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| Reference number | ERA –IP2008/4 |
| Title | European Digital Print Media |
| New program / renewal? (please underline) | <u>New program</u> Renewal: 2 nd year 3 rd year |
| Subject area code | 52, 214, 3402 |
| Description | <p>Das European Digital Print Media (EDPM) Intensiv-Programm hat den Erwerb von modernstem medientechnischem Wissen zum Ziel. Die Studierenden werden während eines 2, 5-wöchigen Kurses durch hervorragende Professoren aus neun Hochschulen des Erasmus-Netzwerkes für Druck- und Medientechnik unterrichtet. In dem Programm für 6-ECTS-Kreditern erlangen sie so Kenntnisse und Fähigkeiten, die an einer einzelnen Hochschule so nicht zu vermitteln wären.</p> <p>Das EDPM-Programm findet zuerst in Budapest statt und wird in der Zukunft auch an anderen Ausbildungsstätten Europas organisiert. Die besondere Stärke des Programms liegt in dem speziell zusammengestellten Inhalt des Studiums, das aus technischen (Digital Printing), ästhetischen (European Creativ Surface Design) und wirtschaftlichen (Internationale Medien und Environmental Management) Bereichen der Druck- und Medienindustrie ausgewählt wurde. Die Ressourcen-Einsparung für eine Nachhaltige Entwicklung sowie die soziale Verantwortung für das Umweltmanagement werden besonders hervorgehoben. Das Fach Surface Design verbindet künstlerische Fähigkeiten mit fundiertem technologischem Wissen.</p> <p>Die Studenten verfolgen beim Erstellen eines Medienproduktes im Betrieb jede einzelne Phase, von der Planung bis zum fertigen Produkt. Sie lernen durch projektorientiertes Studium in Verbindung mit der modernsten Informationstechnologie das Zusammenarbeiten in multinationalen Gruppen.</p> <p>Diese europäische Dimension ist infolge der rasanten Internationalisierung der Medienindustrie dringend notwendig, erhöht die Chancen der Berufseinsteiger und trägt zur Erhöhung der Wettbewerbsfähigkeit der grafischen Industrie und der angrenzenden Medienbereiche bei.</p> |
| Coordinator | <p>Budapesti Műszaki Főiskola Bécsi út 96/b 1034 Budapest / Hungary Phone: 36 1/666-5937 Fax number: 36 1/666-5939 Email: Kokas.livia@rkk.bmf.hu Internet site: www.bmf.hu</p> |
| Contact person | Kokasné Palicska Lívia |
| Partners | <p>Hochschule der Medien Stuttgart (HdM) - D STUTTGA 06 Avans Hogeschool - NL Breda 01 EVTEK-ammattikorkeakoulu - SF Espoo02 Hochschule für Technik, Wirtschaft und Kultur Leipzig (FH) - D LEIPZIG 02 London College of Communication, University of the Arts London - UK LONDON128 Arteveldehogeschool, opleiding Grafische en Digitale Media - B GENT39 Univerza v Ljubljani - SI Ljubljana 01 Bergische Universität Wuppertal - D WUPPERT 01</p> |
| LLP Grant (€) | 41.038 € |
| Total budget (€) | 87.321 € |
| Activity duration | 14 days |
| Location | Budapest / Hungary |

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| Reference number | ERA-IP2008/9 |
| Title | Creativity in Teaching Foreign Languages |
| New program / renewal? (please underline) | <u>New program</u> Renewal: 2 nd year 3 rd year |
| Subject area code | 1453, 1401 |
| Description | <p>CreaTiFoLa addresses the issue of creativity in education and aims to produce teaching materials which foster this capacity in students of 10-16 years in content and language integrated (CLIL) lessons. Teachers and teacher trainees will work together in international groups, discuss updated, global pedagogical issues, prepare lesson plans based on a common criteria. They will pilot their materials in schools and reflect on their experiences. A CD-ROM will be disseminated to CLIL schools in Europe containing the input of the Intensive Programme, the lesson plans, the teaching materials and the reflections on the lessons taught with video footage. Preparatory and follow-up project activities will be enhanced by a forum provided by an Internet-based Learning Management System. Creativity, preferably flavoured by humour, will be approached in a multidisciplinary and democratic sense: as a capacity all students possess and possible to be facilitated by educators. CreaTiFoLa participants will experiment with task-based CLIL lessons incorporating elements from keyboarding skills, communications & expressive arts, handcrafts and cognitive psychology. CreaTiFoLa draws on previous project outcomes dealing with Multiple Intelligences and Culture. The core of the consortium relies on 5 years of cooperation accumulating a wealth of experiences in teamwork, which they will share with the newcomers.</p> |
