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الجامعة الألمانية الأردنية  
German Jordanian University



**ERASMUS+ PROGRAMME**  
**Erasmus+ – Key Action 2**  
**Capacity Building in the Field of Higher Education**  
**Project Number: 561708-EPP-1-2015-1-DE-EPPKA2-CBHE-JP**

**Project Title: Vocational training center for undergraduate university students and teachers in Jordan (VTC)**

## **Training Workshop for GJU students and teachers**

**Date: Saturday 21-10-2017**

**Location: Activity Hall, Building F, GJU**

9.30-10.00	<b>Registration</b>
10.00-10.30	Title: Global citizenship education - Critical Thinking in Solving Problems and New Ideas <b>Dr. Mravcová Anna</b>
10.30-11.30	Skills in Using Computer Software - Neuromarketing as progressive methods in market research <b>Dr. Berčík Jakub</b>
11.30-12.00	<b>Coffee break and networking</b>
12.00-1.00	Sales and Marketing Skills - Contrast in International Marketing between Chosen European –Asian - African countries <b>Dr. Paluchová Johana</b>
1.00-2.00	Basic Fundamentals in Project Management - Internationalization, Networking and Project Cooperation Opportunities in Higher Education <b>Dr. Gálová Jana</b>
2.00-2.15	<b>Closing Remarks</b>

**All trainers are from Slovak University of Agriculture in Nitra, Slovakia**

**Contact:** VTC Project Coordinator: Dr. Ziad Abuelrub, [ziad.abuelrub@gju.edu.jo](mailto:ziad.abuelrub@gju.edu.jo), Tel: 4412

## **Dr. Mravcová Anna**

### **Title: Global citizenship education - Critical Thinking in Solving Problems and New Ideas**

Structure of the training:

- To present the raising importance of global citizenship education (one of the most important pillars in the global education system) in the tertiary education of current globalized era.
- To present the importance of global citizenship education in acquiring global skills – mainly critical thinking (important in solving problems of the current world) and present the new ideas which are interconnected with this new phenomenon.

#### **Objective of the training**

Global citizenship represents still relatively unknown and forming concept connected mainly with the system of global education. This phenomenon has rising importance in all fields – Including education – which must react to the changes and challenges of the current world. Therefore, the effort to integrate global citizenship phenomenon in all levels of education (not excluding higher education) represents a priority for many countries. The role of global citizenship education is to show citizenship from new – global – perspective and give people information, knowledge and skills necessary for life in the current globalized world. It presents global issues and challenges, supports critical thinking and helps people understand that they are a part of global society and accept their role in it. The aim of this topic is to identify the place and importance of global citizenship in the system of global education and map its current state at the tertiary education. Then, the topic will focus on development of this issue and its gradual implementation in the higher education and on defining the new ideas which come with this phenomenon and also the possible development towards improving the quality of education today. The current situation in this field at the Slovak universities (and especially at SUA in Nitra) will be presented too.

## **Dr. Berčík Jakub**

### **Title: Skills in Using Computer Software - Neuromarketing as progressive methods in market research**

**Structure of the training:**

- Introduction to neuromarketing/consumer neuroscience.
- Importance of innovative research.
- Traditional vs. Innovative research.
- Ethical aspects and methods using in neuromarketing/consumer neuroscience.
- Eye tracking and Elektroencephalography.
- Practical examples of using neuromarketing and computer software ' outputs in practice.

### **Objectives of the training:**

The goal of the lecture is to show the new opportunities in market research not only through neuromarketing methods, but as well as with new innovative methods in this area. The training very simple explains the most used methods of neuromarketing (EEG and Eye tracker) and their opportunities, how to use them in practice. Due to the interdisciplinary character of the leading Scientifics program, the training is specific for specialists in individual fields (pedagogy, economist, computer scientist, physician, etc.) but also to the general public. The goal of the lecture will be focused on explanation, how the data obtained from computer softer can detailed analyze the respondent 'emotions, reactions, stimulus, perception etc. in the following to using the neuromarketing techniques.

### **Dr. Paluchová Johana**

**Title: Sales and Marketing Skills - Contrast in International Marketing between Chosen European –Asian - African countries**

### **Structure of the training:**

- Introductions to international marketing and explaining how to do business abroad: adaptation-standardization-g localization.
- Sales and marketing skills and knowledge for European, Asian and African countries.
- Case study of international marketing program for foreign markets among global and local products adapted for international environment.
- Practical examples of consumer perception in Europe, Asia and Africa.

### **Objectives of the training**

There are numerous reasons why companies consider going into international. Nowadays, there are more and more companies, which work globally but act locally. There is no single and universally accepted definition of internationalization but from an economics point of view, it is defined as the process where business gets more involved in the international markets. The training will clarify several practical examples of companies, how the manipulate with consumers acroos the world. Following of understanding of global consumerism, the firms realize and used different sales and marketing skills. Which are definetely different in Europe, Asia or Africa.The goal of the training will be to understand the sales activities of companies, which act localy, that ´s mean to adapt their products and to show, how the firms actually place marketing tools for increasing of sale and satisfy of global customers who ask for local products.

**Title: Basic Fundamentals in Project Management - Internationalization, Networking and Project Cooperation Opportunities in Higher Education**

**Structure of the training:**

- Introduction to Project Management.
- Project Management Skills and the Role of the Project Manager.
- The Project Life Cycle and the Project Management Life Cycle.
- Practical Examples of Project Management.

**Objectives of the training:**

Internationalization in case of universities means creating links and strengthening cooperation with partners all around the world in order to ensure study or research opportunities with different aims and for various target groups, students as well as teaching and other staff included. The Faculty of Economics and Management of the Slovak University of Agriculture in Nitra, Slovakia is an active applicant in most of the published project calls. Several years of experience is used in managing and administering projects within the frameworks such as CEEPUS (Central European Exchange Program for University Studies), Erasmus+ (framework program for education, training, youth and sport), including Erasmus Mundus and TEMPUS programs. These possibilities offer study and research mobilities that benefit both the participants and the home and host universities, by providing feedback from their practice to be applied in future projects.

The goal of the training is to present an insight to project management from the theoretical and practical point of view, with presenting some best practice ideas from the field from the experience of the SUA in Nitra and Slovak universities in general.