Student Startups. A Problem-Based Learning Approach to Embedding Sustainability and Employment Awareness

Dr David Palomas, Department of Chemistry

MAPS Education forum: Education Expertise in MAPS

Student Startups. A Problem-Based Learning Approach to Embedding ~~Sustainability~~ AI and Employment Awareness

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Student Startups. A Problem-Based Learning Approach to Embedding ~~Sustainability~~ Marketing and Employment Awareness

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Student Startups. A Problem-Based Learning Approach to Embedding ~~Sustainability~~ Data Analysis and Employment Awareness

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Student Startups. A Problem-Based Learning Approach to Embedding ~~Sustainability~~ and Employment Awareness

Anything
You can put
In context

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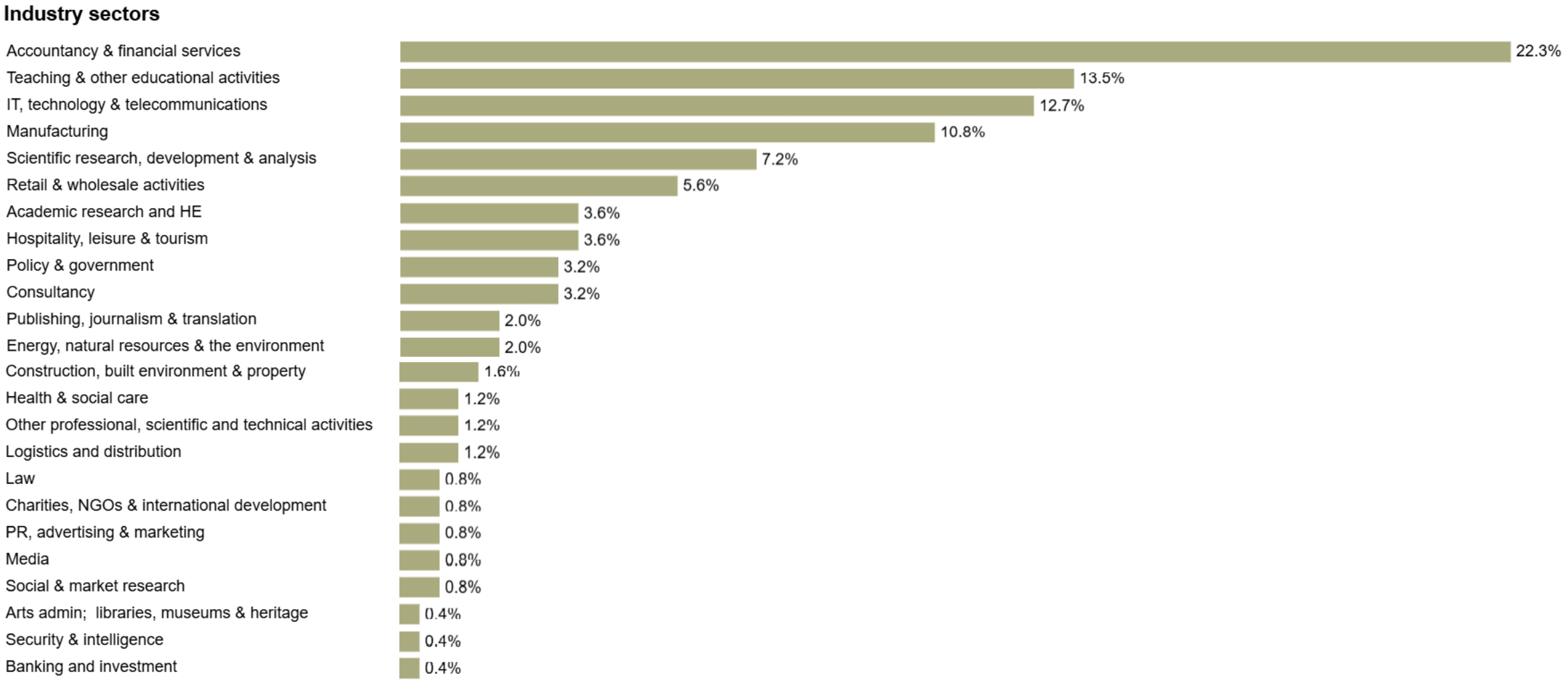
https://public.tableau.com/app/profile/katy.coyte4085/viz/WhatDoUCLGraduatesDo/WhatdoUCLgraduatesdo

By Katy Coyte. UCL Careers

WHAT DO UCL CHEMISTRY GRADUATES DO? (2024)



