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STUDENTS' FEEDBACK QUESTIONNAIRE AFTER PARTICIPATION IN THE CSB PILOT COURSES

ANALYSIS AND REPORT

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PROJECT WEBSITE

The present report is published on the official
website
<https://www.culturalstudiesinbusiness.org/>

ABOUT THE QUESTIONNAIRE

NUMBER

A NUMBER OF 131 STUDENTS ANSWERED THE QUESTIONNAIRE

BASIC PRINCIPLES

- PARTNER UNIVERSITIES HAVE NOT BEEN ALLOWED TO WATCH THE QUESTIONNAIRE BEFORE
- THE ANALYSIS AND THE REPORT HAVE BEEN REALISED BY JUMP AS PARTNER IN CHARGE OF MONITORING, COMMUNICATION AND EVALUATION MEASURERS
- THE QUESTIONNAIRE WAS ANONYMOUS

PERIOD

THE QUESTIONNAIRE WAS ADMINISTERED TO THE STUDENTS WHO ATTENDED THE SIX PILOT COURSES PROPOSED BY PARTNERS DURING THE PERIOD BETWEEN OCTOBER 2019 AND NOVEMBER 2020

STUDENT'S VOICE

THE QUESTIONNAIRE IS PART OF THE STRATEGY OF PARTNERS TO GIVE, AS MUCH AS POSSIBLE, IMPORTANCE TO STUDENTS' VOICE IN THE PROJECT



SUMMARY

6 PILOT COURSES

The consortium of partners is composed of six universities and a civil society organization.

- 1) Sapienza University of Rome (Italy)
- 2) PVPU Euro College - Kumanovo (North Republic of Macedonia)
- 3) VGTU - Vilniaus Gedimino technikos universitetas (Lithuania)
- 4) University of Split. Faculty of Economics, Business and Tourism (Croatia)
- 5) UBI - Universidade da Beira Interior (Portugal)
- 6) University College Wisdom (Albania)
- 7) JUMP Gioventù in riSalto

Each university, according to the the mission of the institution designed has developed a Pilot Course as a new proposal for bachelor students.

20

Minimum number of students attending

22 YEARS OLD

The most of the students who answered the questionnaire are 22 years old



OUR EUROPEAN DIMENSION

The present report doesn't take care about the nationality of students or the Country/University where they attended the Pilot Course.

The evaluations of students are transcribed directly from the submitted google questionnaire by the authors, respecting the anonymous form decided at the beginning of this evaluation process and with with a slight language correction check, without changing the meaning of the content

Students are considered in fact a **European Pilot Class**. The same for the lecturers forming part of an **International Team of HEI experts**.



DIFFICULTIES

Partners faced the biggest and un-expected difficulty they could find on the path: the core part of the project, corresponding to the development of the Pilot Courses, has been realised in the middle of the COVID19 pandemic.

TO BE UNDERLINED

that La Sapienza University, as leader of the project, realised three editions of the Pilot Course, thanks to the request of students which has been high, while each partner realised one.

