2022

93RD SIEC-ISBE INTERNATIONAL CONFERENCE IN VIENNA – AUSTRIA 121 Years SIEC-ISBE https://siec-isbe.org/

Federal Ministry Republic of Austria Education, Science and Research

22. ECONOMIC PERSPECTIVES SEMINAR

Economy of the Future

What will be different in our societies and economies?
What impacts could economic changes have on business and economic education?

KPH-Seminarnummer: 8730.000.057

Kontakt: Johannes.Lindner@kphvie.ac.at

KIRCHLICHE PÄDAGOGISCHE HOCHSCHULE WIEN/KREMS

WU VIENNA

OESTERREICHISCHE NATIONALBANK EUROSYSTEM

AK WIEN

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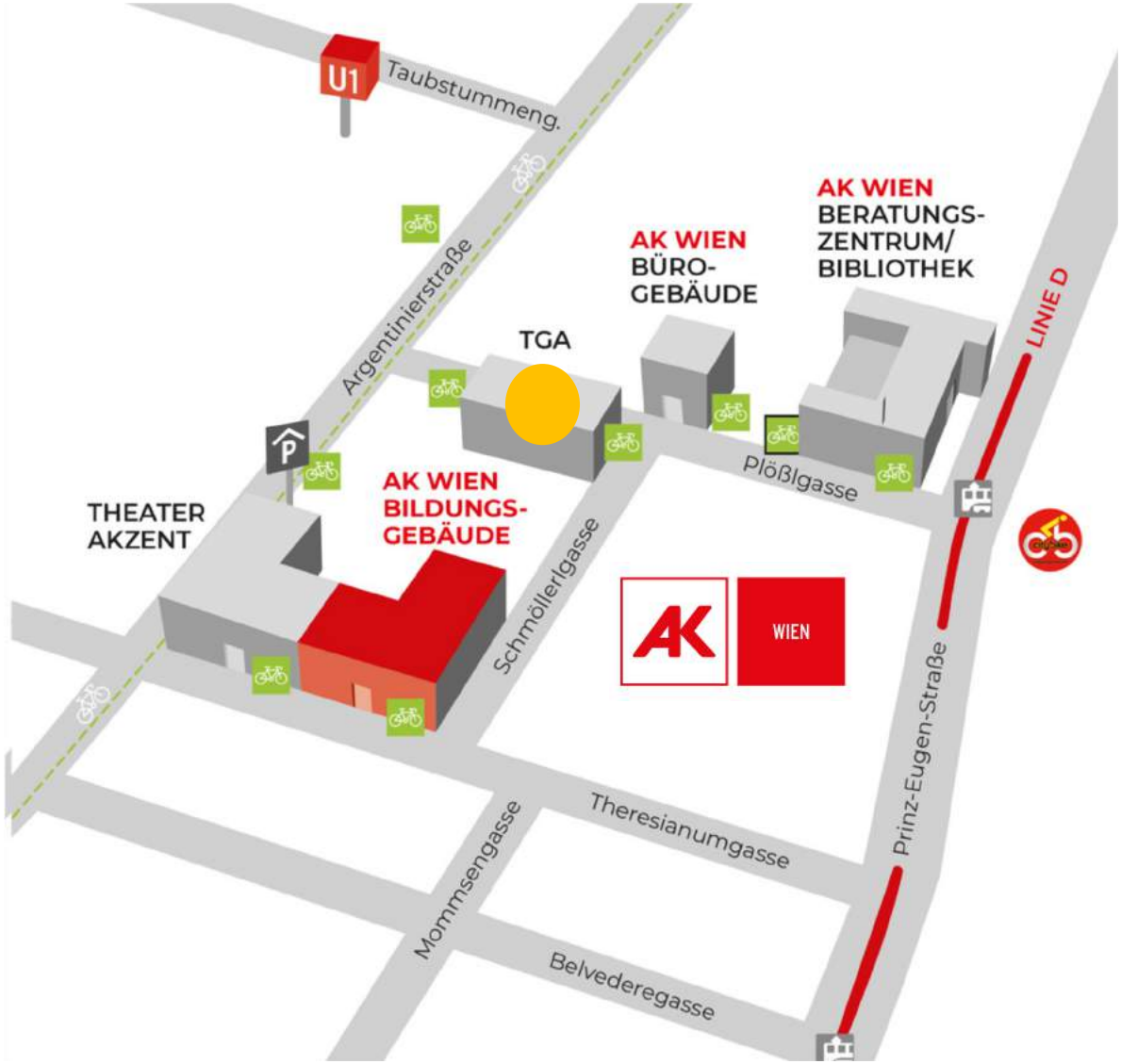
We., 19.10.2022,

Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)

