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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)

### Slovak Training Workshop at BAU

October, 24, 2017

#### Training topics

1. Sales and Marketing Skills: Contrast in International Marketing between Chosen European -Asian - African countries  
Training objectives: 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 to manipulate with consumers across the world. Following of understanding of global consumerism, the firms realize and used different sales and marketing skills. Which are definitely different in Europe, Asia or Africa. The goal of the training will be to understand the sales activities of companies, which act locally, 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.
2. Global citizenship education - Critical Thinking in Solving Problems and New Ideas  
Training objective: 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.

### 3. Basic Fundamentals in Project Management: Internationalization, Networking and Project Cooperation Opportunities in Higher Education

**Training objectives:** 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.

### 4. Skills in Using Computer Software - Neuromarketing as progressive methods in market research

**Training objectives:** 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.

### Trainers

No.	Topic	Trainer name	trainer Institution
1	Sales and Marketing Skills: Contrast in International Marketing between Chosen European -Asian - African countries	<b>Dr. Paluchová Johana</b>	Slovak University of Agriculture in Nitra
2	Global citizenship education - Critical Thinking in Solving Problems and New Ideas	<b>Dr. Mravcová Anna</b>	Slovak University of Agriculture in Nitra
3	Basic Fundamentals in Project Management: Internationalization, Networking and Project Cooperation Opportunities in Higher Education	<b>Dr. Gálová Janka</b>	Slovak University of Agriculture in Nitra
4	Skills in Using Computer Software - Neuromarketing as progressive methods in market research	<b>Dr. Berčík Jakub</b>	Slovak University of Agriculture in Nitra

### Training participants

No.	Topic	No.	No.
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		participants of students	participants of staff
1	Sales and Marketing Skills: Contrast in International Marketing between Chosen European -Asian - African countries	29	11
2	Global citizenship education - Critical Thinking in Solving Problems and New Ideas	12	15
3	Basic Fundamentals in Project Management: Internationalization, Networking and Project Cooperation Opportunities in Higher Education	34	10
4	Skills in Using Computer Software - Neuromarketing as progressive methods in market research	18	-



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students



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Name	Mail	Signature
Bashar Tayem Anleh	Bashar-Taim@hotmail.com	
Mohammed Ahmed Hussin	hermoodeh.kisswan@qmail	
Yazan Jahad Ahmed	Yazanrose95@yahoo.com	
Ahmad Ibrahim Alhakeem	Ahmad@.com	
Abdelilah Hyari	Abdelilahhyari@yahoo.com	
Rashed Abunowar	Rabunowar1@yahoo.com	
Butayna-makurat-salahat	butayna-salahat@gmail.com	
<del>Mohammed</del>		
Hiba Diab al-dmedat	haldmedat@gmail.com	
Thara'a Mohammed Baij	tharaabaij98@gmail.com	
Razan Mustafa SMadi		
Samer Barjous	samer.barjous@yahoo.com	
Sreez Naser Alubkad		
Noor Jalal alsaidi	nooralsaidi78@gmail.com	
Aya Khalil adeeb Khalil	ayakhal140@gmail.com	
Haneen Bassam Akleen	neen.heno@gmail.com	
Rawan Omar Abu-Hassan	rawanabuhassan@gmail.com	
Tasneem Zeyad Al-saaraf	0795846922	
Jumana Bahaa Al-Deen samour	jumanasamour18@yahoo.com	
malik shaker Abulhammed	malik.shaker16@gmail.com	
Muntaser Ali Abu Kadeja	abukadej.muntaser@gmail.com	
Marah Khader hammad	MarahK894@gmail.com	
Ruqay jabber abed jabber	Ruqayjabber97@hotmail.com	
Amal abed alttide Amayfeh	Amalalamayfeh@yahoo.com	
Isra'a Ahmad AlWeshah	Israa.weshah7@yahoo.com	
Ola adnan alattar	olalattar4@gmail.com	
Ahmad rashid albatsh	ahmad.rashid.albatch@gmail.com	
Duha Saadia Hamdan	Duhaftamalen00@gmail.com	
Lana Abu Judeh	lana95.abujudeh@hotmail.com	
Yara Soliman	may-15-me@hotmail.com	
Mariana Gilbert Heidamus	Marianahaidamus@gmail.com	
Aya Soliman Daloom	adaloom@gmail.com	
Rana mohammad arabiyet	rana.arabiyet@yahoo.com	
Tamara Saleem Abclalah	TamaraSaleem@yahoo.com	
Aya Mohammed Al-Qadi	ayalqadi70@gmail.com	



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Academic staff



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Project No: 561708-EPP-1-2015-1-DE-EPPK2-CBHE-JP  
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Al-Balqa' Applied University

Sales & marketing skills

24.10.2017

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Name	Mail	Signature
Dr. Osama Jamul AL-Nsour	osama.alnsour@yahoo.com	
Dr. omar chaleb Arabiad	omaralarabiad@yahoo.com	
Raied Soud Raja AL-Hiyari	rhiary2002@yahoo.com	
Nour Marwan Al-Qaishat	n.qaishat@yahoo.com	
Ala'a Mansour Al-Khrifat	alcamkh@yahoo.com	
Dr. Athman Obaidat	dr.athmanobaidat@hotmail.com	
Dr. Excimirey Al-Manasrah	excimirey@hotmail.com	
Eng. Basim Al-Dababseh	basdabas@yahoo.com	
Dr. Ehab Ghabeish	balappuniv@yahoo.com	
Dr. Tariq Azab	tazab@bau.edu.jo	Tariq
Mr. Mazher Jweihan	mzher_j@yahoo.com	Mazher





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