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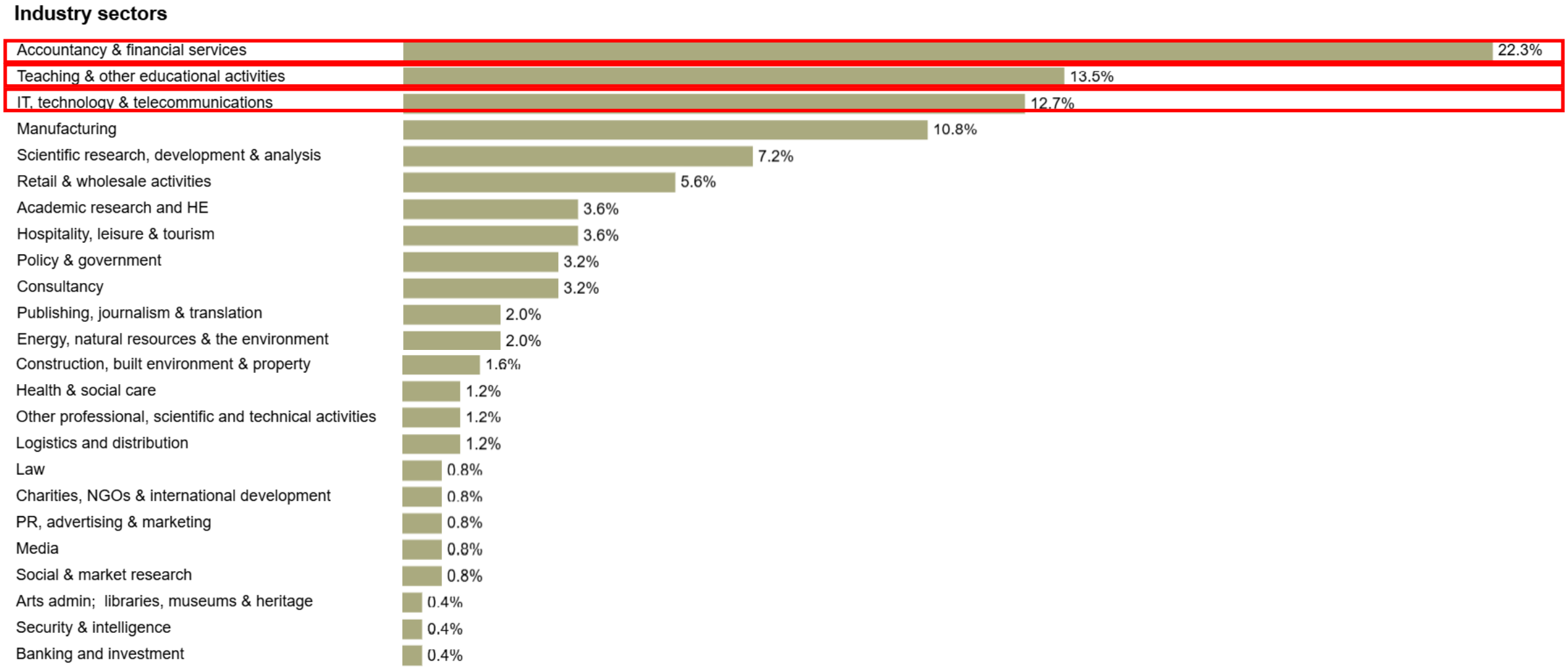

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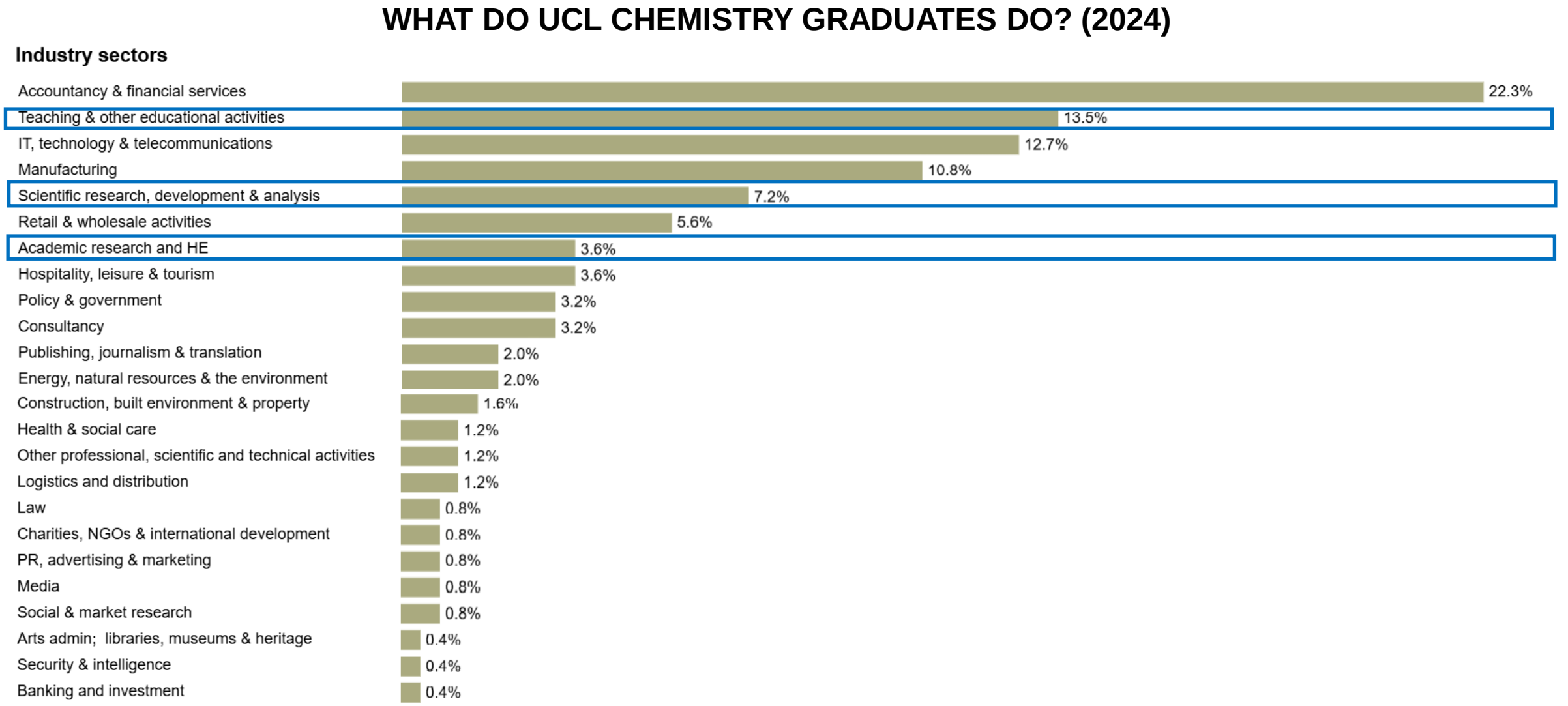

