



# INNOVATE TEACHING IN BUSINESS & MANAGEMENT

*an international conference on  
NOVEL APPROACHES IN BUSINESS EDUCATION*



GDAŃSK UNIVERSITY OF TECHNOLOGY  
FACULTY OF MANAGEMENT AND ECONOMICS

## CONFERENCE PROGRAMME

Gdańsk 2014

**8.30 – 9.00 Conference registration**
**9.00 – 9.30 Welcoming speech (ROOM 107)**

1	<b>Professor Julita Wasilczuk</b> , Dean of the Faculty of Management and Economics, GUT
2	<b>Dr Magdalena Popowska</b> , Vice-Dean for International and Public Affairs
3	<b>Dr Malgorzata Zieba</b> , INNOCASE project coordinator

**9.30 – 11.00 Plenary session (ROOM 107)**

9.30-10.00	<b>Prof. Erik de Graaff</b> , Aalborg University, Denmark	<i>Problem-based learning and problem solving in practice</i>
10.00-10.30	<b>Prof. Brigita Janiūnaitė</b> , Kaunas University of Technology, Lithuania	<i>How to teach entrepreneurs social innovation approach? New methods and techniques.</i>
10.30-11.00	<b>Dr. Miika Kajanus</b> , Savonia University of Applied Science, Finland	<i>Business Model Design: New Tools for Business Systems Innovation.</i>

**11.00 – 11.30 Coffee break (“Fresz Bar” groundfloor)**
**11.30 – 13.00 Session and workshop**
**WORKSHOP (ROOM 214)**

11.30-13.00	<i>E-learning course on management in SMEs – course aimed at managers and business educators (limited number of participants due to lab capacity – 15).</i>
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**SESSION A0 (ROOM 110/111)**
**CHAIRMAN: Prof. Brigita Janiūnaitė**

11.30-11.45	<b>Jurane-Bremane Anzela</b> Vidzeme University of Applied Sciences, Latvia	<i>Formative assessment in Business and Management studies</i>
11.45-12.00	<b>Prof. Jarosiński Mirosław</b> Szkoła Główna Handlowa, Poland	<i>Experiential Learning as an Important Tool in Contemporary Business Education</i>
12.00-12.15	<b>Dr Romanova Inna</b> , University of Latvia	<i>Intensive Programmes as an effective business training practice</i>
12.15-12.30	<b>Dr Katarzyna Stankiewicz, Dr Beata Krawczyk – Bryłka</b> , Gdańsk University of Technology, Poland	<i>Developing competences for cooperation in international teams – tools and methods</i>
12.30-12.45	<b>Zalite Antra</b> BA School of Business and Finance, Latvia	<i>Development of leadership competences in IT industry</i>
12.45-13.00	<b>Rozite Kristine, Zuka Rita, Juris Krasts</b> University of Latvia, Latvia	<i>Problem based learning using Business Intelligence tools (poster presentation)</i>

**13.00 – 14.00 Lunch (“Fresz Bar” groundfloor)**

**14.00 – 15.30 Parallel sessions**
**SESSION A1 (ROOM 110/111)**
**CHAIRMAN: Dr Miika Kajanus**

14.00-14.15	<b>Dr Mārtiņš Danusēvičs,</b> University of Latvia	<i>Use of business imitation games in teaching innovation diffusion</i>
14.15-14.30	<b>Mrs Aljena Agnese,</b> BA School of Finance and Business, Latvia	<i>Business Modelling: 18 dimensions and endless combinations</i>
14.30-14.45	<b>Mr Ostrowski Slawomir,</b> Gdansk University of Technology, Poland	<i>Project- and service oriented thinking in engineering management education</i>
14.45-15.00	<b>Mr Oleksiak Piotr,</b> Gdansk University of Technology, Poland	<i>Teaching management skills to software development teams through the lean start-up methodology</i>
15.00-15.15	<b>Dr Kołacz Marcin,</b> WSB Poznań, Poland <b>Richter Izabela</b> Gdańsk University of Technology, Poland	<i>Development of economic education through mobile technologies</i>

**SESSION B1 (ROOM 318/319)**
**CHAIRMAN: Anders Møller**

14.00-14.15	<b>Dr Kruk Hanna,</b> Gdynia Maritime University, Poland	<i>Environmental aspects of entrepreneurship – necessity in business education</i>
14.15-14.30	<b>Dr Dimante Dzineta,</b> University of Latvia	<i>Environmental awareness rising in business education</i>
14.30-14.45	<b>Dr Larsen Verner,</b> VIA University College, Denmark	<i>Changes in Knowledge Organisation in Problem Based Learning Programs</i>
14.45-15.00	<b>Daina Silakalne-Arāja,</b> Latvian University, <b>Dr Raimonds Arājs,</b> Rēzekne Higher Education Institution	<i>Innovation as factors of competitiveness</i>

**15.30 – 16.00 Coffee break (“Fresz Bar” groundfloor)**
**16.00 – 17.00 Parallel sessions**
**SESSION A2 (ROOM 110/111)**
**CHAIRMAN: Hanne Larsen**

16.00-16.15	<b>Ms Kurbanow Tatiana,</b> University of Warsaw, Faculty of Applied Linguistics, Poland	<i>Personal Learning Environment: Potential, Concept, Structure</i>
16.15-16.30	<b>Dr Bielenia-Grajewska Magdalena,</b> University of Gdansk, Poland	<i>Linguistic training in business education. Innovative educational tools and methods in enhancing managers’ foreign language skills</i>
16.30-16.45	<b>Ms Rogalska Katarzyna,</b> Nicolaus Copernicus University in Toruń, Poland	<i>Internationalisation of Business Administration MSc Studies at Nicolaus Copernicus University in Toruń. Reasons and outcomes, opportunities and challenges</i>
16.45-17.00	<b>Dr Rzepka Agnieszka,</b> Instytut D&R, Poland	<i>Correlations between Knowledge base economy, globalisation</i>

