Projects and Products Portal for Leonardo da Vinci

Transfert d'innovante approche de l'étude de cas dans l'enseignement commercial.

2012-1-PL1-LEO05-27456

http://www.adam-europe.eu/adam/project/view.htm?prj=10342

Information sur le projet

Titre:	Transfert d'innovante approche de l'étude de cas dans l'enseignement commercial.
Code Projet:	2012-1-PL1-LEO05-27456
Année:	2012
Type de Projet:	Projets de transfert d'innovation
Statut:	Accordé
Pays:	PL-Pologne
Accroche marketing:	L'objectif général du projet est d'adapter et de transférer une méthodologie de l'étude de cas (CS) élaborée dans le projet RePro au nouvel environnement - polonais et d'autres pays partenaires des systèmes éducatifs d'affaires. Cette CS méthodologie sera modifiée pour l'environnement des PME. Le projet contribuera à l'amélioration de la qualité dans la formation commerciale dans les pays partenaires.
Résumé:	L'objectif principal du projet Innocase est d'ajuster et transférer la méthodologie d'étude de cas élaborée dans le projet RePro au nouvel environnement - systèmes éducatifs polonais et d'autres pays partenaires. La méthodologie RePro est conçue pour soutenir la connaissance et la compréhension de l'environnement des affaires, ainsi que de contribuer à l'épanouissement personnel en termes de travail d'équipe, gestion de projet, techniques de recherche et de négociation. Au cours du Innocase, cette méthodologie sera modifiée en fonction de l'environnement des PME.
Description:	Le projet répond à un besoin crucial pour l'amélioration des qualifications des formateurs / éducateurs dans le domaine de méthodologie de l'étude de cas (CS) appliquée dans la formation commerciale destinée aux PME. Il comble le fossé de la formation dédiée aux besoins des PME en ajustant cette méthodologie dans le but de propriétaires de PME / formation des gestionnaires. CS méthodologie élaborée dans un autre projet Leonardo da Vinci (REPRO), combine les problèmes éducatifs et les problèmes réels des entreprises. Dans le cadre du projet, cette méthodologie sera ajustée au contexte des PME et transférées vers des pays partenaires.
Thèmes:	* Qualité * TIC * Divers * Formation tout au long de la vie * Formation ouverte et à distance * Entreprise, TPE, PME * Formation continue
Sectors:	*** Enseignement
Types de Produit:	Enseignement à distance Modules Méthodes d'évaluation Site Internet Matériel d'apprentissage
Information sur le produit:	Le transfert de l'innovation sera atteint par les activités suivantes: - Mise en place de plateforme e-learning dans le but d'accueillir la méthodologie de rajustement des RePro étude de cas et e-learning paquet d'étude de cas - il sera disponible aux particuliers, aux entreprises (PME), les éducateurs / formateurs et également les établissements d'enseignement. - Disponibilité des résultats du projet en langue anglaise, ce qui peut être la base pour la traduction et l'adaptation dans tous les pays de l'UE.
Page Web du projet:	www.innocase.zie.pg.gda.pl

Contractant du projet

Nom:	Gdansk University of Technology
Ville:	Gdask
Pays/Région:	Pomorskie
Pays:	PL-Pologne
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.pg.gda.pl

Personne de contact

Nom:	Magorzata Ziba
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Ville:	Gdask
Pays:	PL-Pologne
Téléphone:	+48 58 347 16 17
Fax:	+ 48 58 347 18 61
E-mail:	mz@zie.pg.gda.pl
Site internet:	http://www.pg.gda.pl

Coordinateur

Nom:	Gdansk University of Technology
Ville:	Gdask
Pays/Région:	Pomorskie
Pays:	PL-Pologne
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.pg.gda.pl

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Ville:	Gdask
Pays:	PL-Pologne
Téléphone:	+48 58 347 16 17
Fax:	+ 48 58 347 18 61
E-mail:	mz@zie.pg.gda.pl
Site internet:	http://www.pg.gda.pl

Partenaire

Partner 1

Nom:	The Municipal Federation of Savonia University of Applied Sciences/Savonia University of Applied Sciences
Ville:	Kuopio
Pays/Région:	Itä-Suomi
Pays:	FI-Finlande
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.savonia.fi

Partner 2

Nom:	Silesian University in Opava, School of Business Administraion in Karvina
Ville:	Karviná
Pays/Région:	Moravskoslezsko
Pays:	CZ-Tchéquie
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.opf.slu.cz