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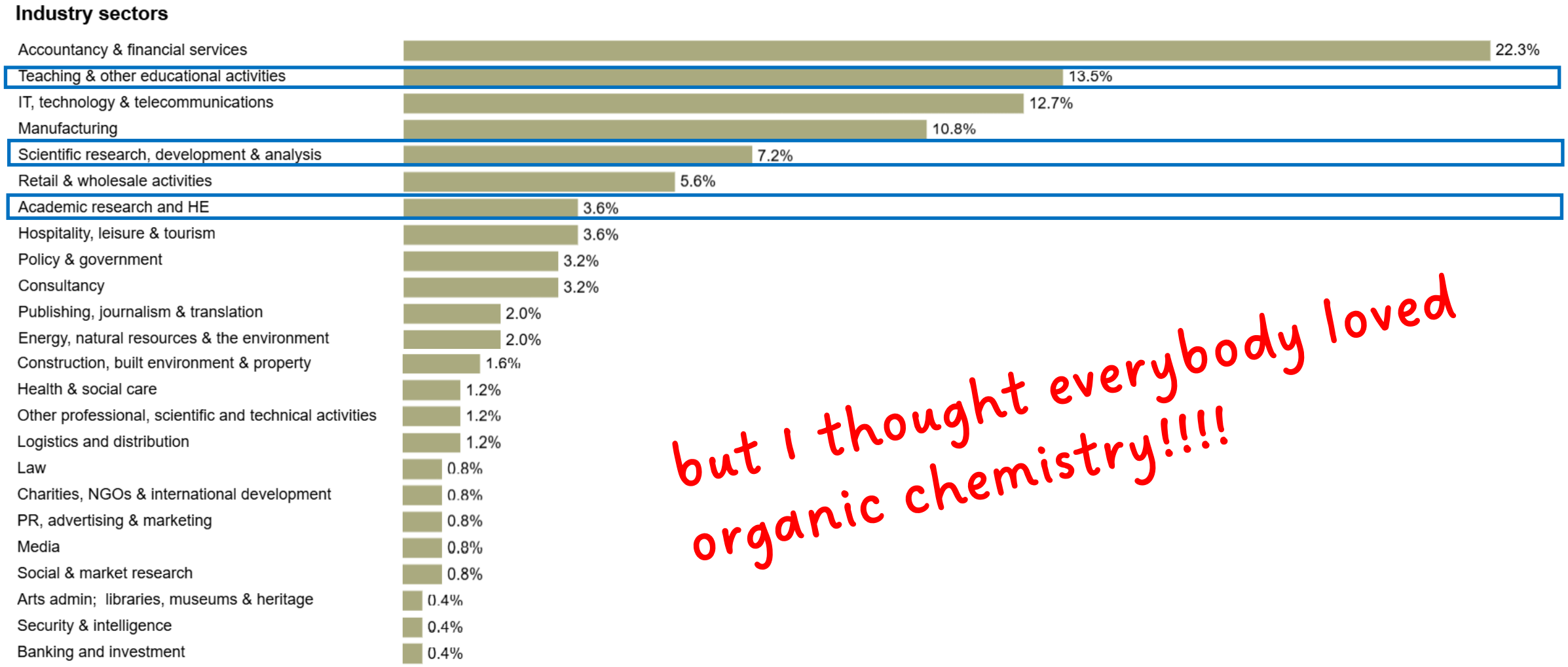

but I thought everybody loved organic chemistry!!!!

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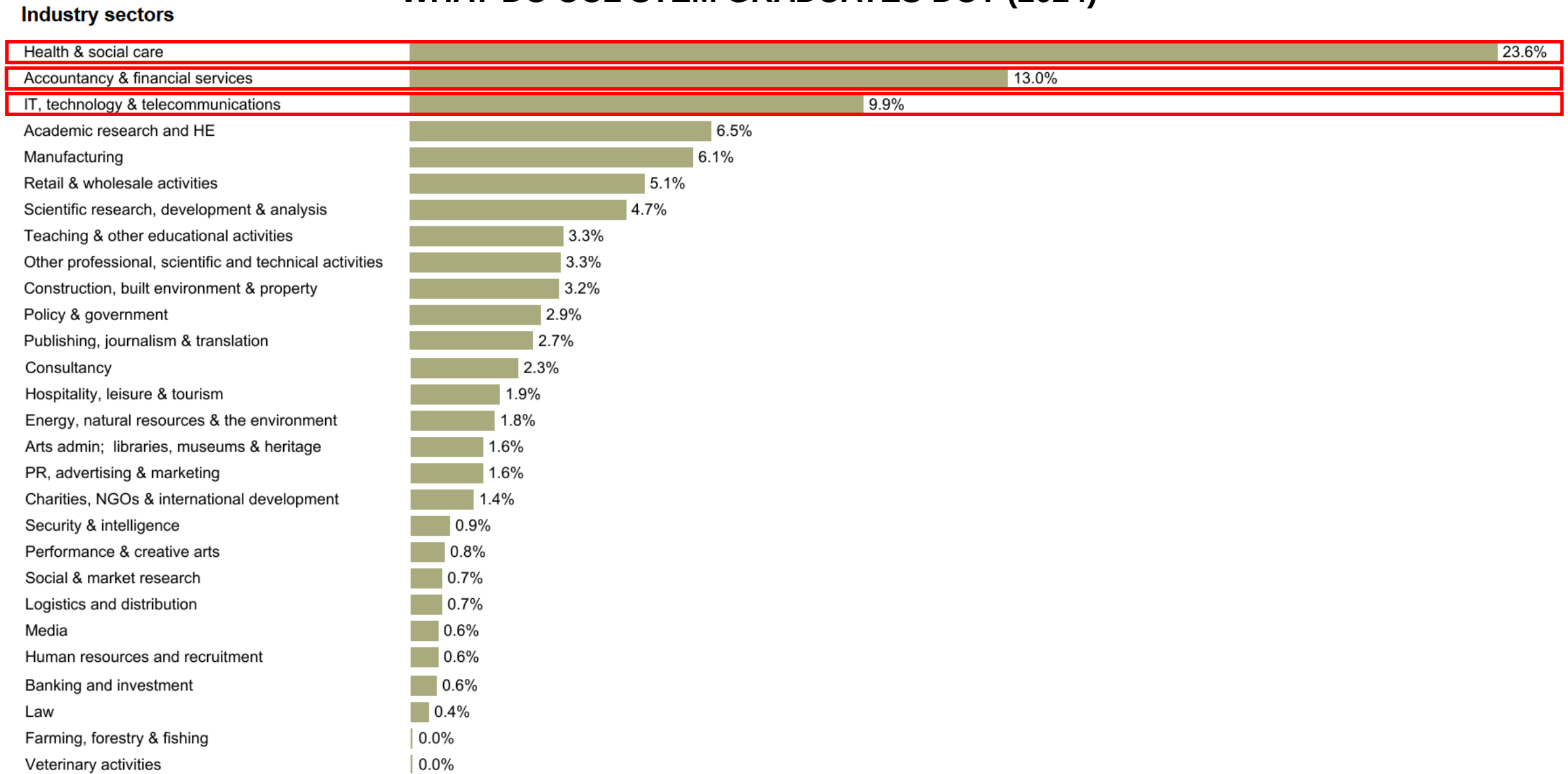