09:00 – 09:30	Welcome	
09:30 – 10:30	Keynote speeches “The World State Machine of the Earth according to Fuller's idea of the World Game”	
10.30 – 11:00	*Coffee Break*	
11:00 – 12:30	Keynote speeches “The limits and solutions of the Capitalist nature”	
12:30 – 13:30	*Lunch Break*	
13:30 – 15:00	Session 2	Session 3
15:00 – 15:30	*Coffee Break*	
15:30 – 17:00	Session 4	Session 5
19:00 – 21:00	Networking Dinner (typical Austrian restaurant in the centre of Vienna)	

Die gelbhinterlegten Teile wendet sich an die internationalen Teilnehmer:innen. Österreichische Kolleg:innen Sind herzlich willkommen, bitte um Rückmeldung bei Interesse.

19.10. + 20.10. Host: TGA of the Vienna chamber of labour



Audi Max (B402)
4. floor
TGA, Plößlgasse 13,
Vienna 4

Tram D oder metro U1

Registration and Welcome

We., 19.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)

08:30 Registration
09:00 Welcome

Mag. Vinzent Hilbrand
Coordinator of business and economic education at the Vienna chamber of labour

Credit:: Gerry Frank

Dir. Evelyn Meyer
Director of the VBS Akademiestraße
President SIEC-ISBE International

Prof. Johannes Lindner
President SIEC-ISBE Austria

| What are the challenges of the present world? |

The World State Machine following Buckminster Fuller's Idea of a World Game”

We., 19.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)

09:30 – 10:30

The world state machine shows the constitution of the earth and makes it possible to track changes in real time. Data is displayed on a luminous globe that illustrates how high the environmental pollution and natural resources are in different parts of the world, but also where, for example, armed conflicts are destroying the basis of life. The special feature is the visualisation of the real-time databases: the world state machine also displays migration rates, which show very vividly where people are fleeing from, or you can track storms and wildfires in real time, see where earthquakes are shaking and get an impression of the state of the world's oceans.

Moderation: Dir. Evelyn Meyer

Christian Bauer

Initiator and project manager

| What are the challenges of the present world? |

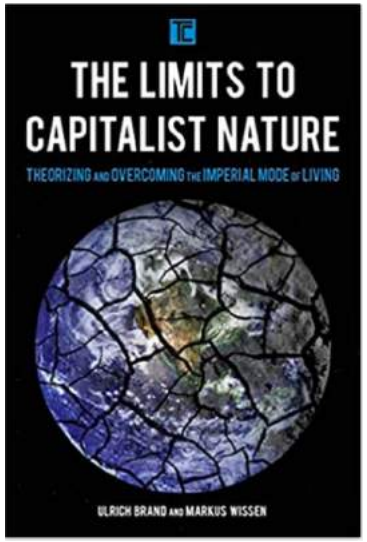
The limits and solutions of the capitalist nature

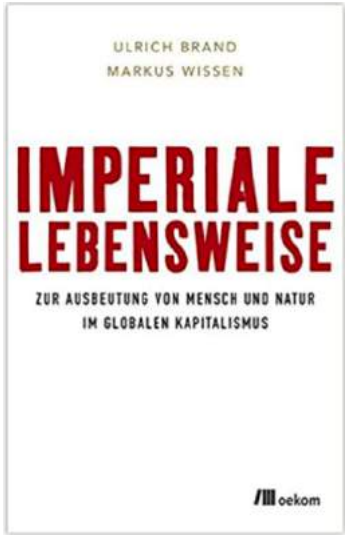
We., 19.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)

11:00 – 12:30

The talk provides for a historical-materialist understanding of the multiple crises of capitalism, focusing on the ecological crisis and its interaction with other crisis phenomena (financial crisis, crisis of democracy, economic crisis). Drawing on political ecology, Gramscian theory of hegemony, critical state theory and the regulation approach, it introduces the concept of an imperial mode of living in order to better understand the everyday practices and perceptions as well as the social relations of forces and institutional constellations that facilitate environmentally destructive patterns of production and consumption. Finally, the talk proposes a democratisation of societal nature relations as a way out of the crisis that requires overcoming capitalist property relations and the exclusive forms of controlling nature guaranteed by them.

Moderation: Prof. Johannes Lindner





Univ.-Prof. Dr. Ulrich Brand

Professor for International Politics at the University of Vienna

universität wien

| What are the challenges of the present world? |

Session 2: Elaborating future trends of business teaching – Workshop

We., 19.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 3. floor, B 308 - B 310

13:30 – 15:00

The starting point is a study by the Finnish Future Fund SITRA on megatrends of the 21st century. The workshop will develop teaching practices for business and economic education for schools and universities that meet the future demands of society.

