

Call for applications.

Program W.I.D.E. - Widening International Didactics and Education

Lab BASMa

(Business Active-Learning on Strategic Management)

The University of Parma, jointly with Kwansai Gakuin University, Nishinomiya, Prefecture of Hyogo, Japan offers their students the opportunity to participate in a Blended Intensive Program under the University of Parma Financed framework named W.I.D.E. - Widening International Didactics and Education.

W.I.D.E. - Widening International Didactics and Education is one of the new and innovative formats of student mobility introduced by the University of Parma. These programs, jointly developed by multiple higher education institutions, feature advanced and innovative pedagogical approaches that combine short-term face-to-face (physical) mobilities with portions of virtual learning.

WIDE programs are inherently transnational and transdisciplinary, as curricula are developed and taught together by partner institutions in different countries. The combination of in-person and virtual learning spaces allows students and professors to experience and exchange highly collaborative, challenge-based, and research-steeped teaching and learning methods.

Through the required virtual part of the program, students and professors alike can develop and hone their digital knowledge and skills, reflecting the priority to harness the potential of digital technologies for teaching and learning and to develop digital skills for all.

1. Description of the program

This course aims to provide opportunities for participants to comprehend the importance of decision-making based on information provided by the FA and MA Systems in a real business setting and learn how to apply specific knowledge, skills, and professional judgment regarding MA and business administration for practical situations.

To achieve this learning aim, specifically developed Apps (based on the spreadsheet and connected to a Japanese database) and interactive-based tools are used as the learning instrument for the simulation game running a car manufacturing company. Introductory application of Artificial intelligence and Machine Learning Approaches in Enterprise Decision Making would be provided.

Students from several teams play this game, and the team that earns the highest profit is the winner of the game. Engaging with this game allows students to understand how to apply fundamental concepts and principles of management and business for the practical and professional judgment that occurred in the practice setting. Students attending KGU in Japan and the University of Parma will work together in an online, and in presence environment based on the Platform Zoom Break-Out. Japanese and Italian Professors will support them.

The target students of this course are those who are enrolled in an Economic and Management Faculty in a Master of Science in Accounting (with introductory courses of accounting and bookkeeping), but we do not prevent those who do not have basic knowledge of accounting from participating in the course.

Students will be allowed to use only English during the course. Participants need to engage with a simulation game, team learning projects, and group presentation sessions to address and solve several missions associated with learning contents of management and business.

The active learning method will be applied to this course. Active learning is a special teaching method that places students in the center of the learning process, and Professors act as the guide to indicate the direction of students' learning, rather than the person only to transmit their knowledge. There are several requirements to take this course. Students will be asked to seek their purpose of learning in all processes of the course, be required to work with other students to collaborate as a group and deliver presentations and opinions in front of all participants.

Students are selected following a common procedure defined by the two Universities and adherent to the criteria approved by the Department and Faculty Councils. Students will be awarded 4 (four) ECTS with marks, corresponding to 2 (two), Japanese University Credits.

The tutor will provide a general introduction to this course. The pre-test questionnaire will be administered at the beginning of the course.

Fundamental sessions of the course will imply instruction in the accounting simulation game.

Specific instructions for the simulation game will be distributed. The tutor will explain the details of the game, the aims of the course, rules, assessments.

Team allocation would make students teams, of which members would exchange their knowledge, share the experience of the game, and cooperate together to earn the profit.

Students will learn how to prepare a production cost report with figures calculated from designing automobile cars by using manufactured specific materials. Besides Students will learn how to manage the CVP analysis and understand the concept of the break-even point.

2. Eligibility criteria

To apply for this program, students must be regularly enrolled at one of the participating universities.

Applicants must be enrolled in a master's level degree: the Master of Science in Accounting named, at the University of Parma, LM in Amministrazione e Direzione Aziendale. Preferably students have attended the Didactic Laboratory BASMA.

At the time of the application submission, applicants must demonstrate proof of English language competence at the B2 level (CEFR).

3. How to apply

Students interested in participating should fill out the application form available at the International section of the Department of Economics and Management website, of the University of Parma and send the required documents to the address protocollodipscienzeea@unipr.it.

The following documents are required to complete the application:

- Copy of ID or passport
- Transcript of Records (certificate of enrolment at the home University with a list of passed exams and grades).
- Language certificate
- Motivation letter
- Europass format CV

Please send ALL documents in a zip file in one email, with the subject line “LAST NAME – WIDE APPLICATION”.

4. Selection criteria and procedures

An appointed COMMITTEE formed by Prof. Maria Cecilia MANCINI, Prof. Mario VENEZIANI, and Prof. Andrea CILLONI will carry out the selection procedures based on the following criteria:

- Transcript of Records Average Points
- Motivation Letter
- Additional language competence

Students should expect to hear back about the result of their application by three days from the application deadline.

Selected students must communicate their acceptance or withdrawal within three days from the publication of the selection results by posting an email to the following address protocollodipscienzeea@unipr.it

Selected students will be contacted with further instructions upon completion of the selection procedures.

5. Financial support

Each partner university shall be responsible for the management of the financial aspects of the mobilities in accordance with the provisions of the WIDE Program.

6. Services at UNIPR

Services available to students during the in-person part of the program (examples might include):

- Administrative Support
- Accommodation Support
- Social events (ESN)
- University services (Wi-Fi, library access, lab access, etc)

7. Contacts

University of Parma (Coordinator) – Prof. Andrea CILLONI, e-mail address, andrea.cilloni@unipr.it