TEACHING INITIATIVES IN HIGHER EDUCATION:
GOOD PRACTICES FROM POLAND

Wojciech Dyduch
University of Economics in Katowice, Poland

Brandenburg 2016
About me

- Vice-Rector for Education and International Cooperation (2008-2016)
- Vice-Dean for Development at the Faculty of Management (2016-2020)
- Vice President of the Management and Organization Committee at the Polish Academy of Sciences
- Mentor in the Doctoral Colloquium Programme European Academy of Management
- Co-organizer of the Conference Track Organizing Creativity for Innovation – EURAM
- Ambassador for Poland of the Academy of Management Entrepreneurship Section
- Country VP of the European Council for Small Business
About the University

- **80** years
- **11,000** students
- **500** academic teachers,
- **5** faculties
- **17** majors
- **13** student organizations
- **37** scientific clubs
- **3** sports facilities (gyms, swimming pool)
- **10** buildings, **158** teaching rooms
- **32** computer rooms
- **240** students abroad / year
- **200** incoming foreign students / year
- **65,000** graduates, **900** Ph.Ds
- **200** partners, **4** US partners
The objective

- To present some didactic initiatives implemented at the University of Economics in Katowice
The situation – around the paradoxes
The situation – around the paradoxes

Less and less students. Paradoxically, universities cut costs and offer less classes, languages, sports, make larger groups, and the quality of teaching suffers

- Less classes? Paradoxically, the business practice expects more and more prepared alumni

- Management is a social science. Paradoxically, teaching it at the universities is assessed by quantitative indicators, mathematical measures, parametres, etc.
To reconcile the paradox
Industrial Doctorates (DBA)

- Legal limitations when writing a Ph.D.
- Interest from practice and companies managers
- Practical topics vs. „true science”
- Tuition fee programme preparing managers for the legitimate Ph.D.
Tutoring

- How to keep the best candidates/students at our university
- The tutoring programme, 1:1 meetings, 6-10 meetings per semester, homeworks, essays, master-disciple relation
- Financing of the programme
Tutoring
Specialist business foreign languages

- Two foreign languages, 120/60 hours
- B2, C
- Courses prepared for specific majors (eg. logistics, finance, management, etc.).
Corporate Readiness Certificate

- Towards more pragmatic and business oriented programmes
- Endorsed by IBM and ING
- Six-week programme with courses in English (services management, project management)
- We think of endorsing other majors with ‘big names’, especially management
ABSL Academy

- Courses prepared by our professors for people working in the service sector
Polish-US Scientific Seminar
Management in Practice

- Inviting every month a known manager or a business owner to share the know-how and inside-out of the company functioning
- Last time we invited the business fashion blogger
International students

- Special welcome at Inauguration
- Orientation weeks
- Warming-up activities
International students
International weeks

University of Economics in Katowice
Thank you!

Wojciech Dyduch

University of Economics in Katowice

dyduch@ue.katowice.pl
University of Economics in Katowice

www.ue.katowice.pl