Moderation: Prof. Johannes Lindner

Heidi Havumäki, MSc Economy

Education Manager at Perho Culinary, Tourism and Business College, Finland

Mariann Holmberg, MSc Chemistry

Senior Lecturer at Arcada University of Applied Sciences

Minna Lehtola, MA, BBA

Lecturer at Arcada University of Applied Sciences

Perho CULINARY, TOURISM & BUSINESS College

ARCADA

| What are the challenges of the present world? |

Session 3: Digital Competencies for the economy of the future

We., 19.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)

13:30 – 15:00

- Digital Competencies of Students in Styria (Austria) – Condition for the economy of the future

DiKoS – Analysis and Development of Digital Competencies of Students is a project of all higher education institutions in the Austrian Province of Styria. The project is dedicated to a comprehensive self-assessment of the digital competencies of first-semester students followed by the formulation of practical implications for academic teaching. In the winter semester 2019/2020, 5.866 students began their studies in Styria. 4.676 could be questioned, which corresponds to a response rate of 79.7%.

- How are senior citizens capable to cope with the world of digital natives?

David Luidold, MSc
Department of Business Education and Development at the University of Graz

Univ.-Prof. Dr. Peter Slepcevic-Zach
Associate professor at the Department of Business Education and Development at the University of Graz

Univ.-Prof.in Dr.in Michaela Stock
Head of the Department of Business Education and Development at the University of Graz

Moderation: Univ.-Prof.in Dr.in Elizabeth Riebenbauer (Austria) - PDC

We work for tomorrow

UNI GRAZ

| What are the challenges of the present world? |

Session 3: Digital Competencies for the economy of the future

We., 19.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)

13:30 – 15:00

- Digital Competencies of Students in Styria (Austria) – Condition for the economy of the future

- How are senior citizens capable to cope with the world of digital natives?

This study discusses the continuously growing threat to the senior citizens who can be isolated from the society if their digital competences and experiences are too poor in today's digital world. It has been noted that to cope with one's pursuits seniors need to actively construct and maintain their capabilities in ways that are flexible in the world of the digital devices, in response to the changing vicissitudes of life.

Moderation: Univ.-Prof.in Dr.in Elizabeth Riebenbauer (Austria) - PDC

Dr.in Pirjo Takanen-Körperich
DACUM Finland

Dr.in Hely Westerholm MBA
CEO of DACUM Finland

Session 4: Ethical Perspectives & Critical realism – Talks & Discussions

We., 19.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 3. floor, B 308 - B 310

15:30 – 17:00

- Teaching Global, Ethical, & Professional Perspectives

Presentation examines an approach to teaching students an understanding of ethical and legal issues, addressing global etiquette, preventing cybercrime, understanding privacy issues including privacy in social networking, protecting freedom of expression and intellectual property, and responsibly developing software including risk analysis. Discussion Includes a focus on global networked readiness, digital highways, and challenges that students face in a global environment. Discusses changes due to the impact of COVID.

Moderation: Prof. Gerry Begeman (USA)
PDC Chair and Delegate

Univ.-Prof.in Jan Bentley
Head of the Department Information Systems and Technology, Utah Valley University

Univ.-Prof.in Cynthia Krebs
Program Director Business and Marketing Education, Utah Valley University

DeDe Smith
Senior Lecturer Information Management, Utah Valley University

UTAH VALLEY UNIVERSITY

| What are the challenges of the present world? |

Session 4: Ethical Perspectives & Critical realism – Talks & Discussions

We., 19.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 3. floor, B 308 - B 310

15:30 – 17:00

- Critical realism: A conceptual framework for perceiving economic issues and enriching business education

This presentation proposes critical realism as a framework for making sense of economic issues. It is a philosophy that assists an understanding of the world that is real but which may be differently interpreted by different observers. Critical realism is proposed as a conceptual lens that assists our understanding of the challenges faced by the present economic world, facilitates our analysis of economic issues, and provides us with insights about pedagogical approaches that enrich business education.

Moderation: Prof. Gerry Begeman (USA)
PDC Chair and Delegate

PhD. Emanuel Mizzi

Business education coordinator
at the Faculty of Education,
University of Malta

L-Università ta' Malta

| What are the challenges of the present world? |

Session 5: Digital Entrepreneurial Learning and Learning Analytics

We., 19.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)

15:30 – 17:00

- The Potential of Massive Open Online Courses in Stimulating Intrapreneurship

It It has become imperative to stimulate and support employees to behave entrepreneurially within organizations (intrapreneurship). However, little is known about how digital and scalable training formats such as massive open online courses (MOOCs) can contribute to nurture intrapreneurial intentions. Therefore, this session elaborates on the different potentials of MOOCs in stimulating intrapreneurship (and for entrepreneurship education in general), following a sequential mixed-methods approach.

