

Outline first Virtual Interdisciplinary project

The project will focus on the question **how to make it possible to let elderly people live longer at home thanks to new technologies.**

Outcome: creation of a product/service accompanied by its financial plan and marketing strategy all presented with the help of a website

Target group: 2nd, 3rd year students and young MBA-students; 5 students per institution – preferably of same discipline, group of 25 to 30 students. Each group will contain 1 social worker, 1 design student, 2 IT-students or technology, 1 business student

Period: September 16th 2019 for 12 weeks

ECTS: the sending school determines the number of ECTS each student will obtain by participating in this project. Businet suggests 3 ECTS. Every student whose participation is successful, will receive a certificate.

Before the project

- Registration of the students & responsible coach per institution
 - Link access through Businet website
- Agreement on the agenda: exact dates & timing
- Responsible persons/ stage
- Learning goals to be defined → important for assessment of the outcome

During the project

Week 1 Kick-off: Responsible person

- Skype meeting of 2 hours during which groups can get to know each other; students get the task to define their roles within the team and to define specific tasks to perform within that role. Students have to decide which collaborative tool they will use within their group.
- Presence of the responsible coach/institution
- Set up of the agenda and description of the tasks of the team (to be uploaded on the collaborative tool)

Week 2 & 3: Design thinking responsible person

- 2 hours conference call.
- Students have to come up with several ideas after this session.
- During 2 weeks students have to make 1 idea more concrete and turn it into 1 concept. They already have to check with elderly people if the concept would work or not.
- Presence of the responsible coach per institution during the design thinking session.
- Document explaining idea and concept has to be posted on the used collaborative tool

Week 4: Pitch responsible person

- Students **pitch** their concept using a small video of 2 minutes during a virtual conference call. Preferably elderly people can also participate in this conference call.
- After the pitch and the feedback each group received, students have to set up a plan of approach
- post information on how to pitch on the collaborative tool (to be posted by the responsible person in week 2)
- Presence of the responsible coach per institution during the pitch session.
- Preparation of the pitch
- Assessment of the pitch? (form to be created)

Week 5 & 6: plan of approach

- students hand in their **plan of approach**, containing the project planning and a first analysis of the product/service (specific features of it). After receiving feedback each group can start with the specific work-out
- Week 5: Document presenting plan of approach has to be posted on the used collaborative tool
- The coach of each institution becomes a supervisor of a project.
- Week 6: feedback session/group

Week 7 - 9: presentation of development

- Students continue working under the supervision of their coach.

Week 11: final presentation responsible person

- Final presentation of their website and other channels to promote their product/service, the financial plan, the marketing strategy and they have to give a demonstration of how the product/service work. Demonstration can be done by a video clip (which is made before the final presentation).
- Students are assessed with an assessment sheet (to be created) by a jury, preferably with elderly people.
- The assessment sheet should also assess intercultural competencies, the process (communication, collaboration, creativity, reflective thinking)

After the project: Debriefing

- Debriefing with
 - Responsible coaches/institution
 - Participating students
 - Certificates with logo's and signatures of all the participating partner institutions