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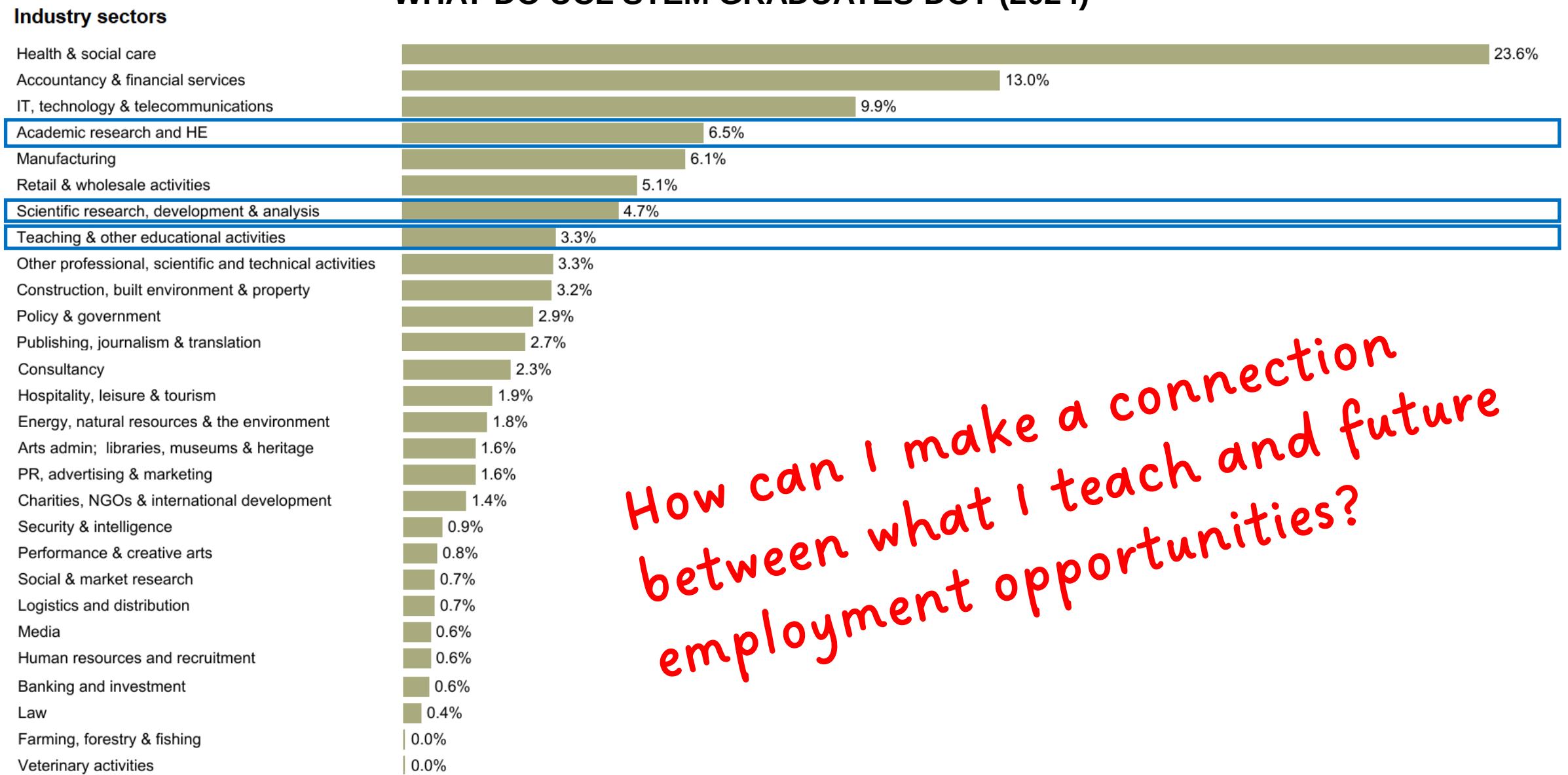
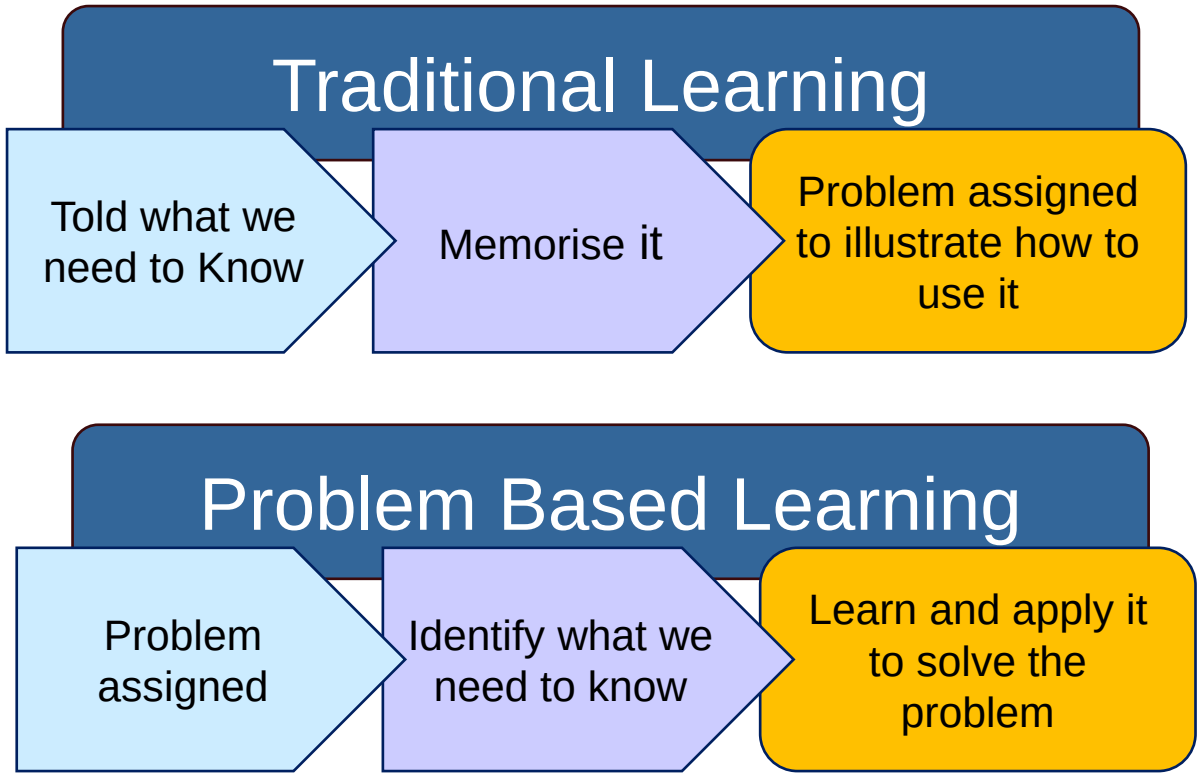