Stimulating intrapreneurial intentions with digital business training in the VET sector: the potential of massive open online courses

Christian Friedl
Institute of International Management
FH JOANNEUM University of Applied Science Graz

Corresponding Author: Christian Friedl, christian.friedl@fh-joanneum.at

Abstract

Introduction

Supporting Global Business Education since 1901

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Prof. Dr. Christian Friedl, M.Sc.
Associate Professor FH JOANNEUM
Institute of Intern. Management & Entrepreneuership

FH JOANNEUM
University of Applied Sciences

Moderation: Petra Bragadottir (Iceland) – Past President SIEC

Session 5: Digital Entrepreneurial Learning and Learning Analytics

We., 19.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)

15:30 – 17:00 ○ Learning Analytics in Business Teacher Education

There is growing interest in using technologies such as learning analytics to benefit from educational data. Data generated in digital learning environments can be visualized on dashboards using learning analytics in order to support teaching-learning processes. However, there is still little empirical evidence on how learning analytics can assist teachers and learners. Our study in the master's program in business education and development addresses this desideratum.

Moderation: Petra Bragadottir (Iceland) – Past President SIEC

Silvia Lipp, MSc
Researcher at the Department of Business Education and Development at the University of Graz

Univ.-Prof.in Dr.in Michaela Stock
Head of the Department of Business Education and Development at the University of Graz

We work for tomorrow

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| What are the challenges of the present world? |

Th., 20.10.2022,

Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)

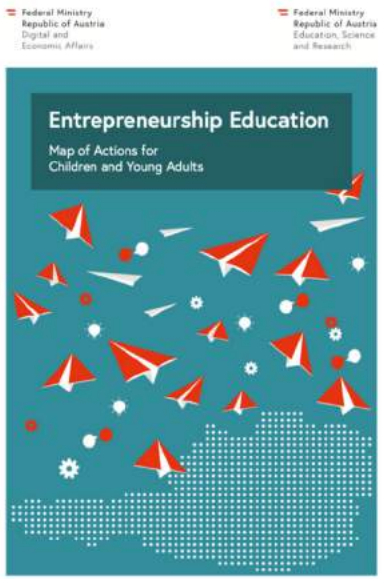
09:00 – 09:45	Keynote speeches "We shape the future – Entrepreneurship Education for children and young adults"
09:45 – 10:30	"On the way to the economy of the future with target group-specific Entrepreneurship Education"
10.30 – 11:00	*Coffee Break*
11:00 – 12.30	Keynote speeches "The good life for all"
12:30 – 13:00	*Lunch Break*
13:30 – 15:00	Didactic approaches in English and German - Workshop as stationary operation Station 1: Teaching Tools and Tips - Sharing experiences after more than 40 years of learning & teaching with students in the USA Station 2: "Mural" a tool for virtual collaboration and visualization Station 3: Learning economy with serious games Station 4: Implementation in the classroom of Kate Raworth approach "Doughnut Economics – Seven Ways to Think Like a 21st Century Economist" Station 5: Station 5: Get involved – the Debate Club Station 6: E-Learning Money Matters or financial education made easy
15:00 – 15:30	*Coffee Break*
15:30 – 16:15	General Session
19:00 – 22:30	Round Table ○ Do we need more utopias for reality to develop?

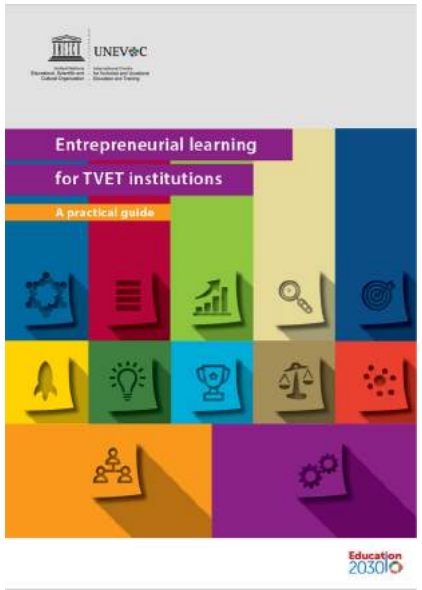
We shape the future - Entrepreneurship Education for children and young adults

Th., 20.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)

09:00 – 09:45

All entrepreneurs of the future are in school today. The way they are educated and taught will determine how they participate in society and the economy. Independent thinking and responsible action are the basis for a vibrant society. Entrepreneurship education is the programme for young people - comparable to programmes in sports (skiing or football) - for the future shapers of a sustainable society and economy. In Austria, within the framework of the National Action Plan for Entrepreneurship Education for Children and Young Adults, work has been done on goals for entrepreneurship education. In order to promote the entrepreneurial mindset among children and young adults, a number of actions for the establishment of a systemic programme for young entrepreneurs are to be implemented in the next few years





