

HAUTE ÉCOLE
EPHEC

Le chemin pratique vers la réussite

What am I going to talk about?

- Interdisciplinary projects?
- Context
- What have we done?
 - 2 stages
 - The starting point
 - The entrepreneurship label
- Organization: essential elements & difficulties?
- The future?
 - Inside our institution
 - International cooperation



Interdisciplinary?



= A knowledge view and curriculum approach that consciously applies methodology and language from more than one discipline to examine a central theme, issue, topic, problem or work

(Heidi Hayes Jacobs, Interdisciplinary curriculum: design & implementation 1989)

→ **Need to create and pursue interdependant, innovative teaching which does not fit into traditional disciplinary categories**

Context



Who are we?

- EPHEC stands for "*Ecole Pratique des Hautes Etudes Commerciales*" (EPHEC University College)
- 3 different university campuses, 2 in Brussels and 1 in Louvain-La-Neuve (30 km south)
- EPHEC is renowned for its Bachelor degrees in Business : Accounting, Law, E-Business, Marketing, International Trade & IT (± 4500 full-time students)
- EPHEC offers BA degrees in Automation and Electromechanics

Interdisciplinary projects?

Running interdisciplinary projects means

- Working together to reconstruct a reality split artificially by the subdivision of the disciplines
- Aiming at the acquisition of transverse skills (soft skills)
- Developing a broader understanding of the problem as students will have to understand multiple viewpoints
- Getting a better insight in the human dimension of a project
 - **sticking to reality**
 - **increasing employability**

What have we done?



Situation?

- 1 campus
- 3 BA
 - ICT
 - Marketing
 - Accounting / Finance

STARTING POINT



Business game (2003)



- 2nd year students in Finance & Marketing
- Teams of 4 students during 1 week
- Managers of a company specialized in the manufacturing and the sale of hulls of boats on a competitive market (B to B)
 - Put theory into practice
 - Bundle their forces
- Bilingual: French – English



- What is our strategy?
- What do we want to achieve?
- What is our reaction?

- Which decisions are we going to take?

Brainstorming

Decisions

Consequences

Analysis

- What should be done?
- How can we improve our situation considering various elements?

- What is the response of the market?
- How do stakeholders react?

CRM project for a company

- 2nd year students in ICT and Marketing
- Teams of 4 students during 1 week
- Set up a CRM in an ERP for a company
 - Bundle their forces
 - Realize the constraints

Context

- Real company
- Presentation requirements and specifications

Brainstorming

- Working sessions
- Input through lectures

Decisions

- Working sessions
- Coaching sessions

Final result

- Presentation of the designed CRM
- Jury: company & lecturers

Coaching sessions

- 3rd year Finance students coaching 3rd year marketing students



Agence
pour l'Entreprise
& l'Innovation

ENTREPRENEURSHIP LABEL

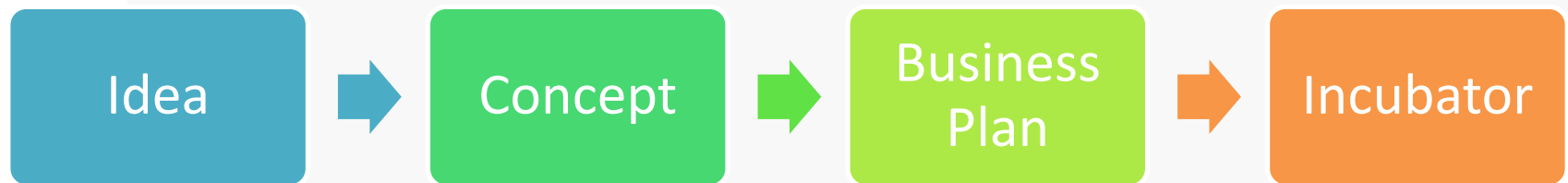
Coaching



- Finance & Marketing students coach secondary school pupils for their project « Mini entreprise »
- Finance students coach ICT students for their BMC project
- Finance students coach Marketing & ICT students for the financial aspect of their project

Stimulation of entrepreneurial mind all BA

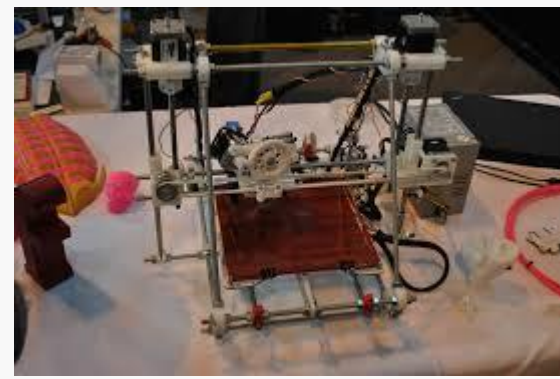
- HIMMC
- Coaching



Business Games

- Managing a company
- Circular economy
- Entrepreneurial game

Makers



- 2nd year students in Marketing and ICT
- Creation of a prototype in an Open Hub (Makilab)
 - Creation
 - Prototyping
 - testing



Organization: essentiel elements & difficulties



Essential elements

- Good planning
- Need for find free timetables
 - 2 possibilities
 - 1 week
 - Lunchtimes or late afternoons
 - Easier for coaching sessions than Business Games

The future?



INSIDE OUR INSTITUTION

- Developing more common projects
 - On all our campuses
 - Mix campuses (practicality?)
- Mixing curricula

OUTSIDE OUR INSTITUTION

- Developing international projects