How can I make a connection between what I teach and future employment opportunities?

What is PBL?

Problem-based learning (PBL) is a student-centred approach to learning in which students work to solve open-ended problems in real-life scenarios

- Learning by the investigation, explanation, and resolution of problems, and reflection on the learning experience.
- Students work in collaborative groups
- The teacher is as a mentor and facilitator of the discussions, without interfering with the students' train of though



Ali, S. S. (2019). Problem based learning: A student-centered approach. *English language teaching*, *12*(5), 73-78.

Student Startups PBL Design

Context

- A real-world scenario in the [insert] industry
- Activity objective: [insert]

Participants' Roles

Based on real job postings

Student Startups PBL Design

Context

- **A real-world scenario in the chemical industry:** Production of PET plastics from fossil resources
- **Activity objective:** Developing a more sustainable approach

Participants' Roles

Based on real job postings:

CEO, CSO

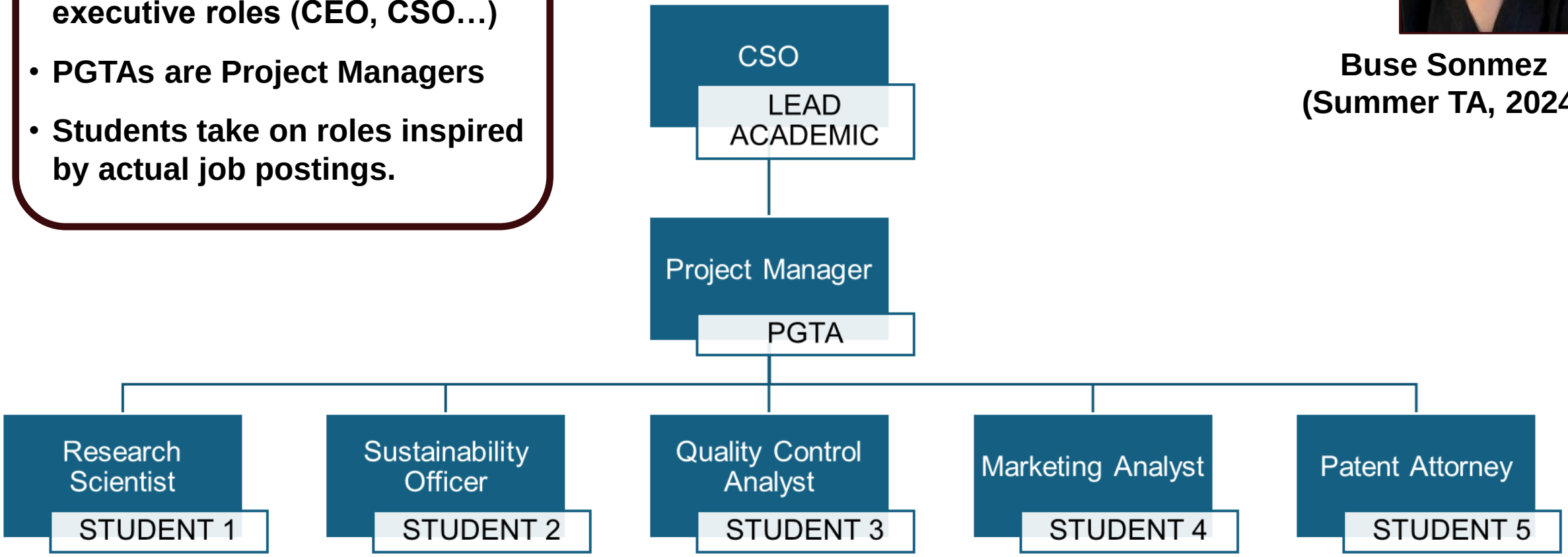
Project Manager

Research Scientist, Sustainability officer, Quality Control analyst, Marketing Analyst, Patent Attorney

Model Startup Roles and Hierarchy

Buse Sonmez
(Summer TA, 2024)

- **Lead academics take on executive roles (CEO, CSO…)**
- **PGTAs are Project Managers**
- **Students take on roles inspired by actual job postings.**



