Connecting TU Dublin and Palestinian students through COIL

"A Day in My Life" Video Challenge

- **Project Aims**
  - Foster global citizenship through authentic digital narratives.
  - Enable students to apply communication theories to a real-world, international audience.
  - Strengthen UN SDG based partnerships.
- **Alignment with Selection Criteria**
  - **Educational Innovation:** Replaces traditional assessment with "social media artefacts" using modern digital tools.
  - **International Relevance:** Features direct cross-border collaboration and global perspective sharing.
  - **Pedagogical Excellence:** Advances business education by embedding COIL into the formal curriculum.

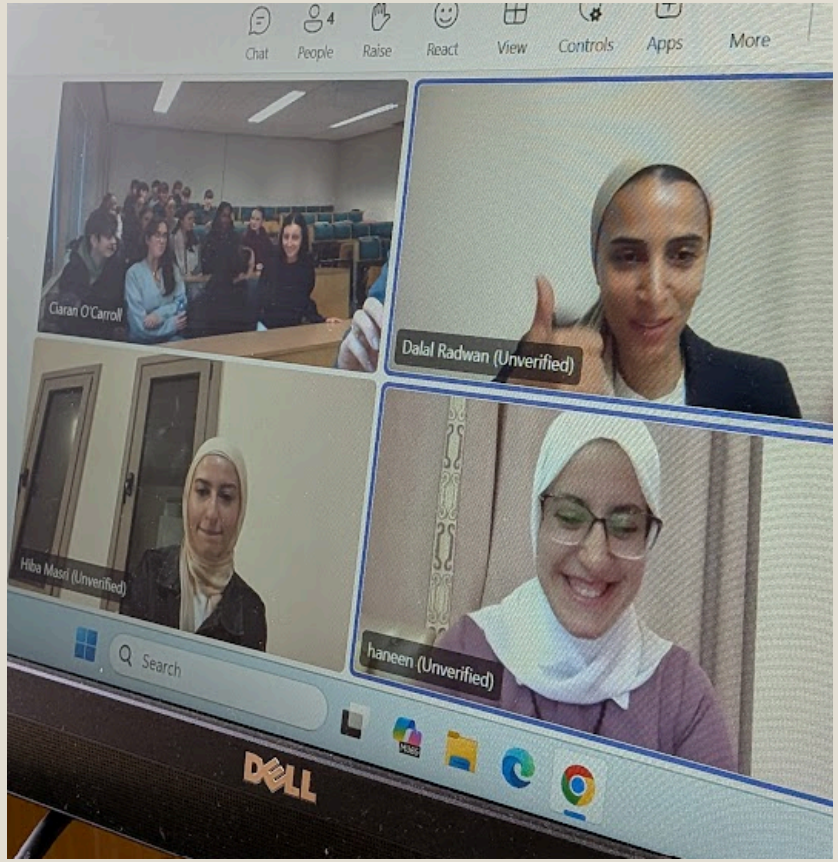
Image still from a student video submission

Key Activities

- **Research:** Comparative questionnaire to identify cultural communication patterns.
- **Creation:** Individual production of "Day in the Life" videos
- **Collaboration:** Live synchronous exchange sessions via MS Teams to share student experiences
- **Showcase:** Public dissemination of selected work on a dedicated project platform.

Outcomes

- **High Engagement:** 95% of students would recommend this project for future years.
- **Cultural Understanding:** 85% of students agreed the project helped them understand life in a different cultural context.
- **Institutional Impact:** Created an inspiring, scalable model for international solidarity in business education



TU Dublin and An-Najah student online exchange