

# Background

What is the difference between Bruce Lee and the average practitioner of martial arts? More creativity, less form. Instead of repeating a clearly defined series of moves in as much detail as possible, a "Bruce Lee student" reacts to each unique situation in a creative way, adapting to the circumstances. This describes the paradigm shift taking place in education: the environment has become more complex than ever before and the traditional ways of learning are simply no longer sufficient.

## How & Why?

In response to the lack of 21<sup>st</sup> century skills teaching, the BBA program at Tampere University of Applied Sciences sought a new form of collaboration with businesses and invited an entrepreneur with experience of the rapidly changing corporate world to develop and implement a course; "**Using Social Media to Support Relevant Worklife Skills**". The course is a combination of different teaching methods designed to enable students to understand and relate to the 21<sup>st</sup> Century's ICT enriched team-working environment. The module also focuses on how to learn and teach these skills to be able to use them in today's participatory knowledge economy where building collective knowledge is vital in the contemporary business environment.

The study module in itself is a combination of different teaching methods which have been designed as authentic as possible for the students to understand and relate to the 21<sup>st</sup> century's ICT enriched (i.e. Social Media) team working environment. The aim of the study module is to convey to the students and the coaches what are the actual most important skills to learn and hone. Most importantly, the focus is on how to learn and coach them in the university as authentically as possible to be able to use them in the 21<sup>st</sup> century's Participatory Knowledge Economy where working in or creating a company where team working together and building collective knowledge for the firm, is one of the most important competitive assets in the contemporary business environment.



### Quotes from Bruce Lee:

"...martial art is ultimately an athletic expression of the dynamic human body. More important yet is the person who is there expressing his own soul."

"...be formless, shapeless - like water. Now you put water into a cup, it becomes the cup, you put water into a bottle, it becomes the bottle, you put it in a teapot, it becomes the teapot. Now water can flow or it can crash. Be water, my friend."

"When you have no form, you can be all form. When you have no style, you can fit with any style."

"A goal is not always meant to be reached, it often serves simply as something to aim at."

"Man, the living creature, the creating individual, is always more important than any established style or system."

## Results

The course was designed to start from the student's point of view: What interests me, what are my goals, what kind of people/companies could I network with to learn from them and get a job or a training position? Social media was meant to support and help with the tasks driven from these questions.

Students who were motivated and self-driven flourished. This is of course usually the case, but with open-ended tasks which are based on the need to know yourself and understand what really interests you. Many of the students who were "just attending the class" felt the open-ended tasks and reflection hard. They wanted to get clearer tasks, goals and answers. These results tell an unfortunate tale about how 10-15 years of education passivates people. Digital natives (those born around 1980-1990), are usually described as people who are willing to collaborate with other people, are comfortable with new technologies and try things out on their own. These didn't take place during the study module that well. Also the coaches from the university seemed to find it hard to act as a part of the learning team as facilitators. Some even felt that more control should've taken place over the students.

Ownership and responsibility of one's own learning should be sparred with the teacher from early age on. An outsider from business world can portrait what is relevant and important, but he can't make the students learn. In order to prepare graduating students to meet the challenges of the global knowledge economy, their higher education experience should be closer to the actual world of work and less like school. In making this possible, higher education would benefit from a closer, global collaboration with businesses.

Creating

# "Bruce Lee students"

- Opportunities a new media expert sees in university and business collaboration

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