Model Startup Roles and Hierarchy

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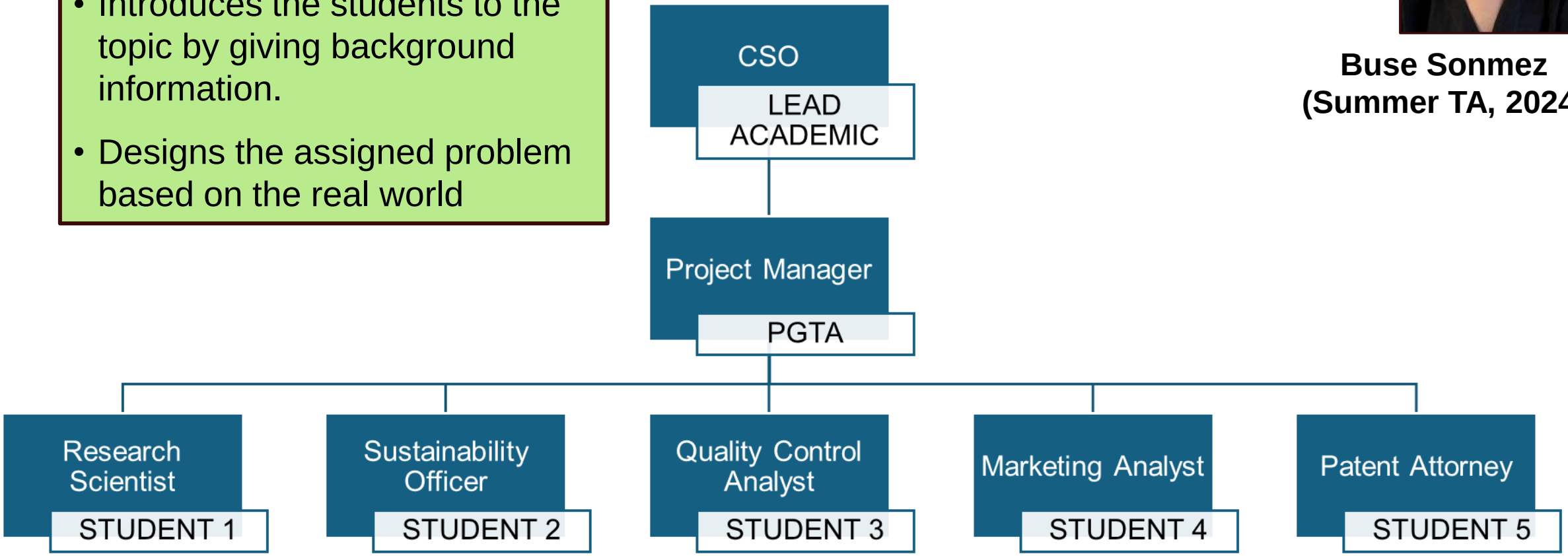
CEO, CSO (Lead Academic)

- Introduces the students to the topic by giving background information.
- Designs the assigned problem based on the real world



Model Startup Roles and Hierarchy

Buse Sonmez
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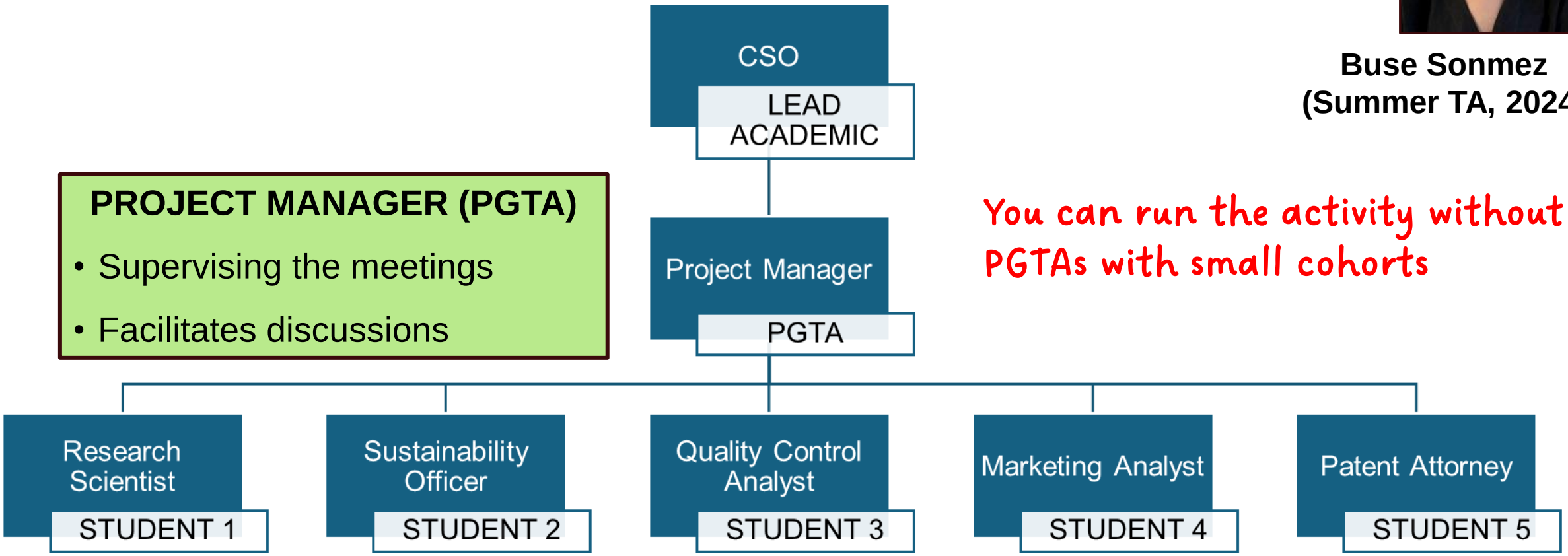
PROJECT MANAGER (PGTA)

