Projects and Products Portal for Leonardo da Vinci

Transfer von experimentellen und innovativen Lehrmethoden für betriebswirtschaftlichen Ausbildung

2010-1-PL1-LEO01-11462

http://www.adam-europe.eu/adam/project/view.htm?prj=7334

Projektinformationen

Titel:	Transfer von experimentellen und innovativen Lehrmethoden für betriebswirtschaftlichen Ausbildung
Projektnummer:	2010-1-PL1-LEO01-11462
Jahr:	2010
Projekttyp:	Innovationstransfer
Status:	bewilligt
Land:	PL-Polen
Marketing Text:	Übergeordnetes Ziel des Projekts ist - zu übertragen und zu entwickeln experimentelle und innovative Lehrmethoden , die Qualität der betriebswirtschaftlichen Ausbildung beitragen. Das spezifische Ziel des Projektes ist - zum Einbetten Case Lehrmethode innerhalb der polnischen, litauischen, sowie anderen Partnerländern betriebswirtschaftliche Ausbildung durch die Verbesserung der Trainers Kompetenzen im Bereich der Cases Schreiben und Lehrnen mit dieser Methode.

Zusammenfassung:

The Lisbon European Council in March 2000 set a strategic goal for Europe to become the most competitive and dynamic knowledge-based economy in the world. The Lisbon conclusions stressed the central role of education and training as the main instrument to increase human capital. Most of the managers are only partially satisfied with the training of the employees. The main reason why employers consider training as not sufficiently effective is - lack of Training institutions capable to carry out effective training; Inability to apply new knowledge in practice; lack of employee interest, etc. Analyzing so far available materials and good practices of a number of training providers the most effective methods for diminishing the gap between theory and practice is “Case” teaching method, used by a number best known schools all over the world. However case teaching method is still an innovation to be transferred to CEEC.

The specific project aim is to embed case teaching method within Consortium business education through enhancing trainers’ competencies to write and teach using case method. Overall aim is – to transfer and develop experiential and innovative teaching methods contributing to the quality of business education.

Beschreibung:

The objectives of the project are:

To assess the actual competence of the selected trainers for case writing and teaching.
To train 30 trainers on case writing
To develop 6 cases on business development identified topics,
To develop case teaching notes and pilot 6 developed cases training a group of managers on Business development.
To amend the 6 cases according to the feedback after the pilot training
To develop the textbook and an article on case writing and teaching
Disseminate results of the project in 2 international conferences

Target groups of the project are: direct - educators & trainers dealing with business education. Indirect target group are managers.

The beneficiaries are: Educators and trainers, enterprises, trainer training institutions, training providers, and students.

Partners by their professional experience represent Elmfield House Associates, UK – case writing, teaching expertise. ISM University of Management and Economics, LT - Business University as institution transferring the innovative teaching methods to the adult education, Navigator Consultancy, UK – field research for data collection within enterprises, as well as representative of the enterprises for contributing for the development and piloting case method. Partners have professional trainer training, management education, research, case writing and teaching as well as dissemination

Projektinformationen

experience and are proficient in project management.

Themen: ** Unternehmen, KMU
* Lebenslanges Lernen

Sektoren: *** Erziehung und Unterricht

Produkt Typen: Homepage
Lehrmaterial

Produktinformation: Products:
- 6 cases in English, Polish and Lithuanian languages,
- textbook for case writing and teaching,
- one article in the Baltic Journal of Management
- 2 international conferences.

Projektwebseite: http://www.ue.poznan.pl/leonardo-da-vinci-transfer-of-innovation-project/

Vertragnehmer

Name:	Uniwersytet Ekonomiczny w Poznaniu
Stadt:	Poznan
Land/Region:	Wielkopolskie
Land:	PL-Polen
Organisationstyp:	National Agency
Homepage:	http://ue.poznan.pl

Kontaktperson

Name:	Aleksandra Gawel
Adresse:	al. Niepodlegoci 10
Stadt:	Poznan
Land:	PL-Polen
Telefon:	
Fax:	
E-Mail:	aleksandra.gawel@ue.poznan.pl
Homepage:	

Koordinator

Name:	Uniwersytet Ekonomiczny w Poznaniu
Stadt:	Poznan
Land/Region:	Wielkopolskie
Land:	PL-Polen
Organisationstyp:	National Agency
Homepage:	http://ue.poznan.pl

Kontaktperson

Name:	Aleksandra Gawel
Adresse:	al. Niepodlegoci 10
Stadt:	Poznan
Land:	PL-Polen
Telefon:	
Fax:	
E-Mail:	aleksandra.gawel@ue.poznan.pl
Homepage:	

Partner

Partner 1

Name:	Wielkopolska Chamber of Commerce and Industry
Stadt:	Poznan
Land/Region:	Wielkopolskie
Land:	PL-Polen
Organisationstyp:	Kammer
Homepage:	http://www.wiph.pl/

Partner 2

Name:	ISM University of Management and Economics
Stadt:	Kaunas
Land/Region:	Lietuva
Land:	LT-Litauen
Organisationstyp:	Universität/Fachhochschule/Akademie
Homepage:	http://www.ism.lt/

Partner 3

Name:	Elmfield House Associates Limited
Stadt:	Lymm
Land/Region:	Cheshire
Land:	UK-Vereinigtes Königreich
Organisationstyp:	Weiterbildungseinrichtung
Homepage:	http://www.elmfieldhouseassociates.co.uk/

Partner 4

Name:	Navigator Consulting Advisors LLP
Stadt:	London
Land/Region:	Inner London
Land:	UK-Vereinigtes Königreich
Organisationstyp:	andere
Homepage:	http://www.navigator-consulting.com/