Partner 3

Nom:	VIA University College
Ville:	Risskov
Pays/Région:	Frederiksborg Amt
Pays:	DK-Danemark
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.viauc.dk

Partner 4

Nom:	Aiton Caldwell
Ville:	Gdask
Pays/Région:	Pomorskie
Pays:	PL-Pologne
Type d'organisation:	National Agency
Site Internet:	http://www.aitoncaldwell.pl/

Données du projet

Innocase_Project_CZ.pdf

http://www.adam-europe.eu/prj/10342/prj/Innocase_Project_CZ.pdf

Project presentation - Czech version

Innocase_Project_DK.pdf

http://www.adam-europe.eu/prj/10342/prj/Innocase_Project_DK.pdf

Project presentation - Danish version

Innocase_Project_EN.pdf

http://www.adam-europe.eu/prj/10342/prj/Innocase_Project_EN.pdf

Project presentation - English version

Innocase_Project_FI.pdf

http://www.adam-europe.eu/prj/10342/prj/Innocase_Project_FI.pdf

Project presentation - Finnish version

Innocase_Project_PL.pdf

http://www.adam-europe.eu/prj/10342/prj/Innocase_Project_PL.pdf

Project presentation - Polish version

Produits

1 Training materials on adjusted RePro methodology

2 12 Case studies and theoretical introductions on SMEs

3 E-learning platform

4 Dissemination materials

5 Facebook accounts

6 Guideline for tutors/educators

7 Four books on innovative methodologies in business education

Produit 'Training materials on adjusted RePro methodology'

Titre:	Training materials on adjusted RePro methodology
Type de Produit:	Matériel d'apprentissage
Texte marketing:	
Description:	
Cible:	Teachers and trainers in business education.
Résultat:	
Domaine d'application:	
Adresse du site Internet:	http://innocase.zie.pg.gda.pl/wordpress/wp-content/uploads/2013/09/REPRO-to_INNO1309_2013official-PDF.pdf
Langues de produit:	anglais

product files

REPRO-to_INNO1309_2013official-PDF.pdf

http://www.adam-europe.eu/prj/10342/prd/1/1/REPRO-to_INNO1309_2013official-PDF.pdf

Produit '12 Case studies and theoretical introductions on SMEs'

Titre:	12 Case studies and theoretical introductions on SMEs
Type de Produit:	Matériel d'apprentissage
Texte marketing:	The case studies and theoretical introductions will be the base for e-learning case study pack.
Description:	
Cible:	SMEs, trainers/teachers, graduates
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

product files

Case studies

CS_Aiton Caldwell_PL.pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Aiton%20Caldwell_PL.pdf

CS_Aiton Caldwell_PL(theoretical intro).pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Aiton%20Caldwell_PL%28theoretical%20intro%29.pdf

CS_Apavar_CZ.pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Apavar_CZ.pdf

CS_Apavar introduction_CZ(theoretical intro).pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Apavar%20introduction_CZ%28theoretical%20intro%29.pdf

CS_Arista_CZ.pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Arista_CZ.pdf

CS_Arista_CZ(theoretical intro).pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Arista_CZ%28theoretical%20intro%29.pdf

CS_DAMPA_DK.pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_DAMPA_DK.pdf

CS_Doing Business in China_DK.pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Doing%20Business%20in%20China_DK.pdf

CS_Hydroline_FI.pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Hydroline_FI.pdf

product files

CS_Hydroline_FI(theoretical intro part 1).pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Hydroline_FI%28theoretical%20intro%20part%201%29.pdf

CS_Hydroline_FI(theoretical intro part 2).pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Hydroline_FI%28theoretical%20intro%20part%202%29.pdf

CS_Laguna_PL.pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Laguna_PL.pdf

CS_Laguna_PL(theoretical intro).pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Laguna_PL%28theoretical%20intro%29.pdf

CS_Lingnell_Piispanen_FI.pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Lingnell_Piispanen_FI.pdf

CS_Lingnell_Piispanen_FI(theoretical intro).pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Lingnell_Piispanen_FI%28theoretical%20intro%29.pdf

CS_Marel_DK.pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Marel_DK.pdf

CS_Microsystems_PL.pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Microsystems_PL.pdf

CS_Microsystems_PL(theoretical intro).pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_Microsystems_PL%28theoretical%20intro%29.pdf