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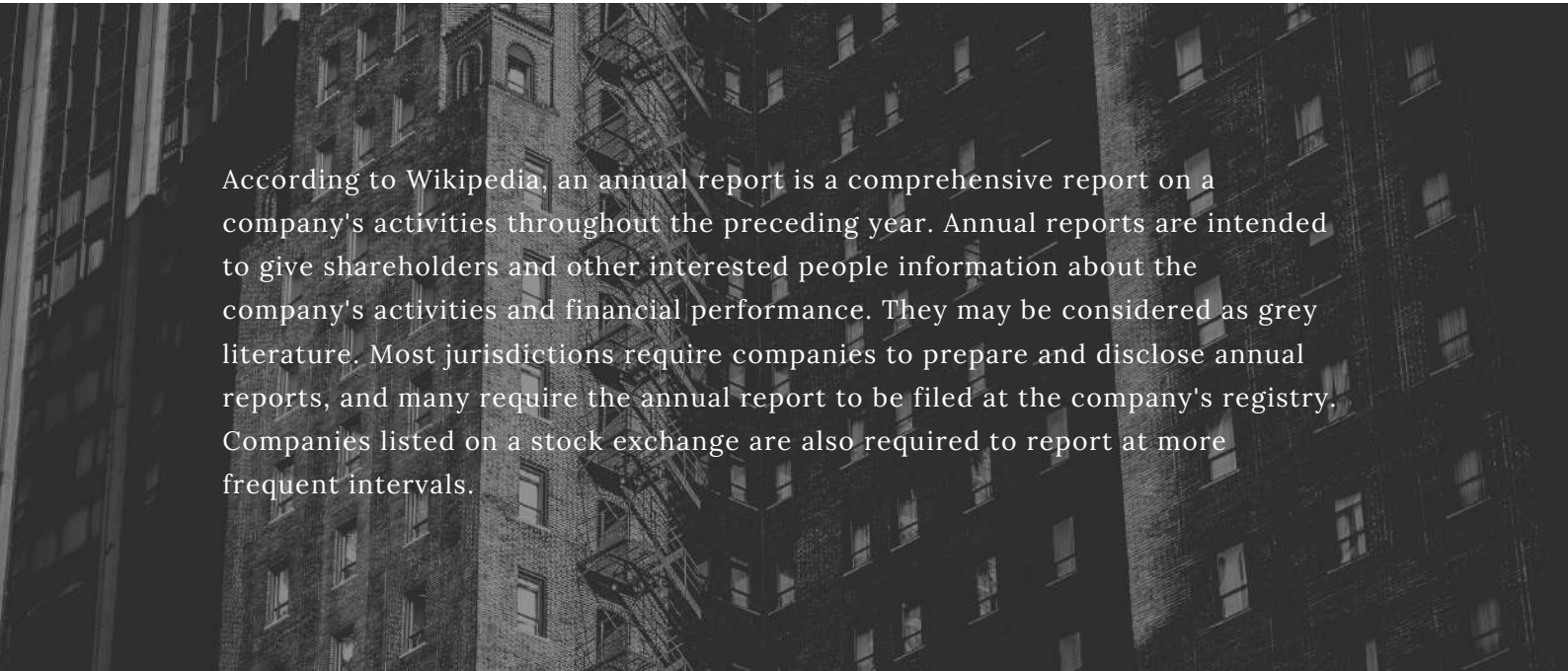
that La Sapienza University, as leader of the project, realised three editions of the Pilot Course, thanks to the request of students which has been high, while each partner realised one.

WHERE WE ARE NOW

We are at the highest point we've been since 2002. Congratulations to everyone!

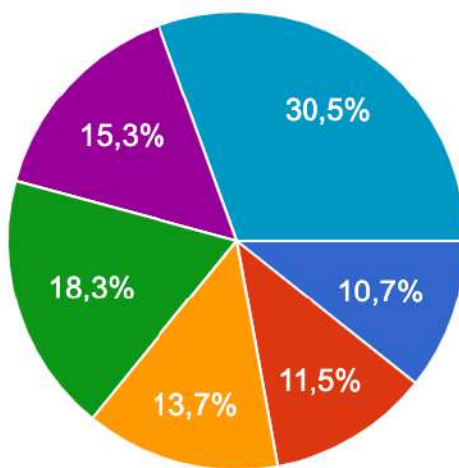
According to Wikipedia, an annual report is a comprehensive report on a company's activities throughout the preceding year. Annual reports are intended to give shareholders and other interested people information about the company's activities and financial performance. They may be considered as grey literature. Most jurisdictions require companies to prepare and disclose annual reports, and many require the annual report to be filed at the company's registry. Companies listed on a stock exchange are also required to report at more frequent intervals.

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IN WHICH COUNTRY AND UNIVERSITY DID YOU ATTEND THE PILOT COURSE?



