

# Newsletter

## Review

In the first test phase, over 80 students from the four universities participated in the active processing of the case studies in international learning tandems. The Online-Planning-Guide was used as a guideline for this cross-location work in order to implement the organization and cooperation with digital media.

All students were asked to evaluate both the case study itself and the virtual and transnational work in multinational small groups by means of a questionnaire. This evaluation was analysed by the project team in order to use the findings for product and process optimisation.

It was found, for example, that the majority of the participants found the case studies motivating for the learning process (see Figure 1).

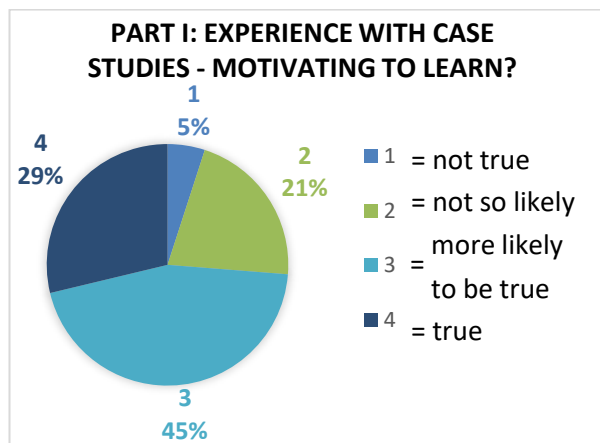


Figure 1: Evaluation of a questionnaire part regarding learning motivation through case studies

In some groups, students were also used as passive observers to document the learning process from a neutral perspective. Subsequently, all teachers involved were also questioned qualitatively by means of a questionnaire.

## Current project status

The evaluations of all quantitative and qualitative surveys and the resulting findings were collectively analysed and discussed with the project team.

The evaluation results were used to optimise the Online-Planning-Guide and are currently also used to further develop the case studies.

In addition, the first draft of the manual "How to write pedagogical designed business cases" is currently being prepared on the basis of the jointly developed concept, which is intended to support lecturers in the independent preparation of didactically substantial, practical case studies.

## Prospect

The optimisation of the Online-Planning-Guide and the case studies will be carried out in order to conduct a second test in a university context with multinational learning tandems via digital media. The first draft version of the manual will be reviewed by education experts and company representatives for further development.



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**Project title:**

Innovative online learning environments: using  
business case studies in higher education

**Coordinating body:**

University of Cologne,  
Chair of economics and business education

**Project duration:**

01.11.2018 – 31.08.2021

**Website:**

<https://www.e3cases.uni-koeln.de/>

<https://www.e3cases.uni-koeln.de/en>



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