Prof. Johannes Lindner
Founding Chairman IFTE.at and federal cooridnator e.e.si (BMBWF)
Head of the Department of Entrepreneurship Education and value-based Business Education of the University Teacher College Vienna/Krems
President of SIEC-ISBE Austria

| What will be different in our societies and economies? |

On the way to the economy of the future with target group-specific Entrepreneurship Education

Th., 20.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 4. Floor, Audi Max (B402)

09:45 – 10:30

According to the motto: “Anticipating the future: Educating, training and qualifying today for tomorrow", various activities have started within the framework of entrepreneurship education. This presentation introduces three current research projects focusing on primary, secondary and tertiary education. Their overall aims are to improve entrepreneurial and intrapreneurial competences and to foster personal and economic growth. Didactic concepts for various learner´s needs, the role of business teachers and the expected impact on a sustainable competence development are also discussed.

Moderation: Mag.[a] Eva Jambor
Coordinator ”Empowering each child”
IFTE - Entrepreneurship for Youth

Dr.[in] Susanne Kamsker
Researcher at the Department of Business Education and Development at the University of Graz

Univ.-Prof. [in] Dr. [in] E. Riebenbauer
Associate professor at the Department of Business Education and Development at the University of Graz

Univ.-Prof.[in] Dr.[in] Michaela Stock
Head of the Department of Business Education and Development at the University of Graz.

We work for tomorrow

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| What will be different in our societies and economies? |

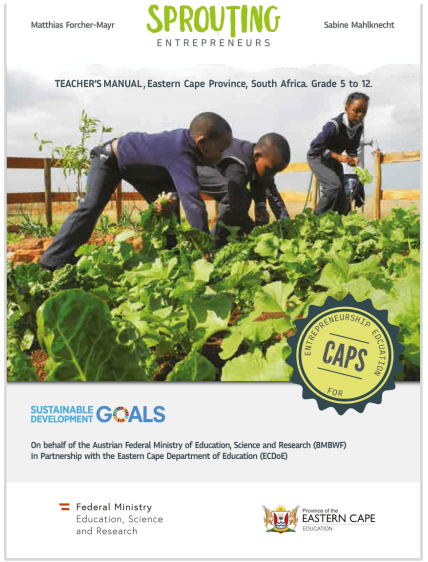
The good life for all - Entrepreneurship Education for Societal Development and Democratic Citizenship. Learnings from the Global South.

Th., 20.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 4. Floor, Audi Max (B402)

11:00 – 12:30

The presentation discusses experiences of designing and implementing entrepreneurship education programs in the South African developmental state and their relevance for the international entrepreneurship education discourse. It builds on a collaborative dialogue with youth, teachers, school principals, and education department officials. The capability approach, introduced by the philosopher and economist Amartya Sen, will be discussed as a framework for needs assessment, planning and didactical development in the context of entrepreneurship education. An emancipatory perspective in entrepreneurship education will be highlighted.

Moderation: Prof. Johannes Lindner



Discourse and Communication for Sustainable Education, vol. 11, no. 2, pp. 65–84, 2020

Critical Entrepreneurship Education in General Education and TVET: Two Concepts of Practice in a South African Township

Matthias Forcher-Mayr and Sabine Mahlknecht
Ithuba Community Colleges, South Africa

Abstract

This paper examines the dominant approach to entrepreneurship education in the South African education system regarding the crisis of youth unemployment. It draws on the case of the public-school sector, in conjunction with the technical vocational education and training (TVET) subsector of the post-school education sector. The comparison of the entrepreneurship education sector plan for public schools with the discourse on TVET reform shows that entrepreneurship education similarly follows the 'skills perspective' with a dominant focus on the formal economy, which is informed by a human-capital based and productivist approach to education. The authors argue that this understanding of entrepreneurship education employs a too narrow perspective on youth unemployment as it overlooks individual capabilities and agency and can contribute to an experience of youth unemployment as individual failure. The authors expand this argument by suggesting a critical entrepreneurship education approach, which is outlined based on two programmes at primary-school and post-school education (TVET) level in a poor urban area. The authors argue that a critical entrepreneurship education approach contributes to learning for capabilities, social justice and democratic citizenship.

Keywords: critical entrepreneurship education, capability approach, South Africa, school, TVET, entrepreneurship education, youth unemployment.