- Euro College Kumanovo
- VGTU Vilnius
- University of Split
- Wisdom University College
- UBI University of Beira Interior
- La Sapienza University of Rome

Partners represent
four European
Member States and
two candidate
Members of the EU



The geographical composition
of the consortium is a strength
of the project.
Dialogue between EU
Members and Potential
Members, between public and
private institutions



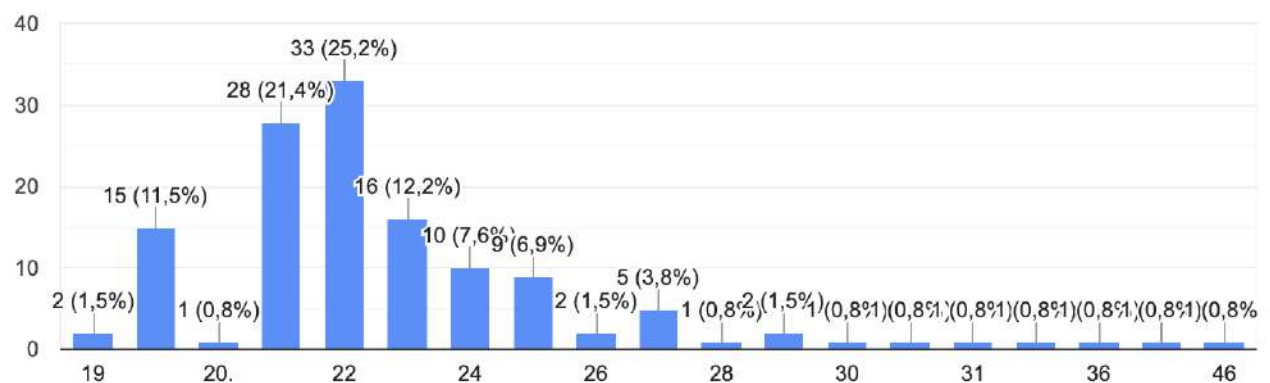
RANGE OF AGE

Minimum and maximum

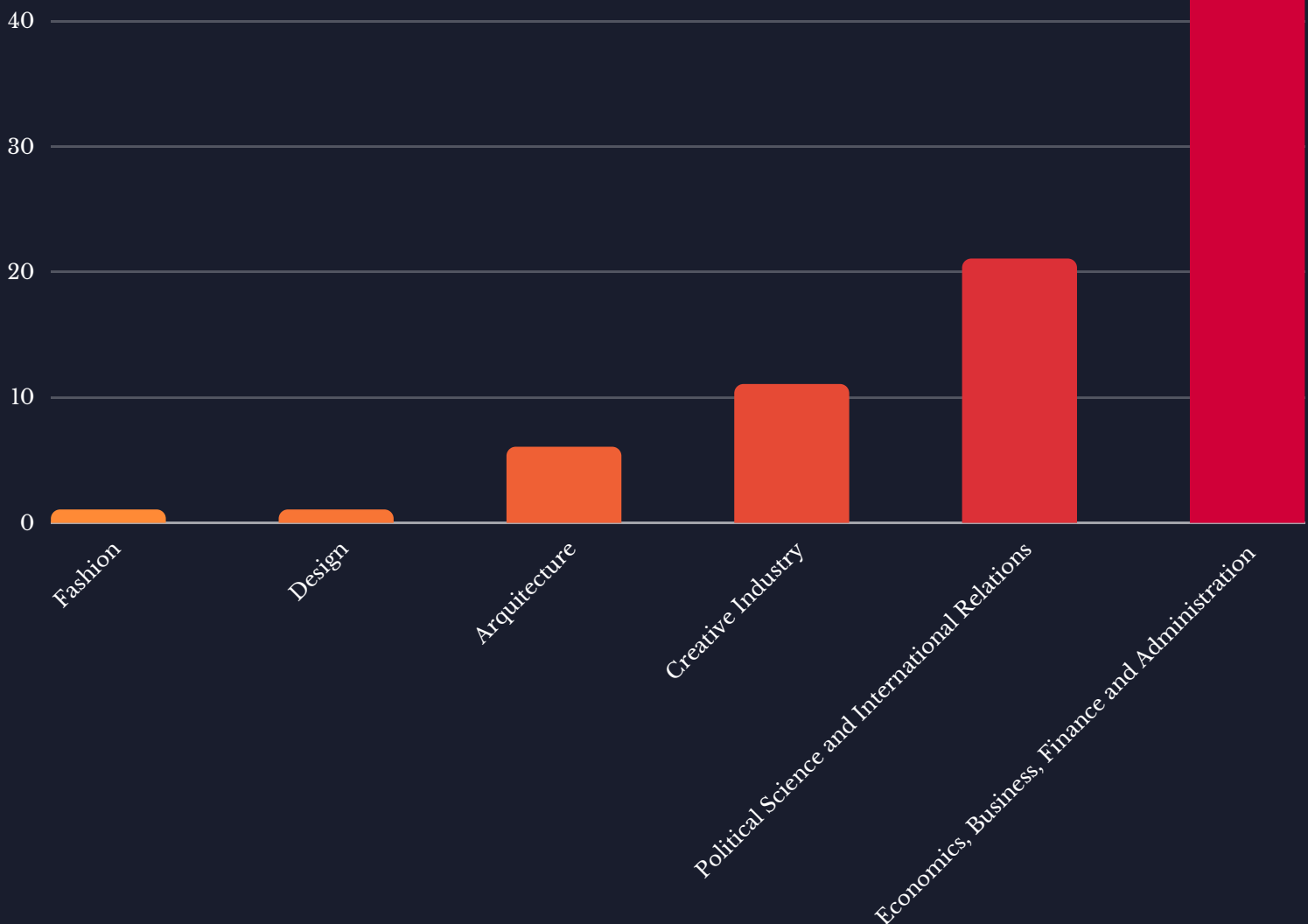
Students aged 19 to 46 years answered the questionnaire

