

CSR market

Organising institution:

University college Howest

Faculty/Department/Programme/External partners:

Professional Bachelor of Business Management

Abstract:

Students work out an exhibition stand in interdisciplinary teams within the framework of a CSR market on 21 May 2015. Their audience will consist of students from the 5th and 6th years of secondary education.

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Description:

Just like entrepreneurs, the students set up an exhibition stand at the CSR market together with their teams. These teams are composed of 5 to 6 students from the various specialisations of the Bachelor of Business Management. The CSR market is organised for the sixth time on 12 May 2015 and focuses on the sharing economy this year. After the market the students and lecturers organise a Sharing Economy event for companies in the evening.

In advance, students receive information about the sharing economy from the scientific team of researchers of Howest - Business Management and Network Economy.

At the exhibition stand, the students fascinate their audience of pupils from the 5th and 6th years of secondary education with interactive demonstrations. In a creative manner they try to attract as many people as possible to their exhibition stand by means of quizzes, puzzles, workshops, videos of best cases and varied game formulas. A coordination team and a graphic team each take up a specific part of the responsibility. The organisation of the fair, the installation of the stands and the planning of the required materials are taken care of by the coordination team. The illustration material at the exhibition stand, which consists of posters, invitations and brochures, is mostly developed by the graphic team itself. The mentors of the secondary education pupils receive teaching aids on a USB stick.