

DRAFT

UNILORIN X- CULTURE REPORT OF ACTIVITIES FOR 2024-1B



CENTRE FOR INTERNATIONAL EDUCATION (CIE)

UNIVERSITY OF ILORIN, ILORIN, NIGERIA

UNILORIN X-CULTURE TEAM

- Prof. I. B. Kadiri
- Dr. Oluwabunmi Niyi-Gafar
- Dr. O. J. Omolekan
- Mr. W. O. Ibrahim

Executive Summary:

University of Ilorin is known for excellence, quality teaching, research and impactful community engagement. This is in line with the goal of X-culture whose vision is to give University students opportunity and exposure in International Business, International Management and Entrepreneurship courses through international experience, business experience, better learning and teaching evaluations. In the pursuit to attain the University of Ilorin vision 1:10:500, a collaboration with X-culture will make the world less divided and expose University of Ilorin students to international cultures, increases their confidence to complete project with people from different countries, learn international conflict management, and foster international collaboration. This report outlines the collaborative activities between University of Ilorin and X-culture, highlighting the strategic initiatives, benefits, challenges, and future prospects of this inter-institutional partnership.

1. Introduction

1.1 Background:

The collaboration between X-Culture and the University of Ilorin was facilitated through the initiative of the Vice Chancellor Prof. Wahab Egbewole through the directorate of Centre for International Education (CIE). The Director of CIE constituted “Unilorin X-Culture Team” who work tirelessly to developed the structure and modalities of the collaboration. University proposed 121 students for enrollment into 2024-1B. Majority of our students faced some challenges in the course of registration which will be discussed later in this report. 51 students took the readiness test but only 41 students proceed to grouping stage. It is important to note that the indefatigable Unilorin X-Culture team seek for waiver for University of Ilorin students’ registration which was granted and Unilorin X-Culture students enjoyed free participation fees for both the University and students.

The main idea of the project is to provide students in International Business/ International Management courses at universities around the world with an opportunity to experience first-hand challenges and learn the best practices of international collaboration. Students work in international teams of 5-7 students for about eight weeks to develop a business proposal for an international company and write a report that details the economic feasibility of the idea and provides guidelines for its implementation.

1.2 Objectives:

The objective of X-Culture collaboration is to:

- a. Enhance cross-cultural understanding: The collaboration aimed to expose students to diverse cultural perspectives and foster a deeper understanding of global business practices;
- b. Develop teamwork and communication skills: Through virtual team projects, students were expected to enhance their collaboration, communication, and problem-solving abilities; and
- c. Encourage experiential learning: The collaboration provided students with real-world business challenges, allowing them to apply theoretical knowledge in a practical setting.

2. Collaboration Initiatives:

2.1 X-Culture Activities for 2024-1B:

X-Culture add a real international business consulting project to International Business/Management/Marketing/Entrepreneurship courses. Over 100,000 students from about 500 universities in 110 countries have participated in X-Culture over the years, and more join the project every semester.

About X-Culture:

- a. X-Culture is a partnership of business professors. Students are put in global virtual teams (GVTs). About 6 per team or less, each in a different country.
- b. The students work on real-life international business challenges presented by real companies. The students serve as International Business consultants while also learning how to work with people from other cultures.
- c. No simulations. Real international virtual teams. Real clients. No travel is needed. All collaboration is virtual.
- d. About 6,000 MBA and undergraduate students from 70+ countries on 6 continents participate in X-Culture every semester (70,000+ have participated in X-Culture so far). Unilorin X-Culture team will include postgraduate students in the coming streams.
- e. The best students are then invited to the [X-Culture Global Symposium](#), where they meet their team members and top managers from the client company. The overall, results from our students are not officially out yet but based on the overall assessment participated by Unilorin X-Culture professor, Unilorin X-Culture students have outstanding performance in the last stream.
- f. Research is a big part of X-Culture. So, there is an opportunity to publish research outputs. The report has been review by X-Culture professors including the better-by-far X-Culture professor.