- Supervising the meetings
- Facilitates discussions



You can run the activity without PGTAs with small cohorts

Model Startup Roles and Hierarchy

Buse Sonmez
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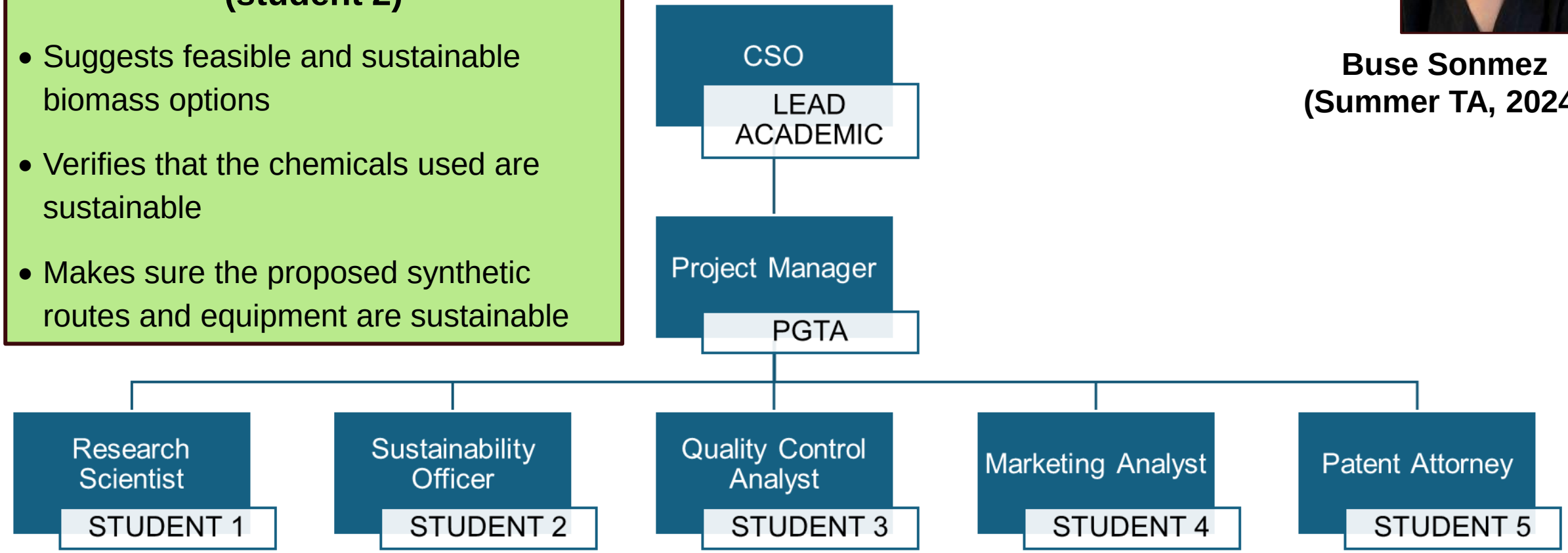
SUSTAINABILITY OFFICER
(student 2)

- Suggests feasible and sustainable biomass options
- Verifies that the chemicals used are sustainable
- Makes sure the proposed synthetic routes and equipment are sustainable

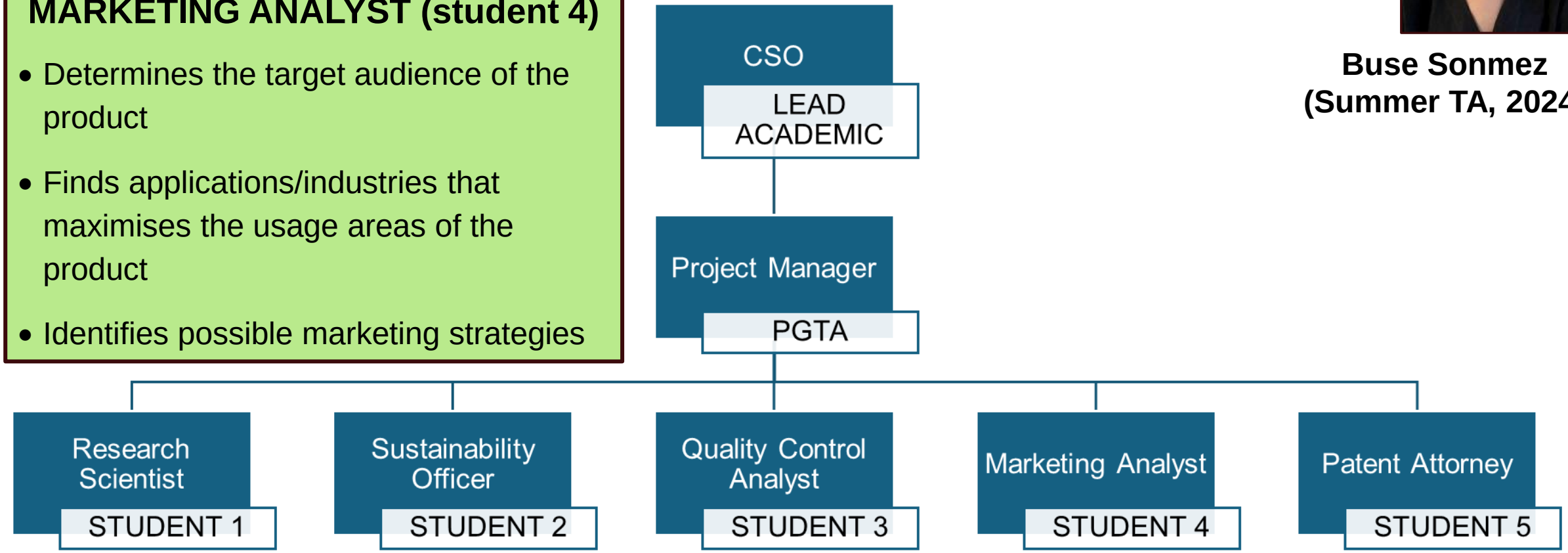


Model Startup Roles and Hierarchy

Buse Sonmez
(Summer TA, 2024)

