






**Master International Management  
International Competencies:  
Intercultural Cooperation and Communication**

**Prof. Dr. Alexandra Angress & Prof. Dr. Renate Link**

**ASEM COIL Pilot Initiative 2021 – Selected Testimonials by Asian Partners:**

<b>India</b>	
Parul University	
	<p><b>“I am highly pleased that the collaboration with Aschaffenburg University of Applied Sciences has also been active in the pandemic times through the COIL Program. ASEM Coil Initiative by our esteemed partner University has very strategically brought together staff and students on one platform filled with learning, sharing and outcomes. The students of Parul University definitely got an international opportunity to get associated with students from Germany and other countries. The outcome of the project has paved more pathways for exchange programs and stronger partnership. Thank you so much Prof. Alexandra (Angress) and the team at Aschaffenburg University of Applied Sciences for this great opportunity!”</b></p> <p><b><i>Dr. Preeti Nair</i></b> <b><i>Director International Relations Cell</i></b> <b><i>Parul University</i></b></p>

<b>Indonesia</b>	
Universitas Indonesia	
	<p>“Thank you very much for the opportunity that ASEM and Prof. Alexandra (Angress) and colleagues from TH Aschaffenburg have given us to join this COIL session. We really appreciate it. The session was enriching our students’ experiences in collaborating with other students from other countries. It was really an exciting opportunity for our students to share ideas, discuss, and meet new relations and friends. It opened up a different set of point of views. As the German says 'Anfangen ist leicht, Beharren eine Kunst', we hope COIL would continue to enlighten many other students in the future.”</p> <p><i>Prof. Dr. drg. Sandra Fikawati</i>  <i>Director, Directorate of Career Development and Alumni Relations (DPKHA)</i>  <i>Universitas Indonesia</i></p>
<b>Japan</b>	
Aoyama Gakuin University	
	<p>“This is the second year of online exchange with the students of Professor Link. It has been a great experience for my students and me. The theme of this COIL project on May 6, 2021, "Emblems Game", and the proverbs and phrases that refer to communication styles were very useful and fun for the students to learn about each other's culture and communication. My students and I participated in Professor Link's graduate students' presentation on Japan on June 24, 2021, which was well-researched and explained clearly. My students and I both learned a lot from it, even though we live in Japan. The quiz was not only educational, but also enjoyable, and the facilitation of the interaction was excellent. I would like to praise the efforts of the presenters. Behind the scenes, I believe that Professor Link's support and thoughtful preparation made this project a success. My students and I are truly honored to have been able to participate in this COIL project.”</p> <p><i>Eriko Katsumata, Ph.D.</i>  <i>Associate Professor</i>  <i>School of Politics, Economics and Communication</i>  <i>Department of International Communication</i>  <i>Aoyama Gakuin University</i></p>

Hiroshima Shudo University	
	<p>“At Hiroshima Shudo University, we have been so pleased to be a part of Team Japan's project and presentation on "Promoting Entrepreneurship through Intercultural Communication". At an early stage the sharing of plans and feedback, via Padlet then Zoom, was mutually beneficial for students at both universities. As for the final COIL presentation, the Team Japan students excelled in turning the challenging context of a video conferencing platform into a truly interactive event: introducing key vocabulary through a playfully competitive quiz on the app Kahoot, then hosting a focused international discussion that managed to overcome many of the cultural or logistic challenges that this posed. Congratulations, Team Japan! Congratulations Professor Link! Congratulations, Aschaffenburg University of Applied Sciences!”</p> <p><i>Jim Ronald, Ph.D.</i>  <i>Professor of English Linguistics</i>  <i>English Department</i>  <i>Hiroshima Shudo University</i></p>
KITAMI Insitute of Technology	
Malaysia	
	<p>“One of the main thrusts of the Asia-Europe Institute is to enhance cooperation between Asia and Europe. The ASEM collaborative online international learning (COIL) pilot programme conducted by the Aschaffenburg University of Applied Sciences provided the students with a unique experience that took advantage of the various online learning platforms in order to allow cross-cultural and learning exchanges between students of both institutions. This is the right direction in enhancing our students' ability to connect in the changing world and leading to what will hopefully become the new norm in opening up the classroom to collaboration beyond our borders.”</p> <p><i>Dr. Nurliana Kamaruddin</i>  <i>Deputy Executive Director (Academic)</i>  <i>Senior Lecturer</i>  <i>Asia-Europe Institute</i></p>

<b>Taiwan</b>	
National Taipei University of Business	
	<p>“Globalisation has affected our work, education, and life. Taking the COVID-19 pandemic for example, a medical crisis emerged from one place has impacted the whole world. Education institutions had to shift teaching online and students could not attend classes in person. In the midst of the pandemic, this COIL project has kept students engaged in learning and in collaboration with students from other countries. The main goal for students in Taiwan who learn English is to communicate with internationals. Normally, students had very few opportunities to communicate with people from different countries, but the COIL project gave students an authentic situation to actually use English for a purpose. We were really grateful to be a part of the project. With gratitude.”</p> <p><i>Siao-cing Guo, Ph.D.</i>  Associate Professor  Department of Foreign Languages  NTUB</p>
<b>South Korea</b>	
Chung-Ang University	
	<p>“It is a new innovative way to learn x-cultural issues and communicate with students in other cultural backgrounds. Fun and super interesting!!!”</p> <p><i>Byung June Chun, Ph.D.</i>  Professor of Management  Dean, Chung-Ang Business School (MBA)  CAU</p>
Sungshin University	
	<p>“The COIL programme served as an exceptional opportunity to build bridges between the two nations and promote better understanding of different cultures through business. Moreover, the use of top-of-the-line technology advanced effectiveness. In these current climatic conditions of pandemic, COIL clearly demonstrated how education is crossing boundaries by leveraging technology.”</p> <p><i>Jang Wook Kim, Ph.D.</i>  Assistant Professor  College of General Education  Sungshin University</p>

<b>Vietnam</b>	
German-Vietnamese-University	 <p data-bbox="826 398 1278 434">Vietnamese-German University</p>
	<p data-bbox="683 450 1394 875">“I was introduced to Aschaffenburg University of Applied Sciences’ Virtual Exchange Project (COIL) earlier this year and thought that it would be a nice project for some of the students from the Vietnamese-German University (VGU) to participate in. We had six volunteers who were actively involved in this project through two online presentations and also continuous communication with Aschaffenburg students through a platform called padlet. This was a great opportunity for our students at VGU to interact on a project with students from Germany. It was a very positive experience for them and I will be strongly encouraging more VGU students to participate in similar projects in the future.”</p> <p data-bbox="683 880 1193 992"><i>Brian O’Reilly</i> MBA Programme Coordinator Faculty of Economics and Management VGU</p>
Royal Melbourne Institute of Technology Vietnam	
	<p data-bbox="683 1162 1394 1615">“As an educator, lecturer, and trainer in cross-cultural communication, I believe that projects like ASEM COIL enhance both sides’ perceptions at the cultural and business levels. The sharing between AUAS and RMIT students has been fruitful with practical final results. Students have the opportunity to reflect on themselves and to bridge cultural differences by sharing their perceptions of contexts and globalization. It is particularly significant knowing the cultural and geographical distance between Germany and Vietnam. The online format is a way to 'make the first step' to prepare students' international mobility. It is also another approach to intercultural communication practices to gain soft skills and widen cultural horizons as well as preparing a future global career.”</p> <p data-bbox="683 1619 1171 1731"><i>Christopher Denis-Delacour, Ph.D.</i> Lecturer School of Communication and Design RMIT Vietnam</p>