



UNIWERSYTET
EKONOMICZNY
W POZNANIU

International Scientific and Educational Conference Virtual Game Method in Higher Education

20.10.2016, Poznan (Poland)

Venue: Poznan University of Economics and Business, building CEUE (Centrum Edukacyjnych Usług Elektronicznych), room: Auditorium A, ul. Towarowa 55, Poznań

The conference is organized in partnership with:

Seinäjoen ammattikorkeakoulu
SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES



Seinajoki University of Applied
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The conference is organized within project no. 2014-1-PL01-KA203-003548, entitled "Virtual Game Method in Higher Education (GAMES)," conducted in years 2014-2016 and financed by the Erasmus+ Programme, Strategic Partnership. More details: <http://games.ue.poznan.pl>

Introduction

One of the most important problems in higher education is connected not with the information students need to acquire, but with the teaching strategies involved. These strategies determine the effectiveness of the education process, the involvement of the students, and the durability of the outcomes. It explains why university teachers and education institutions put strong attention on the development of innovative teaching methods.

One promising innovative teaching method is gamification, also known as edutainment, which combines education and fun. With the digital native generation of students, special interest is put on virtual strategic games, which also explore ICT tools. Virtual strategic games as an educational method is based on the involvement of the students being taught, real world situation analyses, creating a process of decisions making by students, and feedback on the results of their decisions.

The aim of the conference is to discuss this innovative teaching strategy from both theoretical and practical points of view. All discussions on effectiveness of the educational process, especially using virtual strategic games as a teaching method, are welcomed. Good training practices, the challenges and obstacles connected with using this method, and comparisons with other innovative methods will be presented and analysed.

Scientific Committee of the Conference

Nelly Daszkiewicz, Gdansk University of Technology, Poland

Gary L. Evans, School of Business, University of Prince Edward Island, Canada

Aleksandra Gawel, Poznan University of Economics and Business, Poland

Blanca Miedes, University of Huelva, Spain

Katarzyna Mroczek-Dąbrowska, Poznan University of Economics and Business, Poland

Roberto Muffoletto, VASA Project, former professor of Appalachian State University, United States of America

Kandela Oun, University of Tartu, Pärnu College, Estonia

Maciej Pietrzykowski, Poznan University of Economics and Business, Poland

Sergiusz Strykowski, Poznan University of Economics and Business, Poland

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Anna Wach-Kąkolewicz, Poznan University of Economics and Business, Poland

Krzysztof Wach, Cracow University of Economics, Poland

Tibor Voros, Central European University Business School, Hungary

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08:45 – 09:00	Registration of participants
9:00 – 10:30	Plenary session <ol style="list-style-type: none">1. Vice Rector of PUEB, Slawomir Kalinowski2. Roberto Muffoletto, <i>Systematic Change and Challenges to Higher Education*</i>3. Tibor Voros, <i>The Use of Simulations in Higher Education**</i>4. Aleksandra Gaweł, <i>The Presentation of GAMES Project</i>
10:30-11:00	Coffee break
11:00 - 12:30	Session I – Pedagogical assumptions of gamification in modern higher education, moderator: Blanca Miedes Ugarte <ol style="list-style-type: none">1. Anna Wach-Kąkolewicz, <i>Constructivist Approach in Teaching in Higher Education</i>2. Maciej Błaszak, <i>Creativity: virtual games played in the brain</i>3. Eliza Rybska, <i>How Can Drawing Help to Think?</i>4. Karolina Daszyńska-Żygadło, Michał Pająk, <i>Educating about Complexity and Sustainability through Serious Games</i>5. Artur Tomaszewski, <i>Game Theory Applications in Business Simulation Games</i>6. Maciej Pietrzykowski, <i>Artificial Intelligence in Strategic Games</i>7. Maksym Bezpaltrochnyi, <i>Development of Higher Education through Gamification</i>
12:30-13:30	Lunch break
13:30-15:00	Session II - The experience with gamification in different areas of higher education, moderator: Maciej Pietrzykowski <ol style="list-style-type: none">1. Tiina Tiilikka, Arja Hemminki, <i>Gamification as a Tool in the Social and Health Care Education - an Opportunity or a Challenge?</i>2. Blanca Miedes Ugarte, Celia Sánchez López, María de la O Barroso González, <i>Strengthening Students' Social and Environmental Awareness through Business Virtual Games</i>



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	<ol style="list-style-type: none"> 3. Kandela Ōun, Airi Noppel, <i>Virtual Strategic Games in Education at Different Levels: Highschool versus University Students</i> 4. Inna Novak, Nataliia Verniuk, Yuriy V. Novak, <i>Business Simulation as One of the Virtual Training Methods at Universities of Ukraine</i> 5. Yuliia Fernos, Oleksandr Shkolnyi, Nataliia Verniuk, <i>Collaborative Teaching and Learning in Logistics Education</i> 6. Sergii Kasian, <i>Virtual Game Approach in Interdisciplinary Education in Central and East Europe</i>
15:00-15:30	Coffee break
15:30 - 17:00	<p>Session III - ICT technologies in modern higher education, moderator: Sergiusz Strykowski</p> <ol style="list-style-type: none"> 1. Jarogniew Rykowski, <i>Modern Information Technology for Urban Games</i> 2. Rafał Wojciechowski, <i>Virtual and Augmented Reality at Poznan University of Economics and Business</i> 3. Krystian Tomczyk, <i>The Degree of Immersion regarding Respective Technologies Based on Virtual Reality as an Analytical Factor</i> 4. Ziemowit Wiśniewski, <i>Virtual Reality and Eye Tracking in the Effectiveness Evaluation of Merchandise Displays</i> 5. Piotr Szczepański, <i>Augmented Reality in the Financial Sector as an Alternative to Contemporary Solutions</i> <p style="text-align: center;">The visit in the Laboratory of Virtual and Augmented Reality of Poznan University of Economics and Business</p>
17:00	Conference sum up and close

Roberto Muffoletto, *Systematic Change and Challenges to Higher Education

Abstract: Introducing a new object, process or conceptual framework into a system changes not only the learning environment or system, but has systematic implications for future practice and thought. Introducing computer games into an educational program changes the relationships between knowledge, cognition, evaluation, faculty, the student and the system. Computer gaming in teaching and learning offers many potential benefits to all involved. The “game” not only challenges the traditional classroom environment and notions concerning learning, it will have far reaching effect on the broader system.

****Tibor Voros, *The Use of Simulations in Higher Education***

Abstract: Globalization impacts all firms and institutions: cross-cultural interactions, complex supply chains, several different markets and team decision making situations are increasingly commonplace. In response to these trends, many universities undertook the challenge of introducing experiential approaches via simulations in their curricula. In the current discussion, I investigate operational steps to progress through such curricular changes and suggest a set of specific elements particularly applicable to higher education institutions. Simulations have the potential to provide invaluable support for the purpose of adequate market-need preparation, through participant exposure to global economic, financial, strategic and cross-cultural issues within a classroom setting. However, careful planning is required within the curriculum to realize such potential and ensure the proper impact of virtual learning environments on participants.