2.2 Schedule Dates for 2024:

- 2024-1a: January 22 – March 10, 2024
Application deadline: January 10 - Done/No participation
- 2024-1b: March 4 – April 28, 2024
Application deadline: February 25 - Done/Participation
- 2024-2a: August 26 – October 13, 2024
Application deadline: August 20 - Work-in-progress

- 2024-2b: October 1 – November 17, 2024
Application deadline: September 25, 2024 - Work in progress

**The dates are tentative and will be finalized after the participant list is ready*

2.3 X-Culture Routes for Staff

There are three X-Culture routes for Unilorin lecturers and Postgraduate students:

- Professors: University lecturers can register on the X-culture platforms as a lecturer. Though, emphasis is on lecturers teaching International Business, International Management and other related courses to international business. There are numerous benefits for the professors on X-culture and certificates are also available at the end of the semester. Some of our Unilorin X-culture team have register under this platform already. Though, there is a registration fee but there is room for professors to register under the developing country to enjoy developing countries waiver. However, the directorate of CIE registered all lecturers in the department of Business Administration in the last stream. Hopefully, this will be extended to all other lecturers in the faculty of management sciences going forward.
- Researchers: University lecturers and postgraduate students need to register under researcher's platform. X-Culture researchers will have access to real time data for research.
- Institution: University has register as an institution comprising both students and professors. This has included the universities in the list of X-Culture partners and increase her visibility around the world.

2.4 Unilorin X-Culture Activities:

- Formation of virtual teams: Students from the University of Ilorin were assigned to international teams comprising students from different universities worldwide. Each team was given a business challenge to solve collaboratively.
- Virtual team meetings: Teams held regular virtual meetings to discuss project progress, share ideas, and assign tasks. These meetings facilitated cross-cultural communication and teamwork.
- Project completion: Teams worked together to develop innovative solutions to the assigned business challenges. They submitted their final reports and presentations, showcasing their findings and recommendations.
- Evaluation and feedback: The University X-Culture professors provided feedback and evaluated students' performance based on their contributions, teamwork, and the quality of their final deliverables.

3. **Collaboration Benefits and Impact:**

3.1 Benefits to the University:

X-culture collaboration will be beneficial to the University of Ilorin;

- i. The University of Ilorin students compete and corroborate with other international students on the X-Culture platform
- ii. The collaboration put Unilorin on a lime light for the vision 1:10:500
- iii. It fosters and enhance academic quality of the University in the area of International Business and Management.
- iv. It provides and enhance resource sharing
- v. It created platforms for opportunity to share library facilities, digital resources, and databases to enhance academic resources for both institutions.
- vi. There is possibility of exchange programs for cross-institutional training
- vii. Mentorship: Professor
- viii. Job Opportunity to students at local and international country, e.g. Abdulazeez Idiario, graduated from Department of Business Administration, Unilorin and currently in Japan
- ix. Enhanced academic quality: Professor and Students are exposed to real life business challenge and solution. They are part of the key players.

3.2 Benefits to the Students:

X-culture collaboration to the University of Ilorin students;

- a. Enhanced cross-cultural understanding: Students gained exposure to different cultural perspectives, working styles, and business practices from their international teammates.
- b. Improved teamwork and communication skills: Collaborating virtually with diverse team members allowed students to develop effective communication and teamwork skills, overcoming language and cultural barriers.
- c. Practical application of knowledge: Students had the opportunity to apply theoretical knowledge gained in their courses to real-world business challenges, enhancing their problem-solving abilities.
- d. Networking opportunities: The collaboration provided students with a platform to network with peers from different countries, fostering global connections and potential future collaborations.
- e. The University of Ilorin students have opportunity to be mentor by international professor
- f. Opportunity for cross cultural orientation
- g. Real-life hands-on experience and advisory service training.
- h. Opportunity for international job placement, career counseling, and internship opportunities for students.
- i. International connection for students from both institutions.
- j. Diversity and Inclusivity opportunity for students

4. Collaboration Challenges:

Unilorin X-Culture teams encounter the following challenges in the course of the collaborations. Though, the challenges are not insurmountable;

- a) Time zone differences: Coordinating virtual meetings across different time zones posed challenges in scheduling and communication.
- b) Language barriers: Students faced occasional language barriers, requiring extra effort to ensure effective communication and understanding.
- c) Technological issues: Technical difficulties, such as internet connectivity problems, occasionally disrupted virtual meetings and project progress.
- d) Technical Issues: Majority of the University of Ilorin students use their university email address which were wrongly written and some don't even remember their password.
- e) Inadequate orientation: Some of the University of Ilorin students don't have good knowledge of international business, marketing, and international business.
- f) Late registration: The student registration for the last stream was importune which affected the performance of our students in the early bird assessment.

