



POZNAŃ UNIVERSITY
OF ECONOMICS



Lifelong
Learning
Programme

Invitation

to a

International Scientific Conference

Strategic games in managerial education

15 January 2014

Poznań University of Economics,

Poznań, al. Niepodległości 10

Room 236A



UNIVERSITY OF MANAGEMENT
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The conference is organised under the auspices of His Magnificence Rector
prof. dr hab. Marian Gorynia,
and President of the Wielkopolska Chamber of Commerce and Industry
Mr Wojciech Kruk.

Programme

08:45 – 09:00 **Registration**

Plenary session: room 236, Al. Niepodległości 10

09:00 – 09:15 **Opening**

prof. dr hab. Jacek Mizerka, Deputy Vice-Rector for Education and Students

dr hab. Aleksandra Gaweł, associate professor UEP

9:15 – 9:45 Project presentation (Aleksandra Gaweł, Maciej Pietrzykowski)

9:45 - 10:30 – Presentation of the business simulation Strategic Management Game (Konrad Fuks, Piotr Januszewski)

10:30 – 11:00 – Coffee break

11:00 - 12:30 Session I Educational methods and games in managerial education; room 236, Al. Niepodległości 10(moderator: Anna Wach-Kąkolewicz)

Speakers:

- Ewelina Wierzejska, Katarzyna Lis, Alicja RYTELEWSKA (Poznan University of Economics)
- Roberto Muffoletto (Applachian State University)
- Paweł Topol (Adam Mickiewicz University)
- Anna Wach-Kąkolewicz (Poznan University of Economics)

12:30-13:30 Lunch break



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**13:30-15:00 Session II The use of games from a
trainer's perspective, room 236, Al. Niepodległości 10
(moderator: Tomas Sabaliauskas)**

Speakers:

- Anna Bernaciak (Poznan University of Economics), Arnold Bernaciak (Poznan University of Economics) and Tomasz Brańka (Adam Mickiewicz University)
- Marcin Wardaszko (Leon Kozminsky Academy)
- Marcin Łączyński (SHtraining)
- Maciej Pietrzykowski (Poznan University of Economics)
- Katarzyna Mroczek (Poznan University of Economics)

15:00-15:30 Coffee break

**15:30 – 17:00 Session III The use of games from a
player's perspective, room 236, Al. Niepodległości 10
(moderator: Maciej Pietrzykowski)**

Speakers:

- Aleksandra Gaweł (Poznan University of Economics)
- Jacek Jankiewicz (Poznan University of Economics)
- Tomasz Brańka (Adam Mickiewicz University)
- Jakub Ryfa (Poznan University of Economics)
- Filip Nowacki (Poznan University of Economics)

17:00 Conference closes



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