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| Contact person | Szabóné Pákozdi Mária |
| Partners | Abant Izzet Baysal University - TR BOLU 01 University College of Education of Christian Churches in Vienna – A WIEN10 Erasmushogeschool Brussel - B BRUSSEL46 University College Sealand – ΠΑΝΕΠΙΣΤΗΜΙΟ ΚΡΗΤΗΣ - G KRITIS01 Marnix Academie pc. Hogeschool Lerarenopleiding basisonderwijs - NL UTRECHT 27 Rīgas Pedagoģijas un izglītības vadības augstskola - LV RIGA27 Høgskolen I Nesna - N Nesna01 Alexandru Ioan Cuza University - RO IASI02 COMPLUTENSE UNIVERSITY OF MADRID – E Madrid03 University of Reading - UK READING01 |
| LLP Grant (€) | 42.992 € |
| Total budget (€) | 80.991 € |
| Activity duration | 11 days |
| Location | Abant Izzet Baysal UniversityBolu / Turkey |

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| Reference number | ERA-IP2008/3 |
| Title | Improving and Exchanging European Management Skills in a Simulated Environment. |
| New program / renewal? (please underline) | New program Renewal: 2 nd year <u>3rd year</u> |
| Subject area code | 340, 342 |
| Description | <p>Business students will play a strategic business game in an international environment. The game simulates the marketing development as it occurs in the real business world over a period of several years. The game will be played in competitive teams of the different nationalities taking part in the programme. In this way students will become aware of the differences in intercultural communication. The diversity in the composition of these groups will enhance their cultural, social and professional skills as well as their language competences.</p> <p>Business students will play a strategic business game in an international environment. The game simulates the marketing development as it occurs in the real business world over a period of several years. The game will be played in competitive teams of the different nationalities taking part in the programme. In this way students will become aware of the differences in intercultural communication. The diversity in the composition of these groups will enhance their cultural, social and professional skills as well as their language competences.</p> <p>There will be different rounds of decision making, thus applying the subject matter they studied during their courses in the home institutions to an international market. In addition, experts in the field of strategic management from the local and international business world, will advise them on how to handle the decision making process and on how to do business in the European market.</p> <p>The IP is presented as a good practice example for internationalisation by communicating the content and evaluation to partners in international networks of higher education and to the press. In addition, students in the home institutes will benefit from the experience gained in this way.</p> |
| Coordinator | <p>Szolnoki Főiskola Ady Endre út 9. 5000 Szolnok / Hungary Phone: +36-56/511-722 Fax number: + 36-56/511-741 Email: kacsirek@szolf.hu Internet site: http://international.szolf.hu</p> |
| Contact person | Dr. Kacsirek László |
| Partners | <p>Katholieke Hogeschool Kempen - B Geel 07 Lahden Ammattikorkeakoulu - SF LAHTI 11 Hogeschool West-Vlaanderen - BE KORTRIJ 03 Keski-Pohjanmaan ammattikorkeakoulu-Mellersta Österbottens yrkeshögskola - SF KOKKOLA 05 Lycée Polyvalent Jeanne d'Arc - F-STE-ADR 01 ESCIP School of International Business – F LONGUEN03</p> |
| LLP Grant (€) | 39.651 € |
| Total budget (€) | 43.910 € |
| Activity duration | 10 days |
| Location | Lahti / Finland |