Introduction

In this paper we discuss how the notion of entrepreneurship education in the South African public education system is based on a human-capital theory and a productivist perspective. We suggest a critical entrepreneurship education approach as an alternative. South Africa is an upper-middle income country that shows high levels of absolute income poverty (Seekings, 2019). The level of inequality remains one of the highest in the world (Bundy, 2018). The development agenda and related economic policy have both been criticised as neoliberal and for not adequately addressing the socioeconomic challenges of post-apartheid South Africa (Adelzadeh, 1996; Bond, 2000; Narsiah, 2002; Terreblanche, 2002). Seekings and Nattrass (2015, p. 21) argue that its "distributional regime" combines neoliberal and social democratic elements. South Africa has chosen a growth

Dr. Matthias Forcher-Mayr
initiator and chief facilitator of the Sprouting Entrepreneurs program in South Africa and Uganda.
Representative of the Austrian Federal Ministry of Education, Science and Research (BMBWF) in South Africa.

SPROUTING ENTREPRENEURS
growing change

| What will be different in our societies and economies? |

Didactic approaches in English and German - Workshop as stationary operation

Th., 20.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)

13:30– 15:00

A workshop that shows how economic and entrepreneurial skills can be learned through serious games and digital approaches. How exchange of experiences can take place across borders. The workshop is organised as a station operation. Five stations of 25 minutes each will be offered in English or German, i.e. participants can choose three.

Station 1: Teaching Tools and Tips - Sharing experiences after more then 40 years of learning & teaching with students in the USA

Station 2: "Mural" a tool for virtual collaboration and visualization

Station 3: Learning economy with serious games

Station 4: Implementation in the classroom of K. Raworth approach "Doughnut Economics – Seven Ways to Think Like a 21st Century Economist"

Station 5: Get involved - the Debate Club

Station 6: E-Learning Money Matters or financial education made easy

Prof. Gerry Begeman
Dean em. Bermuda College
SIEC-ISBE Professional Development Committee Chair

Prof. Johannes Lindner
Head of the Department for Entrepreneurship Education and value-based Business Education at the University Teacher College Vienna/Krems

BERMUDA COLLEGE

KPH KIRCHLICHE PÄDAGOGISCHE HOCHSCHULE WIEN/KREMS

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Station 1: Teaching Tools and Tips - Sharing experiences after more then 40 years of learning & teaching with students in the USA

Station 2: "Mural" a tool for virtual collaboration and visualization

Prof. em. Joanne Osgood
Chaffey College (USA)

Prof. em. Andrea Pace
Business Education Instructor
Portland Community College (USA)

David Luidold, MSc
Department of Business Education and Development at the University of Graz

Chaffey College

Portland Community College

UNI GRAZ

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Station 3: Learning economy with serious games

Johannes Lindner
Head of the Department for Entrepreneurship Education and value-based Business Education at the University Teacher College Vienna/Krems

Susanne Spangl
Department for Entrepreneurship Education and value-based Business Education at the University Teacher College Vienna/Krems

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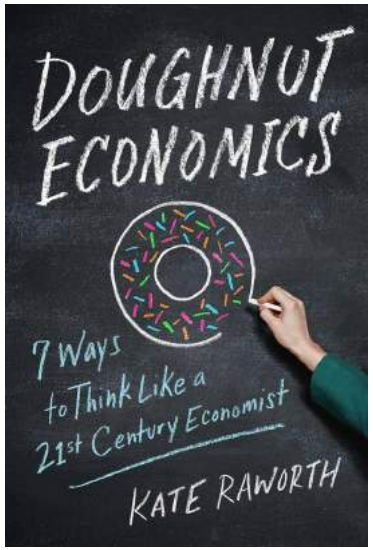
Station 4: Implementation in the classroom of Kate Raworth approach "Doughnut Economics – Seven Ways to Think Like a 21st Century Economist"



Werner Holzheu
Department for Entrepreneurship Education and value-based Business Education at the University Teacher College Vienna/Krems

KIRCHLICHE PÄDAGOGISCHE HOCHSCHULE WIEN/KREMS

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Station 5: Get involved – the Debate Club

Prof. Stefan Lamprechter

Department for Entrepreneurship Education and value-based Business Education at the University Teacher College Vienna/Krems

Didactic approaches in English and German - Workshop as stationary operation

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Station 6: E-Learning Money Matters or financial education made easy

Andrea Strohmayer
Sustainability and Financial Education Expert at Bank Austria

Brigitte Yildirim-Hummer
Social Impact Banking Bank Austria

Bank Austria
Member of UniCredit

Thursday, October 20th

Round Table at
the Austrian Central Bank
19:00 – 22:30

"Utopias for the education of the future and necessary steps to achieve them”

- Do we need more utopias for reality to develop?
- How should we prepare young people for the future?

OESTERREICHISCHE NATIONALBANK
EUROSYSTEM

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Do we need more utopias for reality to develop?