**SESSION B2 (ROOM 318/319)**
**CHAIRMAN: Dr Ewa Lechman**

16.00-16.15	<b>Dr Badowska Sylwia,</b> University of Gdansk, Poland	<i>Science and Business Cooperation on Innovations – Evidence from Pomerania</i>
16.15-16.30	<b>Ms Berzina Kristine,</b> University of Latvia	<i>Academic sector cooperation with tourism industry stakeholders</i>
16.30-16.45	<b>Dr Garnik Igor,</b> Gdańsk University of Technology, Poland	<i>Multimedia in teaching economics and management in higher education</i>
16.45-17.00	<b>Dr Wilczewski Sebastian,</b> Gdańsk University of Technology, Poland	<i>Cloud solutions as a platform for building advanced learning platform, that simulate the real work environment for project manager.</i>

**20.00 – 23.00 Conference Dinner (“Filharmonia” Restaurant )**

## CONFERENCE DINNER

Time: **20.00**

Place: **“FILHARMONIA” RESTAURANT**

Address: **Olowianka 1 (OLD TOWN)**

Dress code: **smart casual**

### ABOUT

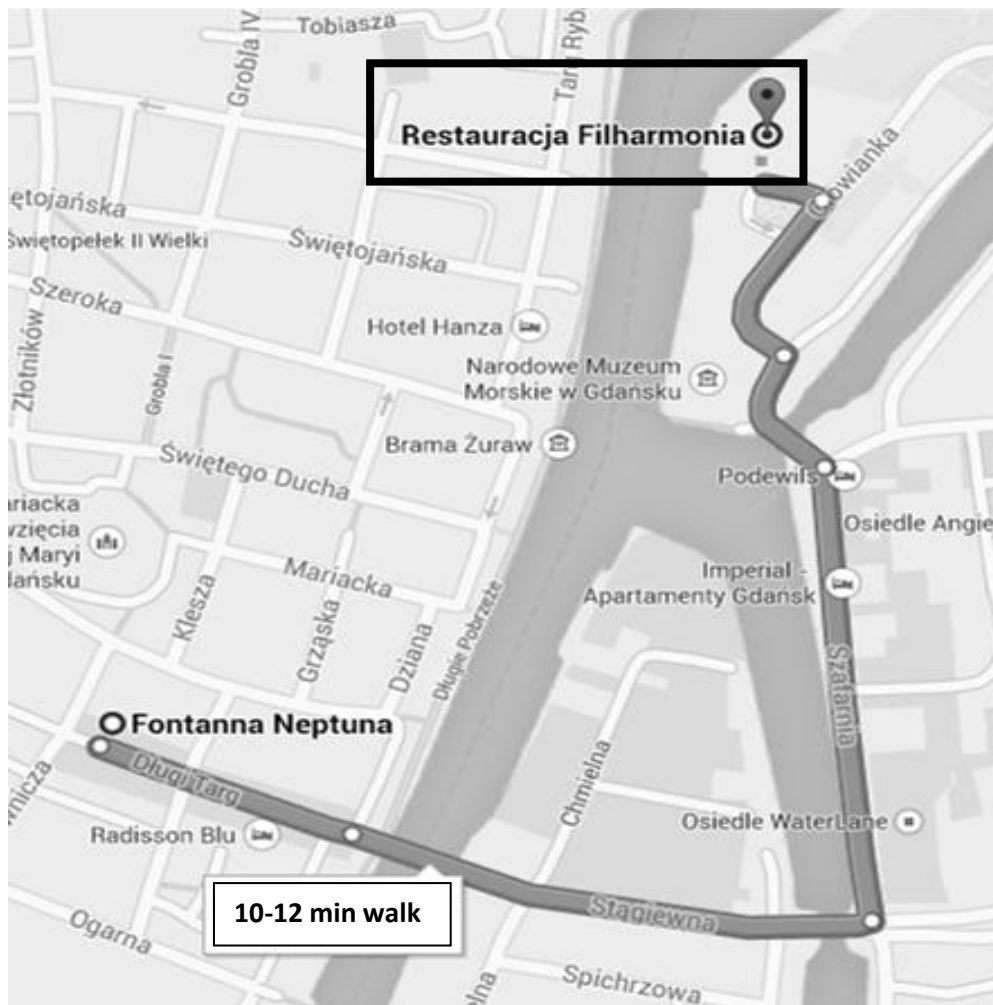
*The restaurant “Filharmonia” is a special place – one does not need convince about it anyone who has ever seen that place.*

*Wonderful, neo-Gothic, red brick facade dates from the late nineteenth century. The building, built between years 1897-1898 and extended to the year 1913 was initially the seat of municipal power plant. It was pleasing eyes with decorated rosettes, turrets and even the two towers.*

*The last 1945 months of war proved to be the ruthless and the building suffered severe damage. Re-launched in August 1945, the plant operated until its closure in 1996.*

*In 1997 the building became the property of the Baltic Philharmonic, and was subsequently adapted to serve as a music and congress center. The opening of the restaurant “Filharmonia” completed this glorious work and the historic building got back its former glory. Restaurant “Filharmonia” is a dining space composed of two levels, each of an area of 100 m<sup>2</sup>*

### HOW TO GET



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