

Teaching Excellence Case Study

Technology enabled teaching: An international industry collaboration

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Courses: MTech Automotive Electronics; MBA Strategic Engineering Management

Student Level: Postgraduate (Level 7)

LINKS TO EDUCATION STRATEGY PILLARS

- Embedded employability
- Intercultural and international engagement
- Creativity and enterprise

AIMS

The aim of this initiative was to **co-create two specialised courses to upskill employees** of international automotive technology company KPIT Technologies, which has its headquarters in Pune, India.

ACTIONS

Colleagues from the Faculty of Engineering, Environment and Computing (EEC) collaborated with KPIT to develop and deliver the two courses in order to enable the **engineering workforce to develop the skills set** required for the contemporary market. Together, the University-KPIT team utilised a **“flying faculty” approach**, which blends traditional classroom teaching with asynchronous live streaming and self-study.

Using video conferencing, the courses are **delivered concurrently, in real time**, to two sites in India. This is made possible by the Cisco Webex Technologies which allow participants to present, collaborate, share and annotate content across remote locations. Lectures are recorded, and made available through Moodle, which students find very useful.

The collaboration originated largely due to the involvement of KPIT’s Vice President, who is a Coventry graduate and now a Visiting Professor.

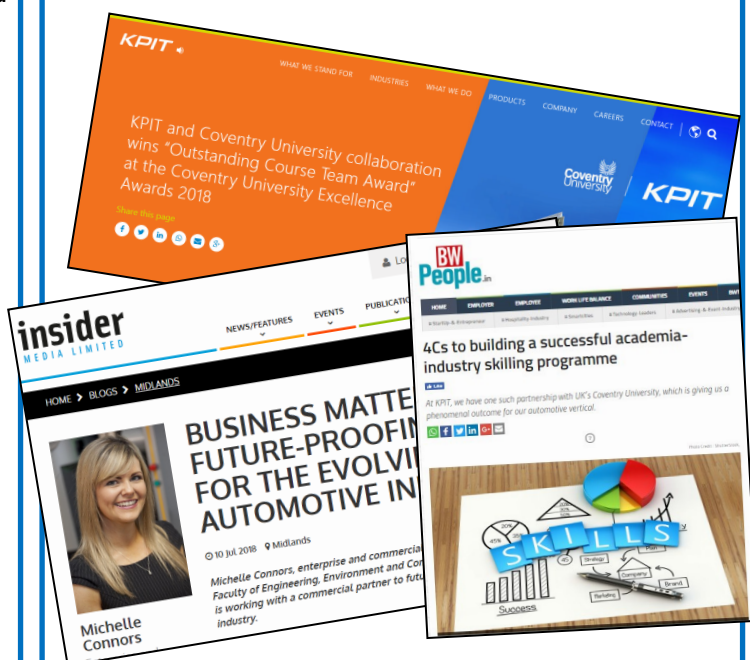
IMPACT

EEC are now looking at **replicating this delivery model** with partners in other global locations. Coventry University has also benefited from KPIT’s technological expertise, which has enabled improved IT facilities to be implemented within Faculty to support teaching.

This unique initiative was recognised in both the **2017 and 2018 Staff Excellence Awards**, with the team winning the Creativity and Enterprise and Outstanding Course Team awards, respectively.

STUDENT FEEDBACK

- “(Coventry University) inculcated an ability to apply techniques learnt in **solving real-life problems** for helping individuals and teams”
- “No matter which practice, domain or technology relative to the automotive industry you are in, (the MTech program) will **enable you to excel** in it”



TOP TIPS

- **Video conferencing technologies** open up an exciting range of possibilities in terms of how courses can be delivered– and to whom.
- Course teams can make use of colleagues’ (and alumni’s) industry connections to establish **mutually beneficial partnerships**. Consider similarities between the vision and values of the partner organisation and that of Coventry University to **design and deliver learning experiences** which align with these. Being flexible and accommodating is crucial, as is taking the time to understand students and their needs.
- Professional services staff play an invaluable role in facilitating **academia-industry collaborations**, so make sure they are involved from the outset.