5. Collaboration Outcomes:

The following students have painstakingly participated in the rigorous activities of the X-Culture for the 2024-1B semester between March 4 – April 28, 2024:

S/N	Name(s)	Group No.	Company	Remark
1.	Sekinat Badrudeen	96	MOS BURGER	
2.	Peculiar Chisom Chukwukere	97	MOS FOOD SERVICES	Did Not Participate
3.	Olokode Sherifat Eniola	98	MOS Burger	
4.	Tijani Taokikat Afolake	100	MOS BURGER	
5.	Abiola Taiye Oluwabunmi	107	MOS FOOD SERVICES	
6.	Adebayo Oreoluwa	108	MOS BURGER	
7.	Issah Alabi Babatunde	110	MOS BURGER	
8.	Atoyebi Itunoluwa Janet	111	MOS BURGER	

9.	Jolayemi Abdulkadir	112	MOS BURGER	
10.	Esan Mary Imoleayo	114	YKK	
11.	Alaba Emmanuel Adekunle	123	MASTERMEDIA	
12.	Shuaib Arafat Oluwadamilola	186	MOS BURGER	
13.	Summer Anyanwu	187	MOS BURGER	
14.	Akinkanju Temidayo Favour	188	MASTERMEDIA	Exclusion
15.	Jemima Alabi Isama	189	MOS BURGER	
16.	Mustapha Jolayemi Mubarak	190	MASTERMEDIA	
17.	Olatunji Yesirat Olayinka	191	MOS BURGER	Did not participate
18.	Tinuola Quareebat Oseni	192	MOS BURGER	
19.	Sulaiman Ahmad Olohuntobi	193	MOS BURGER	
20.	Ebareki Mudiakevwe Igbagbo	194	X- CULTURE	
21.	Kekere-Ekun Maryam Olasumbo	195	ALIBABA	
22.	Malik Oiza Dorcas	196	MOS	Did not participate
23.	POnmile Olawuyi	197	GRENADA NUTMEG	
24.	Adegbesan Afolorunso Faith	626	MOS BURGER	
25.	Gabriel Ayodele	627	X-CULTURE	
26.	Adunmo Omotola Christanah	628	MOS BURGER	
27.	Ridwan Alapo	629	X-CULTURE	
28.	Ogundele Favour Jesuspemi	630	ALIBABA	
29.	Abdulrazaq Moyosore Isamiyah	631	CANTINA DI SOAVE	

30.	Afolabi Azeezat Kehinde	632	MOS BURGER	Did not participate
31.	Opoola Khalid Olayiwola	633	MOS BURGER	
32.	Fawaz Olamide Salau	634	MOS BURGER	
33.	Abdulsalam Khadijah Ayomide	643	MASTERMEDIA	
34.	Adeyemi Emmanuel Ayomide	644	X-CULTURE	
35.	Bamidele Olajesubomi Ayomide	645	YKK	
36.	Bilesanmi Tobiloba Adesewa	649	MASTERMEDIA	Did not participate
37.	Olorunfemi Solomon Abolaji	654	ALIBABA	
38.	Adekunle Ibrahim Adeniran	655	MOS BURGER	
39.	Olowoniyi Samuel	656	MASTERMEDIA	
40.	Adebayo Usman Adeyinka	657	MOS BURGER	
41.	Adesina Islamiyah Mojirade	747		Exclusion

6. Recommendations:

The following recommendations were made by the X-Culture team:

- i. There is need to organize orientation for intending X-Culture students to reduce the rate of early assessment failure.
- ii. Intending X-Culture should be allowed to use their personal email address to facilitate active participation.
- iii. International Business should be included in the curriculum of the related department to prepare students for international exposure.
- iv. X-Culture score can form part of the assessment score in the international business to improve student participation.
- v. X-Culture help desk should be created to address students' issues.

- vi. The University management should encourage registration of interested staff on all fronts of:
 - Professor,
 - Institution,
 - Researcher, and
 - Students.
- vii. University lecturers/ Professors should be encouraged to key into X-Culture programme and they should register under the developing nations option
- viii. Postgraduate students (Professional and Academic) should be encouraged to key into the programme. Specifically, Ph.D students should be encouraged to key in through the researchers route.