How old are you?

131 risposte



WHAT DO YOU STUDY AT THE MOMENT/ IN WHICH FACULTY ARE YOU ENROLLED?



The partners

It is important to point out the transversal characteristic relating to the nature of the faculties involved in the partner universities.

- 1) Sapienza University of Rome - **Political science and International relations**
- 2) PVPU Euro College - Kumanovo - **Business and Administration**
- 3) VGTU - **Creative Industry**
- 4) University of Split. Faculty of **Economics, Business and Tourism**
- 5) UBI - Universidade da Beira Interior - **Engineering/Architecture**
- 6) University College Wisdom - **Business and Administration**

Which of the topics of the Pilot Course do you think has been the most interesting and why?

- **Global economic policy.** I liked this topic, the most based in actual situation in the world
- **The sharing economy**
- **Sustainable business models**
- **Sociology of consumption**
- Differences between marketing and management across cultures
- **Social responsibility in business** because this is important and a current topic and everybody should know a thing or two about it



"The most interesting topic of the Pilot Course is the **Culture**, because in that course you can understand every part of life and economic".



To be underlined the appreciation of students for the topics of **Cross-cultural Communication** and **Peace economics**



THE IMPACT OF CULTURE

It's evident the appreciation of students who could approach the Cultural Studies for the first time and have had the opportunity to reflect on the strong impact of Culture in Business.

Today it's even more a crucial topic.

Global business perspectives promote greater dialogue between human and business studies.

STUDENTS PUNCTUAL POINTS OF VIEWS

ECONOMY AND ETHICS

General Systems Theory, Process Philosophy and Economy (Open and Closed Systems).

As Economics student I am interested in working and progress of the open and closed systems. I like how they are similar and, at the same time, so different. I also like the theory of the "Black Swans" and how, why and where they happened and are still happening.

Economic
Anthropology -
Gift Economy
and Sacrifice

Virtualization, Uncertainty
Principle and the end of
Homo Economicus.
This topics are interesting
because you can observe
the three main things
from the same point of
view also from different
aspects.

Excesses/Limits of Economy: Gender, Affect and Power - Radical Materialism and Feminism/Affect

This was a perfect lecture for me and for my nature. I'm thirty year-old student and I am also mother of two children. I'm dealing with this problematics every day.

**E-LEARNING SERVICES
TO CUSTOMERS**

What do you think have been the elements of innovation in respect with other courses you attended?

