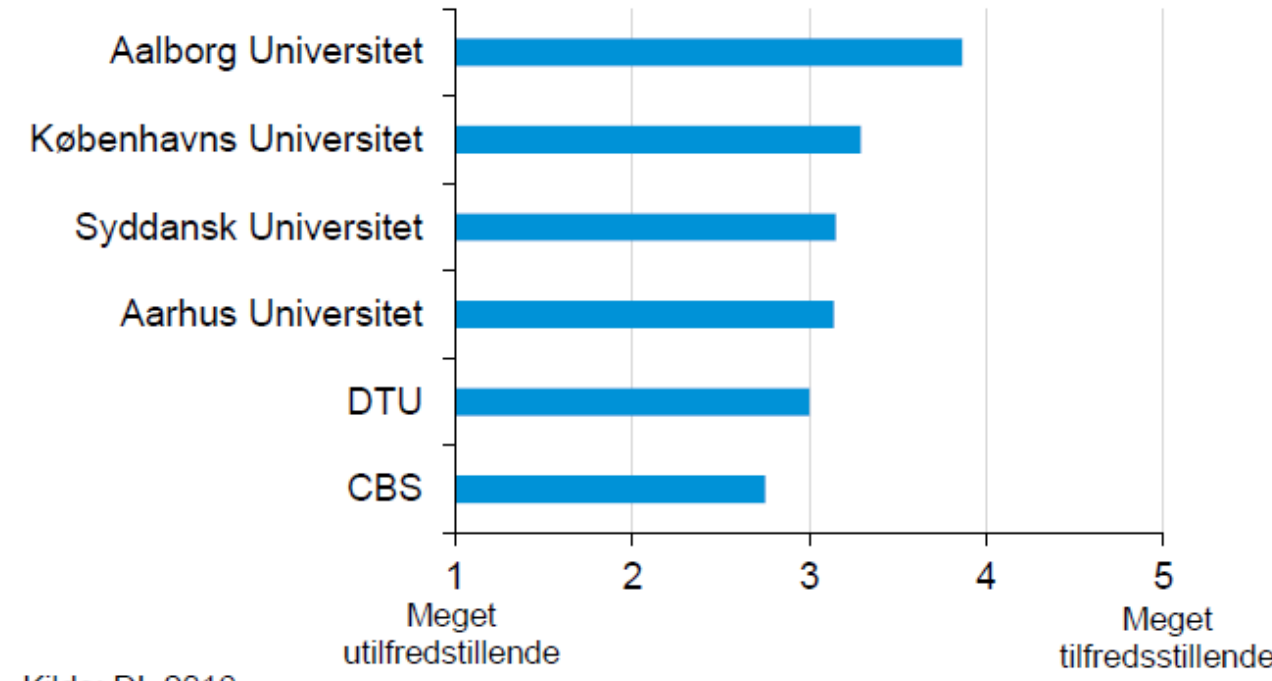


# Projektarbejde som platform for vidensamskabelse – gensidig værdiskabelse og 'impact' i PBL (Project work as platform for co-creation – mutual value creation and 'impact' in PBL)

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## Project Background

Virksomhedernes vurdering af samarbejde med de forskellige danske universiteter i forhold til indgåelse af samarbejdsaftaler