Th., 20.10.2022, Place: OeNB / Central Bank Austria, Otto-Wagner-Platz 3, Vienna 9

19:00 Opening
followed by keynote speech

Dr.in Birgit Niessner
Head of the Economics Department
OeNB / Central Bank Austria

Prof. Johannes Lindner

Dr.in Melanie Sindelar
University Vienna & Webster
Vienna Private University

SC Doris Wagner
Federal Ministry of Education,
Science and Research

Do we need more utopias for reality to develop?

Th., 20.10.2022, Place: OeNB / Central Bank Austria, Otto-Wagner-Platz 3, Vienna 9

19:30 – 21:00 Roundtable
21:00 - 22.00 drinks and conversations

- Utopias for the education of the future and necessary steps to achieve them.
- How should we prepare young people for the future?

Valentin Mayerhofer
Managing Director
IFTE- Entrepreneurship for Youth
Moderator

Dr. Matthias Forcher-Mayr
Initiator of the “Sprouting Entrepreneurs” program

Mag.ª Eva Jambor
Coordinator Empowering each child
IFTE - Entrepreneurship for Youth

Eva Keiffenheim
Founder, Speed Up, Buddy!

Dr.in Melanie Sindelar
University Vienna

Univ.-Prof.in Dr.in Sigrid Stagl
Head of the Institute for Ecological Economics
Vienna University of Economics and Business

SC Doris Wagner
Federal Ministry of Education, Science and Research

Friday, October 21st

Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2

09.00 – 10:00

Guided Tour at the University Campus

Source: Vienna University of Economics and Business

Fr., 21.10.2022,
Place: WU Wien, Welthandelsplatz 1, Vienna 2 & digital

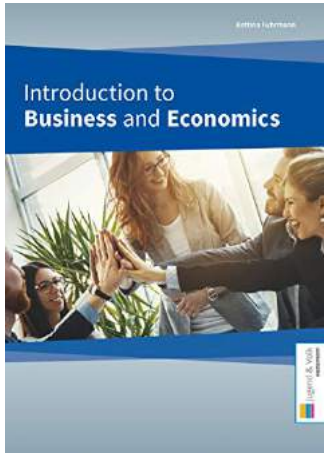
	in English (hybrid)		in German
09:00 - 10:00	Guided Tour at the University Campus		
10:00 - 10:30	Session 6	10:30 – 12:00	Session 7 Keynote Prof. Seeber
10.35 - 10:55			
11:00 - 11:30			
11:30 - 11:45	*Coffee Break*		
11:45 - 12:30	Session 8		
12:30 - 13.15	*Lunch Break*		
13:15 - 14:05	Session 10	13:20– 13:50	Session 9 Keynote Prof.^{in} Fuhrmann
14:10 - 14:30	Session 12	14:00 – 15.30	Session 11 (2x30 Min)
14:30 - 15:15			
15:15– 15:35			
		15:30 –16:30	Session 13 Forum
		16:30 – 17:30	Session 15 (2x30 Min)

Session 6: Using cases to introduce students to business and economics

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital

10:00 – 10:25

In this session, the didactic concept and the content of a recently published introductory textbook on business and economics are presented. The main purpose of this textbook is to foster a thorough understanding of main basic concepts of economics and business like the basic idea of exchanging goods and services, supply and demand meeting on the market, competition and prices, types of households and of businesses and the circular flow of the economy, of money and its functions, forms of business ownership and sources of finance, marketing, accounting and personnel management. The textbook also intends to motivate readers to learn more about these concepts and to continue their studies of business and economics. Throughout the textbook two very different cases of businesses that are linked but can be analysed separately are used as illustrative examples. These cases are used in all chapters of the textbook in order to illustrate the concepts and make the interrelationships between these concepts clear and understandable for the readers. The final chapter of the textbook comprises a third case study which can be used to assess the readers' abilities to apply their knowledge and solve problems.



Moderation: Mariann Holmberg, MSc (Finland)
PDC Reviewer and Delegate

Stefanie Leitner MSc (WU), MA
Institute for Business Education WU Wien

| What impacts could economic changes have on business education? |

Session 6: Can we have prosperity without growth?

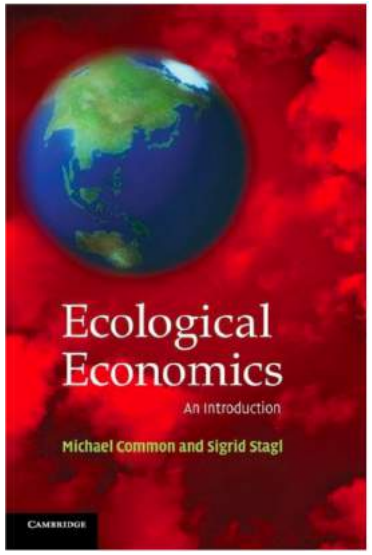
Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital

