



# Designing Brands

## for Application Linked Mathematics in Higher Education

The importance of mathematics in the daily work of graduates has lately witnessed a drastic increase. Yet many students of higher education consider mathematics useless for their professional career and lack motivation to succeed in mathematical studies.

In order to foster the undergraduate-level students' learning of mathematics, the Mikkeli University of Applied Sciences is currently planning a project *Designing Brands for Application Linked Mathematics in Higher Education*. The project seeks to motivate students by creating inspiring teaching methods and materials that include:

- engagement of the business community in education
- case examples based on the practical needs of work life
- web-based learning environments



In the course of the project, motivation factors for studying mathematics will be mapped and used to design stimulating pedagogical tools. The developed tools will be tested in the participant organisations and feedback from the pilot cases will be used to evaluate and elaborate the teaching methods and materials.

### Project Partners



Mikkeli University of Applied Sciences is prepared to coordinate the project but is looking for partners interested to join the consortium. If you represent an European:

- higher education institution
- company or industry association

wishing to participate in the project, please do not hesitate to contact.

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