

## **Teaching International Project Based Hybrid Classes in Corporate New Venturing: Taiwan**

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The growth of international faculty and student exchange programs reflects the globalization of higher education. Paralleling this phenomenon is the evolution of hybrid course instructional design and the growth of project-based learning methods. This presents challenges and opportunities for universities seeking to provide relevant and practical real-world experiences for graduate and undergraduate students in the United States and countries around the world.

This paper explains how a project-based and hybrid format course developed to teach new product marketing planning in a U.S. college of business was tailored for and accepted in a leading, AACSB-accredited business school in Asia. The author details the course development, learning objectives and skills assessment, and provides a framework for a student-team based teaching approach that business schools can use to export their U.S.-made hybrid learning experiences.

The author also makes the case for using a project based, team and hybrid approach for teaching early new product market planning, including the marketing concept, market orientation and market need reports.