

Business and Education with the Use of Social Media

Sosnowiec, Poland

7 November 2016

MOOC workshop

Minutes

The conference was organised under the patronage of President of Sosnowiec and in cooperation of CKZiU and OTTIMA plus. Moreover, employees of OTTIMA managed to publish the information about the conference in local media.

Participants

There were about 130 participants, representatives of various business initiatives, teachers, city authorities, journalists, PR specialists, teachers, career advisors and students.

Among others:

Jacek Uroda, JACO.PRO

Anna Kasprzyk Psychological-Pedagogical Centre

Magdalena Muszyńska-Dawidowska, Business Development Profi Art

Agata Jasik, Polish Ecology Society

Tomasz Bekus, Holiday Inn

Marcin Kiszka, Proensa

Ewa Stępniewicz, VIS Media

Adam Sojka, TVP Katowice

32 teachers of various VET subjects and career advisors

85 students

Minutes

The experts involved were:

Marek Jabłoński and **Adam Jabłoński** are experts in various business topics, they are academic professors and authors of numerous books considering business development. Their opening presentations focused on creation of an e-enterprise under various conditions of today's business reality, presented the changes in factors that determined a successful business over the last decades and gave reasons why the Internet is the right place to develop new enterprises.

Jacek Uroda, chairman of JACO.PRO, an enterprises that deals with new introducing new technologies into e-marketing. Mr Uroda advises on marketing communication, e-marketing training, IT systems in business and education, he cooperates with IT and logistics companies, and local authorities on implementing projects and innovations.

Anna Kasprzyk is a psychologist working in a Psychological-Pedagogical Centre, helping youth in solving problems and organising various preventive campaigns. She gave a presentations about the downsides and dangers of self-presenting in the internet without thorough consideration of privacy measures and data protection. She also gave examples of cyberviolence such as hateful comments and misuse of digital identity and advised on how to manage in such situations.

Ewa Stępniewicz, vice chairman of VIS Media Sp. z o.o., for many years a journalist in public television TVP, laureate of numerous prestigious awards. She is interested in the notion of “brand.” She is a high-class specialist in communication matters. During the conference she talked about the importance of video materials in brand creation and her presentation was based on both, internationally recognized companies, local authorities, as well as small non-profit initiatives. Ms Stępniewicz presented also video materials that were examples of creating negative or inappropriate identity.

Adam Sojka, journalist in TVP3 Katowice tv station, laureate of various awards, including a prestigious award from Polish National Bank for economics journalists in the category of regional issues for his TV programme „Difficult Market.” During the conference Mr Sojka was discussing autocreatio of a company form the point of view of a journalist, giving many examples from his own experience.

Sylwia M. Semik – an editor of a „PowiatSuski24.pl” portal, previously a radio and internet journalist. She also is a specialist in the area of PR and marketing. At the conference she was talking about the meaning of positive reputation in the media in contrast not only to black PR but also to no PR at all. To sum up the conference Agnieszka Godlewska presented the MOOC course – its contents and how the course may be used for classroom education as well as for the individual training. She gave also a brief information about the certificates each course participant will obtain after its accomplishing.

In general, all the participants were interested and active. There were many questions and comments from teachers, business representatives and students. The assumptions and goals of YEES project were commented in a positive way, during the coffee breaks we were asked by teachers from other schools whether it would be possible to implement the MOOC course in their institutions. Carrier advisors commented that the contents of the course should be introduced in the curriculum for the subject of entrepreneurship, which is a compulsory subject in all types of secondary schools in Poland, not only due to the contents itself but also because it is presented in an attractive form. Students who took part in the conference are really eager to start working with the MOOC course.