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**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**

**Vocational training center for undergraduate university  
students and teachers**

**in Jordan (VTC)**

**Training Workshop**

**Trainer**

**Dr. Joaquim Marques, ISPAB – Instituto Superior de Paços de Brandão**

**Dr. Maria de Nascimento, ISPAB – Instituto Superior de Paços de Brandão**

**Dr. Mário Cunha, ISPAB – Instituto Superior de Paços de Brandão**

**[Dr. Pedro Valente (institucional coordinator), ISPAB – Instituto Superior de Paços de Brandão]**

**November 10-16, 2017**



Org.	Date	Training Programm
<b>German Jordanian University</b> Amman Madaba Street, Amman, Jordan  Coordinator: Dr. Ziad Abu Elrub, <a href="mailto:ziad.abuelrub@gju.edu.com">ziad.abuelrub@gju.edu.com</a>	<b>11.11.2017</b> <b>09:30-16:00</b>	Customer Essential elements of a customer management approach <b>Dr. Maria de Nascimento</b>  Sales and Marketing Skills: Strategy and tactics <b>Dr. Joaquim Marques</b>  History, Heritage, and Development. The Touristic Activity <b>Dr. Mário Cunha</b>
<b>Mutah University</b> Mutah street, Maw'tah, Jordan  Coordinator: Prof.Dr. Omar Alamaayteh <a href="mailto:Maaitah_noor@hotmail.com">Maaitah_noor@hotmail.com</a>	<b>12.11.2017</b> <b>09:30-16:00</b>	Customer Essential elements of a customer management approach <b>Dr. Maria de Nascimento</b>  Sales and Marketing Skills: Strategy and tactics <b>Dr. Joaquim Marques</b>  History, Heritage, and Development. The Touristic Activity <b>Dr. Mário Cunha</b>
<b>Jordan University of Science and Technology</b> Ar Ramtha, Irbid, Jordan  Coordinator: Prof.Dr. Fahmi Abu Alrub <a href="mailto:abualrub@just.edu.jo">abualrub@just.edu.jo</a>	<b>13.11.2017</b> <b>09:30-16:00</b>	Business Administration in the 21st century <b>Dr. Maria de Nascimento</b> <b>Dr. Joaquim Marques</b> <b>Dr. Mário Cunha</b>
<b>Al-Balqa' Applied University</b> (Salt, Jordan)  Coordinator: Prof.Dr. Tariq Alazab <a href="mailto:tazab@bau.edu.jo">tazab@bau.edu.jo</a>	<b>14.11.2017</b> <b>09:30-16:00</b>	Customer Essential elements of a customer management approach <b>Dr. Maria de Nascimento</b>  Sales and Marketing Skills: Strategy and tactics



		<b>Dr. Joaquim Marques</b>  History, Heritage, and Development. The Touristic Activity <b>Dr. Mário Cunha</b>
<b>Al Albayt University</b> <b>(Al-Mafraq, Jordan)</b>  <b>Coordinator: Prof.Dr. Mohamad Alsmiran</b> <a href="mailto:Wesam93@yahoo.com">Wesam93@yahoo.com</a>	<b>15.11.2017</b> <b>09:30-16:00</b>	Customer Essential elements of a customer management approach <b>Dr. Maria de Nascimento</b>  Sales and Marketing Skills: Strategy and tactics <b>Dr. Joaquim Marques</b>  History, Heritage, and Development. The Touristic Activity <b>Dr. Mário Cunha</b>
<b>The University of Jordan</b> <b>(Queen Rania str. Amman, Jordan)</b>  <b>Coordinator: Prof.Dr. Ahmed Alsalyneh</b> <a href="mailto:salaymeh@ju.edu.jo">salaymeh@ju.edu.jo</a>	<b>16.11.2017</b> <b>09:30-16:00</b>	Customer Essential elements of a customer management approach <b>Dr. Maria de Nascimento</b>  Sales and Marketing Skills: Strategy and tactics <b>Dr. Joaquim Marques</b>  History, Heritage, and Development. The Touristic Activity <b>Dr. Mário Cunha</b>