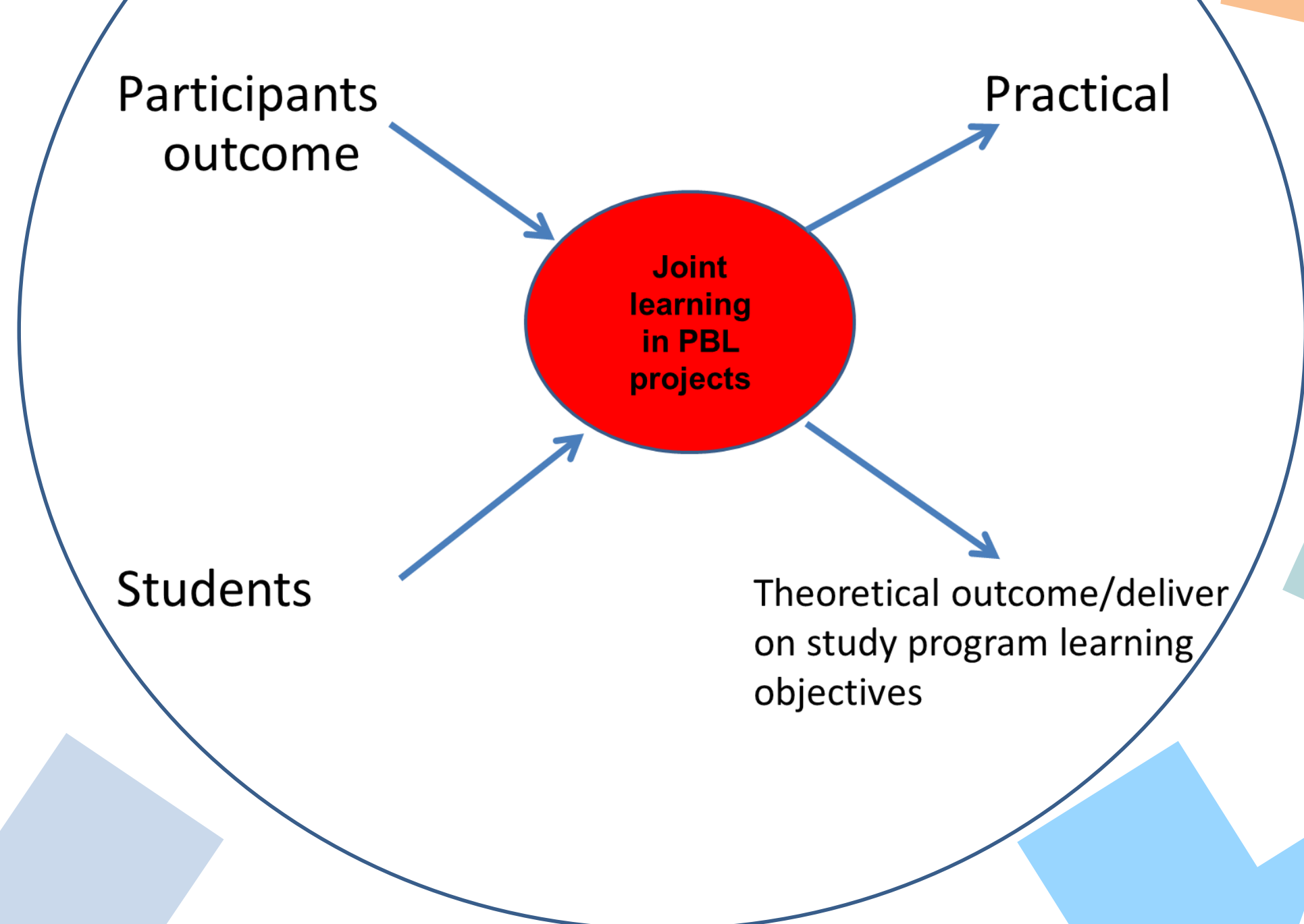


Kilde: DI, 2016.  
Note: Vurderinger af RUC og IT-universitetet er ikke medtaget pga. for få besvarelser.

## Project outline

- Developing the learning potential of the PBL-model by obtaining knowledge on how external partners in PBL projects experience the relationship with regards to knowledge co-creation and impact.
- 10 explorative interviews with project partners from PBL projects of Communication & Digital Media (6.-10. semester)
- Knowledge sharing with students following Spring 2017 project work.
- Knowledge sharing with supervisors: University Teaching Day 2018
- Survey of project hosts for PBL projects carried out Autumn 2017 and spring 2018 (7. and 8. semester).

## Studying for mutual benefit



## Potential outcomes of co-creative PBL

- **Addressing the demand for academic impact beyond the academy**
- **Delivering on the AAU strategy**
- **Addressing an underdeveloped part of PBL-practice**
- **Fostering 'return customers'**
  - organizations will come back for more based on positive experiences
  - doors will open for other PBL project groups...and researchers
  - students will become competent future PBL project host in their post-graduate careers
- **Building an impact talent pipeline:**
  - Students as impact drivers
  - Students as future researchers with an impact profile

## Organizational motivations – getting to yes

### Generic motivations:

- **"Back to school"-nostalgics:** "Great to be back in school"-segment reminiscing their own time as a student when working with students.
- **The faithful alumnus:** Alma mater-motivation
- **The peer professional corporate citizen:** Everyone of my profession is most welcome!
- **The pocket academic:** Interested and involved in research. Possible a guest lecturer, external assessor or supervisor on the side.

### Symbolic motivations:

- **The talent manager:** Bonding with the employees of the future – employer branding
- **Corporate branding equity builder:** Symbolic value and CSR-thinking. Common responsibility for educating the workforce of tomorrow.

### Relational motivations:

- **The friend of the family/networker:** "After all, it is Poul's daughter..." or "A good friend of mine asked if I could take this group on..."
- **The helpful colleague:** "Well, she is a student worker in our department, so..."

### Content and engagement motivation:

- **The problem solver:** "This project hits a spot in the changes we are going through right now" – project content match.
- **The understaffed:** Extra hands, yes please.
- **The lone wolf:** The gate keeper is alone in a function and enjoys the opportunity to discuss with like-minded peers.

## Follow us – coming up in 2018

- **Projektrapport/PBL Academy:** Summarizing results.
- **Workshopguide on mutual learning facilitation in PBL projects:** Plug and play-presentation of main results with script for conducting workshops on the issue with students, supervisors, project partner organization etc.
- **Open source questionnaire:** Explore co-creative learning in PBL projects in your study program by administering the survey.
- **PBL co-creation and impact seminar #2:** Open seminar on "Impact in PBL" project results with practitioner panelist, students and supervisors.

## More from us:



## Supervisor role

- Encouraging engagement – students AND companies?
- Match-making?
- Initiation of contact?
- Facilitation of collaborative process?
- Conflict resolution?
- Visiting?
- Dissemination?
- Provision of projects with host organization
- Role modelling?