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Promoting intercultural education in the international classroom

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The purpose of the paper is to reflect on the challenges of promoting intercultural education in an international business bachelor's degree program. The paper will draw on the literature on IB education and experiences in the Aalto University School of Economics (formerly HSE) Bachelor's Degree Program in International Business in Mikkeli, Finland. The curriculum is delivered in English by visiting faculty (50-60) from around the world and the study body includes about 15% non-Finnish students.

As internationalization is a key aim of Aalto University (formed from the merger of three universities, of technology, economics and the arts and opened in 2010), the role of the program in the university landscape in Finland will also be discussed.

Among the challenges to be discussed:

- Balancing quality and accreditation demands with diversity in the faculty
- The use of English in the classroom in promoting diversity
- Developing a new university culture (Aalto) in an international program

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