The themes are very engaging as well as the prof of the course

Usage of TED talks

Logical thinking and creativity

The topics are actual and they are very interesting; we didn't discuss about them in previous courses and they are important for business

Including videos as a part of lecture and intereactive character of practical block

The usage of breakout rooms (for working in small groups), video analysis and the usage of Zoom's chat icons to quickly express our opinions.

Online studies. They really have been interesting and have improved online communication skills

We had 5 lecturers and 5 different topics in one course, so it was new, valuable and an interesting experience.

It is a new very interesting subject. The dimension of the culture in business is a new trend in our society, the modern society.

A BIG APPRECIATION HAS GIVEN TO

The participation of international teachers and to the multiple lecturers

The six university partners are represented by an International Team of lecturers and, during the implementation of the Pilot Courses, some of them invited the others to give online lessons in English.

**DUE TO COVID19, MOST OF THE PILOT COURSES HAVE BEEN
DELIVERED ONLINE.**

**STUDENTS APPRECIATED TO BE PART OF AN INTERNATIONAL
PROJECT AND THE PANDEMIC SITUATION GAVE THEM THE
OPPORTUNITY TO INTERACT WITH COLLEAGUES OF THEIR LECTURERS.
IN A SITUATION WHICH IS NEGATIVE, LECTURERS AND STUDENTS
ALSO IMPROVED DIGITAL, LANGUAGE AND COMMUNICATION SKILLS.**

OTHER INNOVATIVE ASPECTS



The mix of Sociology and Economics

In specific, La Sapienza Team developed a Pilot Course balancing Economic Studies and Socio-anthropological approaches.

The Sustainable Development Goals

The multidisciplinary course

Variety of arguments.

The English language

Students like if lecturers teach in English and to study on materials coming directly from the EU

MORE EUROPEAN TEACHING

What did you like the most of the method or of the lecturers?

Creativity

The way they speak
with us without
knowing us

The forum posts
opinions

they are very prepared
using many different
methods

Ted talk
videos

The most interesting thing about
this lecture was the information
that is shared with us, in the most
detailed and fruitful possible way

Collaboration and
availability

The critical reviews that
we gave in every topic
we discussed

a lots of case studies
were presented and we
could apply our
knowledge in real life
situation

Information and examples about intercultural
communication

OTHER EVALUATIONS

Despite not being present in a classroom, the course was well managed and well coordinated online by the various professors

The group work and analysis of real-life situations

How similar topics can be so different from all lecturers through their point of view

They made Economics more understandable

I liked their attitude and the passion they put in the lessons

NEW LECTURERS WHO I COULDN'T MET IN MY OTHER COURSES

The reference to interesting books and materials of different authors

The focus on news related with Economics and Society

The writings of Arjun Appadurai

The themes were extremely actual

Showing the real situation in the world about Ethics and Economics

We don't focalize on this kind of topics in normal classes

**WHAT THIS COURSE LEFT TO YOU
DURING YOUR ACTUAL
UNIVERSITY/PROFESSIONAL CAREER?**

A NEW WAY OF SEEING THE WORLD

The skill of comparing Economics
and Sociology

I realized how important is to have a culture in
business and how to implement this
experience in this field

To improve my critical analysis because I think
it is more important than studying only with
books and learn definitions

Taught me many things I can use for my career

An insight to the rest of the world and its way
to do business

Some knowledge about how important is to
be aware of some problems of the world and
what individuals can do to make this place
better, also being aware that every culture is
different



OTHER INTERESTING EVALUATIONS?