MARKETING ANALYST (student 4)

- Determines the target audience of the product
- Finds applications/industries that maximises the usage areas of the product
- Identifies possible marketing strategies



Model Startup Roles and Hierarchy

Buse Sonmez
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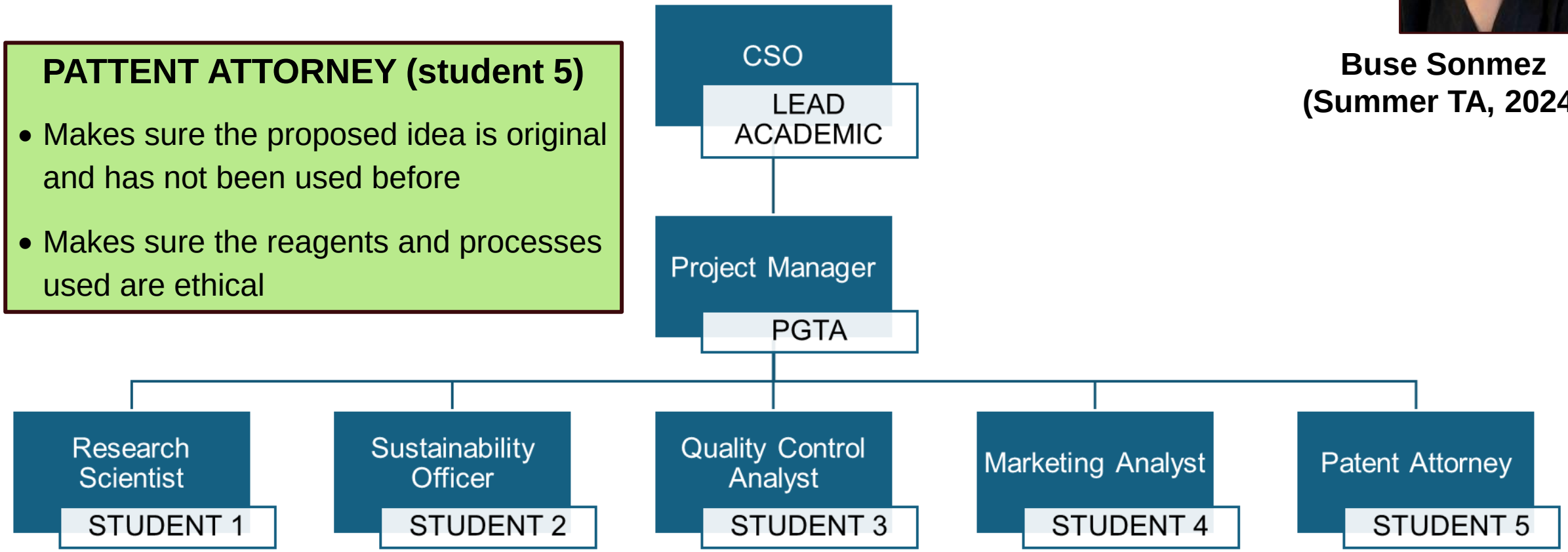
PATTENT ATTORNEY (student 5)

- Makes sure the proposed idea is original and has not been used before
- Makes sure the reagents and processes used are ethical



Timeline and Structure of the Student Startups PBL activity

- Module CHEM0087: Core Concepts in Chemical Sustainability
- 8 international students
- Kick off lecture (1h)
- 3 weekly 2-hour worth sets of educational materials (recorded lectures, readings and quizzes)
- 3 weekly 2-hour workshops (active learning sessions)

WEEK	ACTIVITY	COMMENTS
0	On-line Educational Materials available	The activity is flipped, and the active learning sessions from week 2 are PBL workshops
1	Kick off lecture	• CSO (Lead Academic) introduces real-life industry problem in the context of sustainable chemistry. E.g. Sustainable production of PET • Students form groups (startup companies) and are assigned to a PGTA (Project Manager)
2	Workshop 1. Biomass Pre-treatment	First company meeting overseen by Project Manger to work on workshop 1.
3	Workshop 2. Design of Sustainable Chemical Processes	Second company meeting overseen by Project Manger to work on workshop 2.
4	Workshop 3. Design of Recycling Protocols	Third company meeting overseen by Project Manger to work on workshop 3.
5	Q&A Session	Feedback provided by CSO
6	Submission of Assessment and presentation of results to CSO	Example of Assessments include poster presentation, report submission and oral presentation to a panel of academics (e.g. pith to a group of “investors”)

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PBL Assessment

- **Assessment that makes sense in the real word**

(Short written report, progress meeting style presentation…)

PBL Assessment

- **Assessment that makes sense in the real word**

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Students' groups (Startups) pitch their projects to a group of (academic) investors.

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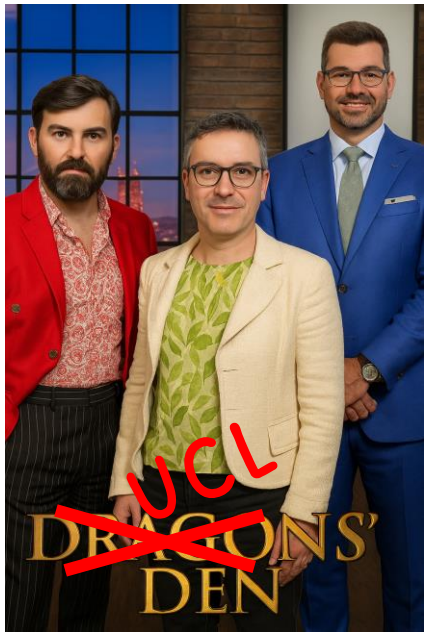

Some Feedback from the Students…

Workshops are interesting

The workshops focus on real processes making students involved

A good thing was about how the examples were realistic and the discussions about pros/cons and ways to improve current sustainable processes

The workshops were relevant to the assessment and real-life scenarios

The workshops also helped us to think from an industry's point of view