

Sharing Experiences: Let's talk about internationalisation

Programme for Spring/Summer 2026

3 March 2026, 13:00–14:00 h CET



Collaborative Online International Learning. What is in it for me?

Eric Hertzler (UPEC), Enric Castelló (URV), introduced by Marina Vives (URV)



Enric Castelló is a Professor of Media and Cultural Analysis at URV. He was invited researcher at Glasgow Caledonian University and Loughborough University. He has delivered seminars at various institutions, including the University of Antwerp, Lund University, or Polytechnic University of Lisbon. He is member of the Asterisc Communication Research Group. He has published in a wide range of international journals, and his most recent book is *Periodismo posthumano* (Laertes, Barcelona).

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Eric Hertzler is a Senior Lecturer in Law, Economics and Management, co-program director of the international MBA and Deputy Dean for international relations at IAE Paris-Est School of Management, University Paris Est Créteil UPEC - France. He was a visiting scholar at UC Berkeley. He is a global educator, invited in several universities in Europe and overseas to teach, conduct seminars, deliver conferences and workshops. His latest publication is a chapter in *Navigating Global Competencies: Insight from the OECD, Speaking the World Multilingualism and Cultural Fluency in the Professional World*, Lazard M. Jaumont CALEC, New York, Paris 2024, p.52-66

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Speakers will share insights and learnings from their previous COIL* projects developed within subjects on communication, leadership, globalization, and culture. The session will highlight practical strategies for designing and coordinating COIL projects with success. This is an engaging session, ideal for colleagues preparing to launch their own COIL initiatives soon or interested in it.

COIL (Collaborative Online International Learning) is a methodology that brings together two classrooms in two different universities to collaborate for some weeks in a particular joint project. While learning about others and engaging in intercultural (online) exchange, COIL becomes a powerful tool to strengthen inclusive internationalisation within the Alliance, foster joint teaching initiatives, and enhance students' intercultural and collaborative competences.