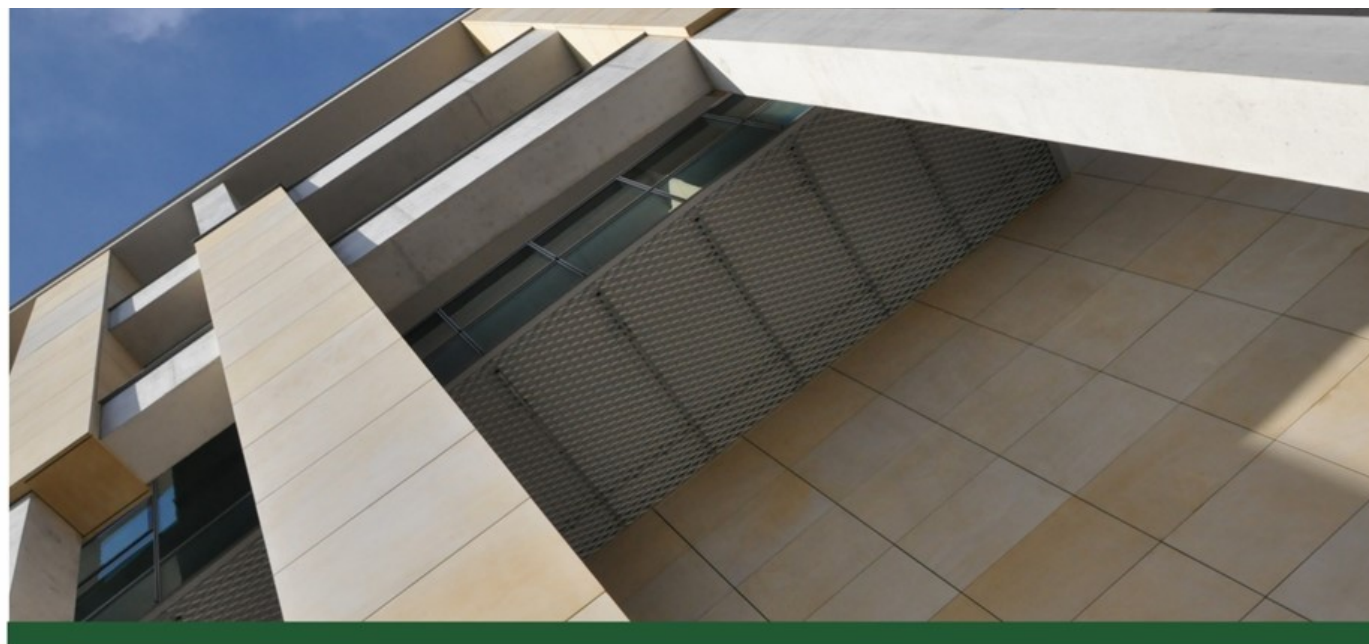




POZNAŃ UNIVERSITY  
OF ECONOMICS  
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# Project Erasmus+ B.I.G. Final transnational meeting and Dissemination Event

**Ancona, 17th October 2022**  
**CAMERA DI COMMERCIO DELLE MARCHE**

# Intellectual Outputs PUEB involvement



IO1 - TRAINING PROGRAM TO DEVELOP DIGITAL, INTERNATIONAL BUSINESS SKILLS

IO2 - OPEN EDUCATION RESOURCES ON DIGITAL INTERNATIONALISATION

IO3 - COMPANY CHECK-UPS

IO4 - EDUCATIONAL SKETCH-COMS ON CONVERSATIONAL DIGITAL MARKETING

IO5 - LEARNING ENVIRONMENT

# Leading IO1 - Training Programme to Develop Digital and International Business Skills



## Training Programme INTELLECTUAL OUTPUTS\_IO-1

### COORDINATOR

Poznan University of Economic and Business (Poland)

### OBJECTIVE

The definition of the Training Programme begun with the involvement of key experts through national focus groups to analyse the current situation of the training offer in the 5 EU countries involved in the project. On the basis of the findings, the partnership experts designed the new training programme that follows 3 dimensions: Cognitive, Operative and Behavioural.

### TASKS

Field analysis and National Focus Groups: Identifying experts to participate in the national focus group to enable partners' experts collect information about real organisations' innovation, digital, and international training needs; organising focus groups, analysing data, and producing a final report.

Definition of the Training Programme: design of teaching modules, training path structure, classroom sessions methodologies, e-learning, work-based learning, and movie education approaches.

Define organizational-management parts of the training programme: participant selection criteria, monitoring tools, and evaluation and certification processes.



# Intellectual Outputs PUEB contribution cont.

- IO2 - Open Education Resources on Digital Internationalisation
  - Online Market Research
  - Data Analytics
- IO3 - Company Check-ups
  - two companies surveyed
    - Company 1 specialising in the production of dietary supplements without chemical additives
    - Company 2 creating and implementing IT systems for banks, insurance companies and brokerage companies
  - 37 trainees active in the survey, analysis and report creation

# Intellectual Outputs PUEB contribution cont.

- IO4 - Educational Sketch-Coms on Conversational Digital Marketing

Group of trainees  
created sketch-com  
titled:

*Once upon a time  
without cloud...*



# Intellectual Outputs PUEB contribution cont.

- IO5 - Learning Environment
  - Validation of graphic solutions
  - Share defined criteria to the process for other teaching materials
  - Translation of the environment navigation labels
  - Identification of trainers/tutors holding the classroom, educational seminars for the target group and to support the use of OER in e learning mode
  - Delivery of the online/off line learning content
  - Collecting and analysing test results
  - Data Analytics



# PUEB B.I.G. Multiplier Event

International conference - Digital transformation  
in education and business

Date: 30.05.2022

Venue: Poznan University of Economics and  
Business

Number of attendees: 34





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# **International conference DIGITAL TRANSFORMATION IN EDUCATION AND BUSINESS**

**DaTaGEM – Digital Transformation of Global Entrepreneurial Mindsets**  
**30.05.2022**  
**Poznan University of Economics and Business / Room 111A**

The education and business sectors have been undergoing digital transformation for years, resulting in varying degrees of adaptation to the consequences of this global process. However, the outbreak of the SARS-Cov2 pandemic and the need to limit social contact shifted the two industries into an entirely new dimension. Not everyone was equally prepared for entering the virtual world, and not everyone reacted with the same level of effectiveness. This results in an educational and competitive gap between sectors.

During the conference, we will attempt to address the most important questions regarding the challenges of adapting to the processes occurring in the higher education sector and in business as a whole.

Keynote speaker  
prof. dr hab. inż. Wojciech Cellary  
Education confronted with Industry and Economy 4.0



Co-funded by the  
Erasmus+ Programme  
of the European Union





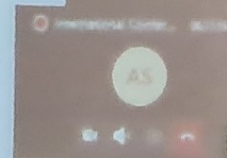


## B.I.G. - Businesses' International Growth



Increase the digital, international, business and financial management skills

- Digital Business Promotion and User Experience
- eCommerce international Marketplace
- SEO (Search Engine Optimisation) and SEM (Search Engine Marketing)
- Digital PR in the global market



# PUEB benefits of the Project

- Academics

- Getting an access to attractive educational materials and course
- New knowledge and methodology acquired
- Enlarging the scientific and professional network
- Fun...

- Trainees

- Getting an access to attractive educational materials and course
- Meeting new standards of education
- Increasing skills and competencies