CS_R-Servis_CZ.pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_R-Servis_CZ.pdf

CS_R-Servis_CZ(theoretical intro).pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_R-Servis_CZ%28theoretical%20intro%29.pdf

CS_TahkoTours_FI.pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_TahkoTours_FI.pdf

CS_TahkoTours_FI(theoretical intro).pdf
http://www.adam-europe.eu/prj/10342/prd/2/2/CS_TahkoTours_FI%28theoretical%20intro%29.pdf

Produit 'E-learning platform'

Titre:	E-learning platform
Type de Produit:	
Texte marketing:	
Description:	
Cible:	
Résultat:	
Domaine d'application:	
Adresse du site Internet:	http://innocase.zie.pg.gda.pl/moodle/
Langues de produit:	

Produit 'Dissemination materials'

Titre:	Dissemination materials
Type de Produit:	
Texte marketing:	
Description:	
Cible:	
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	

product files

Leaflet1(EN).jpg
http://www.adam-europe.eu/prj/10342/prd/4/1/Leaflet1%28EN%29.jpg

Leaflet2(EN).jpg
http://www.adam-europe.eu/prj/10342/prd/4/1/Leaflet2%28EN%29.jpg

Leaflet(EN).pdf
http://www.adam-europe.eu/prj/10342/prd/4/1/Leaflet%28EN%29.pdf

Poster(EN).jpg
http://www.adam-europe.eu/prj/10342/prd/4/1/Poster%28EN%29.jpg

Poster(EN).pdf
http://www.adam-europe.eu/prj/10342/prd/4/1/Poster%28EN%29.pdf

Poster(FI).jpg
http://www.adam-europe.eu/prj/10342/prd/4/1/Poster%28FI%29.jpg

Poster(FI).pdf
http://www.adam-europe.eu/prj/10342/prd/4/1/Poster%28FI%29.pdf

Produit 'Facebook accounts'

Titre:	Facebook accounts
Type de Produit:	
Texte marketing:	
Description:	
Cible:	
Résultat:	
Domaine d'application:	
Adresse du site Internet:	https://www.facebook.com/pages/Innocase/493317127382344
Langues de produit:	

Produit 'Guideline for tutors/educators'

Titre:	Guideline for tutors/educators
Type de Produit:	Matériel d'apprentissage
Texte marketing:	
Description:	Guideline for tutors/educators willing to use the e-learning case study pack in their curricula.
Cible:	
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

product files

Innocase_guide.pdf

http://www.adam-europe.eu/prj/10342/prd/6/1/Innocase_guide.pdf
Guideline for tutors and educators

Produit 'Four books on innovative methodologies in business education'

Titre:	Four books on innovative methodologies in business education
Type de Produit:	Autres
Texte marketing:	Books od innovative methodologies in business education.
Description:	
Cible:	
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

product files

Creating entrepreneurial mindset.pdf
http://www.adam-europe.eu/prj/10342/prd/7/1/Creating%20entrepreneurial%20mindset.pdf

Innovative teaching in business and management.pdf
http://www.adam-europe.eu/prj/10342/prd/7/1/Innovative%20teaching%20in%20business%20and%20management.pdf

IT tools in business education.pdf
http://www.adam-europe.eu/prj/10342/prd/7/1/IT%20tools%20in%20business%20education.pdf

Événements

Dissemination meetings

Date	05.06.2014
Description	In June, two meetings were held to disseminate the project, organized for the graduates of Gdansk University of Technology and representatives of SMEs. The meetings were attended by 145 people, of whom 81 are employed in small or medium-sized enterprises .
Cible	
Public	Événement non public
Informations de contact	
Date et lieu	

International Conference “Innovative teaching methods in business education”, 8.04.2014

Date	08.04.2014
Description	On April 8, 2014, ITBM 2014 conference on “Innovative teaching methods in business education” was held at the Faculty of Management and Economics of Gdansk University of Technology. The conference was devoted to issues of teaching and education in management and economics. The conference was very popular among both the academic and business world. The conference was attended by around 70 participants from Poland and other countries such as the Czech Republic, Denmark, Finland, Latvia, Lithuania and Slovakia. The conference was organized within the INNOCASE project , Transfer of Innovative Case Study Aproach in Business Education. INNOCASE project has been funded with support from the European Commission under the Lifelong Learning Programme and with Polish Ministry funds for Science in 2013-2014 granted for international co-financed project realization.
Cible	academics and practitioners
Public	Événement public
Informations de contact	
Date et lieu	8.04.2014, Gdansk, Poland, Gdansk Univeristy of Technology/Faculty of Management and Economics

