

This is a translation of an article published in 10 different local newspapers.

The original articles can be found here:

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Education as on assembly lines

Mass Customisation sounds just more of hard industry than of soft teaching and learning principles. The two teachers Jan Ingemansen and Steen Hillebrecht from the multimedia program at Køge Business College are participating in a learning development project in the EU. They are dealing with teaching in modules in the same manner as known in the industry.

- We participate in the Leonardo da Vinci program to develop methods and tools to help our international students adapt to our way of education faster than they are doing now, says Jan Ingemansen.
- They are not - like our Danish students are - accustomed to hybrid forms of teaching such as classroom instruction, testing the theory in practice and focus on interdisciplinary and project work. Special project work requires that students take the responsibility for their learning.
- Our experience is that it takes three semesters for our international students to catch up with the Danish students. And it's a shame when it is so late in the two-year program to become familiar with our methods and teaching methods, Steen Hillebrecht adds.
- So we hope that the program can generate methods that can reduce the time needed for our international students to get accustomed to our way of doing things.

Push or pull learning?

- Industrial mass production is cheap and quick, but in this case it is a production without any real idea about the outlets. We are basically producing for stocks. This type of production makes its students become passive. We could call it push, where mass-produced products are pushed towards the customers, says Steen Hillebrecht.

- Another approach is Mass Customization. Here the output is modular and manufactured only on demand. Here we can talk about pull, where customers actively pull for products. Mass Customization is among other things known from production of tools and cars. This way of production covers a technology that can mass-produce custom solutions, Jan Ingemansen explains.

- In that way it is possible to meet special requirements regarding variety and quality demanded by the customers, while ensuring an efficient and inexpensive industrial production. It is the idea of modules and pull that carries the project that we participate in. Our training is modular. Now we just have to find the methods to ensure that our international students will be able to take advantage of the pull method, he says.