PEACE ECONOMICS

A clearer understanding of different cultures and how important is to understand and tolerate them (in social and professional life)

We talked about relevant topics from our everyday life - so this helped me to strengthen my previous opinions or to form new ones

Provided more knowledge about culture and learned new thing that I didn't know before

More knowledge about worldwide issues and suggestions to be part of their solutions

A new perspective of capitalism and social problems

The will to develop the sustainable development's topic

Peace and equality are the results of a long process

I know now what I want to continue studying during the next years

**Students' voice
counts!**

**This course left me with many thoughts
about my future career, communications
and so on.**

I'm interested in Cultural Studies

**Critical considerations on the actual
phenomenons of the global world**

**Greater knowledge
A great experience**

**Human development
can't always be related to
numbers**

**Useful means to develop
a critical vision of reality**

**Sustainable development
and Social Responsibility**

**It opened my eyes about
the correlation between
business and architecture**

More interesting evaluations

Surely from this course I learned to see the whole preceding statistical research. I also really realized the weight of the economy on today's society. I will certainly face my studies with more awareness and with a new point of view.

I learned a new terminology, new topics and gained valuable information.


A lot of professional culture.

It has certainly enriched my cultural baggage, but above all, I'm aware of how often we underestimate and do not realize that some countries need help.

I had the chance to know new contents and authors in the field of Sociology and Economics that are really important in my university career.

I am able to solve problems in a lot of different ways. This made me think even more about how people work and how we process things.





The course provided
some crucial information
which I can use when
setting up my own
business.

I learned a lot of things that I
didn't know before. But now, I
will apply them in the job market.

EVALUATIONS CONTINUE

I will use few concepts to
manage my future office, I
hope.

Opened my eyes mostly
about communication.

This course showed me that I can think in
different way in different situations.
It showed me that I am a flexible person
and I can be a fast ,effective learner and
worker.

Try to incorporate and adopt
sustainable business models while
ensuring ethics in business
operations.

It gave me a new perspective about
business and management in
architecture and inspired me to apply
this in my own career.

What would you suggest to lecturers to improve their work and design a better course, longer and more structured, for future students?



Maybe we can have even more practical work. Just give us some guidelines, give us short texts about the subject and let us (students) to develop critical thinking.

IN MY OPINION WE CAN HAVE EVEN MORE PRACTICAL LECTURES. THOSE THINGS ARE MORE EFFECTIVE, WHEN WE ARE EXPRESSING OUR OPINIONS, WHEN WE ARE SOLVING REAL PROBLEMS AND WE DEAL WITH THEM.

This course is good enough, but an improvement might be taking concrete examples and comparing them with real ones to better convey the information to the listener.

Since the project is an international course I wished all the lectures were in English.