Événements

Project meeting in Horsens

Date	09.10.2013
Description	Between 7-8 October, 2013, the Innocase partners held their second partner meeting at VIA University College in Horsens, Denmark. Following a reporting on the previous activities, focus soon turned to an evaluation of the written case studies. The case studies produced had been scrutinized by the individual partners prior to the meeting, and detailed feedback as well as new ideas were now exchanged among the partners. This activity was followed up by discussions of methodologies for the e-learning course for which the Czech partners presented inspiring ideas. A list of available methods for the e-learning course modules will be elaborated for mutual inspiration. Furthermore the purpose and framework of the coming pilot testing were discussed. This included an as-sessment and clarification of the contents and design of pre- and post-tests. Finally, more detailed plans were made for the conference en Gdansk on 8 April, 2014. This is an international confer-ence on “Innovative Trends in Business Education” targeting academics and SME’s across Europe. The conference makes up a considerable part of the dissemination plans, which also include a publication of conference papers as well as further on- and offline promotional activities.
Cible	Project Partners
Public	Événement non public
Informations de contact	
Date et lieu	Horsens, Denmark, VIA University College

Événements

Project Meeting in Prague

Date	28.05.2013
Description	Between May 28-29 partners of the project INNOCASE- TRANSFER OF INNOVATION from the Czech Republic, Denmark, Finland, Germany and Poland met in Prague to continue work on adaptation of the Finnish RePro Model, methodology of case study, and creation of an e-learning text. All project partners referred to the progress made since the last meeting in Finnish Kuopio – data collecting in small and medium-sized businesses, their evaluation, and structuring case studies they are preparing as an output of the project. Partners reports involved a lot of positive information related to the selection of SMEs in their countries, but they also discussed some problems that occurred especially in connection with the confidential data that cannot be provided my SMEs because of competition on the market. The partners also dealt with the specific tasks that should be fulfillled before the next meeting in Denmark.
Cible	Project Partners
Public	Événement non public
Informations de contact	
Date et lieu	28.05-29.05.2013 in Prague, Czech Republic in the Hotel Golden Tulip Prague Terminus

Événements

RePro methodology Training in Kuopio

Date	26.02.2013
Description	RePro training for InnoCase partners was held inKuopio meeting in Finland on the 26th February by the Lecturer, Anneli Juutilainen,Savonia UAS. RePro-project aims to provide tested real-business cases, 12 RePro cases based on student-centred learning (SCL) and RePro manuals for teachers and students, on how RePro approach and cases can be used in learning situations. These cases will link real companies and their business problems with learning processes, thereby also combining consulting and learning to give the parties involved new perspectives. The third product is a practical step-by-step model that describes the content and process of developing RePro cases. All these products are different from the traditional case method as we have developed multidisciplinary learning modules which can be used in many different study areas and are related to specific problems of learning tasks. The RePro case material entails corporate specific information on the business environment, personnel, production, marketing, logistics, accounting and finance. On the other hand the learning task could concentrate on the logistics problems of the firm or on personnel motivation. However, even if the student concentrates on one problem area, she/he has access to the whole case material. This will help the student understand the connection between the different traditional study areas and link the learning process to the real business context. The SCL-methods intend to facilitate students' knowledge creation skills and professional development. Training materials will be available soon on the project website.
Cible	Project Partners
Public	Événement non public
Informations de contact	
Date et lieu	26.02-27.02.2013 in Kuopio, Finland at Savonia University of Applied Sciences

Événements

Kick-off meeting in Gdansk

Date	03.12.2012
Description	On the 3-5.12.2012 the Kick-off meeting for the INNOCASE project was held at the Faculty of Management and Economics of Gdansk University of Technology. In this meeting, the following partners took part: Savonia University of Applied Sciences (FI), VIA, University College (DK) and European Retail Academy (DE). More information about the meeting and the INNOCASE project can be obtained from project manager, dr Malgorzata Zieba mz@zie.pg.gda.pl.
Cible	Project partners
Public	Événement non public
Informations de contact	
Date et lieu	03.12-05.12.2012 in Gdask, Poland at Gdansk University of Technology