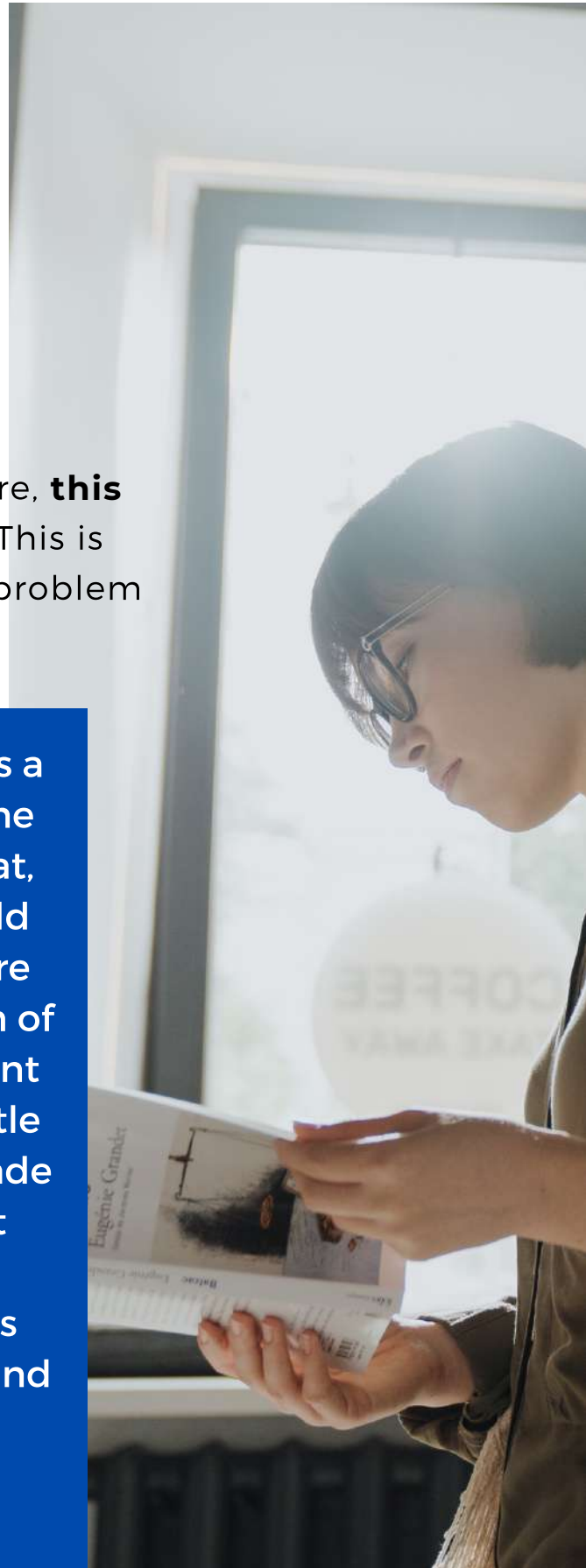


I WOULD NOT CHANGE ANYTHING FOR NOW. I LIKE THIS COURSE A LOT. IF I HAD ANOTHER OPPORTUNITY TO ATTEND THIS LECTURE I WOULD DO IT AGAIN.

A REAL BASED COURSE

I am suggesting that this course, this lecture, **this topic should be spread more and more.** This is showing us the biggest and the most real problem one family is facing every day.

I think the tasks are very long and it takes a lot of time for them. In moments of online teaching it was very difficult to reach that, along with other subjects. I think it would be different live, and I think the topics are very interesting and all praise to the team of professors. For the future, the engagement around the tasks should perhaps be a little less or also includes this as part of the grade because this way no one sees the point while writing some long assignments. Compared to other elective courses, this course requires a lot more engagement and despite the interesting topics I think students go along the line of least resistance, in future.



MORE FEEDBACK

For the future of the Pilot Course

I like a lot the whole course. There was a perfect balance between theoretical and practice learning. Some of the lecturers also had the perfect "flow" theory-practice-theory.

Definitely, we were a little penalised because of the virus, but I wouldn't change anything because it's already perfect.

I suggest to involve more professors from different departments, such as law, architecture, philosophy, and others.

NOTHING, IT WAS PERFECT

The level of course was high, teaching staff did very good job and in my opinion deserve recognition, because this was one of most interesting courses I had in my academic carrer.

**More direct
questions to
students**

**THEY DID ALL
GREAT**



SOME DEEPER REFLECTION

**I think that in these conditions we have done our best.
We thank the lecturers for the lectures.**

I think the most interesting part would be the exchange and discussion between the students and the professors during the lectures; this was unfortunately not possible because of the Corona-pandemic. It would also be interesting to explore possibilities of collaborating or sharing lectures with the other universities who also participate in the program. Maybe give the same topic to each university and the students have to discuss it within their course and get an agreement or decision in a first round. In the second round these decisions are discussed among the universities. A bit similar to a Delphi round.



Honestly, I believe that everything was done great. Especially when taking into consideration how quickly everything changed, so I do believe that, both professors and students, did a great job at online lectures.

More courses on this topic will be great for all students

My only suggestion is to dedicate more time to students' questions, observation and interaction in general, mostly in the last part of the course with the presentation of the group works.



FINAL NOTES

*Students' voice counts
This is the motto of this report.*

The project "CULTURAL STUDIES IN BUSINESS" (CSB) is a learning process in which the first learners have been lecturers but the final beneficiaries have been the students of the elective Pilot Courses.

Lecturers met and shared their proposals for a new short course to be delivered to a pilot class and feedback shown some important remarks:

- there's the need of more internationalization of university programs which pass through lessons in English and materials in English;
- there's the need of lecturers of teaching more "real based" lessons based on "real life" and practical exercises;
- classical university programs have to be updated with new contents connected with Global topics and students ask to have more occasions to discuss with different lecturers on future, career and how to face life.