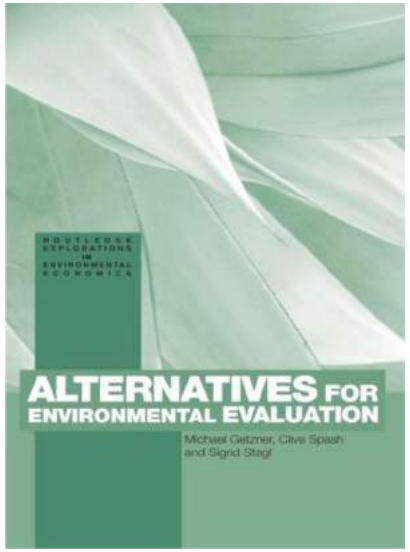
10:30 – 11:00

Climate-friendly society

The way out of the climate crisis can succeed if the economy and our lives are now aligned according to radically ecological criteria. A comprehensive transformation of the economic system is required to prioritise the satisfaction of human needs with low energy use and to organise supply.

Moderation: Prof. Johannes Lindner





Univ.-Prof.in Dr.in Sigrid Stagl
Head of the Institute for Ecological Economics
Vienna University of Economics and Business

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Session 6: Commercial Education and the Boyer Model of Scholarship – Talk & Discussion

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital

11:05– 11:30

Ernest Boyer stimulated discussion on the priorities of university scholars. He emphasised the need for a broader view of what it means to be a scholar - the recognition that knowledge is acquired through research, through synthesis, through practice and through teaching. To achieve this, Boyer developed four domains of scholarship: discovery, application, teaching and integration. This is known today as the Boyer model.

Moderation: Mariann Holmberg, MSc (Finland)
PDC Reviewer and Delegate

Univ.-Prof. em. Dr. Anthony Shannon
University of Technology, Sydney
Academic Dean of the Commercial Education Society of Australia (CESA)

Jacob Gavin Munday
Bedford College, Sydney
Vice President of the Commercial Education Society of Australia (CESA)

COMMERCIAL EDUCATION
Society of Australia
Est. 1910

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Session 7: Wirtschaft als eigenes Schulfach?

Effekte auf die Kompetenzen und Einstellungen der Lernenden

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2

10:30 – 12:00

Die Präsentation stellt die Ergebnisse einer Studie in den Mittelpunkt, die über vier Jahre die Einführung des Faches Wirtschaft/Berufs- und Studienorientierung in Baden-Württemberg begleitete. In einem Vergleich der letzten Kohorte von Lernenden ohne Fach mit den Schüler:innen, die erstmals im Fach unterrichtet wurden, werden Facheffekte untersucht und bewertet. Im Mittelpunkt stehen die Fragen, inwieweit der Unterricht zu einer Stärkung ökonomischer Kompetenz beiträgt, und ob durch ihn nicht intendierte Einstellungsänderungen bewirkt werden.

Zunächst erläutert der Vortragende die mit der Facheinführung einhergehenden curricularen Änderungen sowie die Diskussion um das Für und Wider der Facheinführung. Vor diesem Hintergrund und auf der Basis von Ergebnissen einer vorangegangen Querschnittsstudie zur ökonomischen Kompetenz werden die erkenntnisleitenden Fragestellungen entwickelt. Nach einem kurzen Abriss zur Methodik und zur Repräsentativität der Stichprobe werden ausgewählte Detailergebnisse vorgestellt, in den internationalen Stand der Forschung eingeordnet und diskutiert.

Moderation: Univ.-Prof.in Dr.in Bettina Fuhrmann, WU Wien

Univ.-Prof. Dr. Günther Seeber
Institut für Sozialwissenschaften /
Abteilung Wirtschaftswissenschaft
Universität Koblenz - Landau

Session 8: Diversity Management

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital

11:45 – 12:30

The general aim of the talk of is to support social and economic integration of migrants and ethnic minorities via awareness-raising and training of employers at SMEs and NGOs. In our opinion the best way to promote is tell success stories, best practice, and promote and facilitate dialogues in this important issue and provide education and training. In the future, it will be important to create understanding between different cultures and increase knowledge and understanding of diversity management to the labor market. Our aim is to bring equal opportunities for all: for work, for leisure, for life. Education and educational institutes have a major role in teaching new ways of thinking, changing the unequal practices in working life. There is a large need for cultural competence and for diversity management training. Do you really wait until you grow to have a strategy for diversity, or do you create a strategy for diversity? That is the question that we all need to figure out.

Moderation: Emanuel Mizzi - (Malta)
PDC Member and Delegate

Dr.in Helena Miettinen
Business College Helsinki

Taru Toivonen D.Sc.,M.Sc
Business College Helsinki

Business College HELSINKI

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Session 9: Wirtschaftsdidaktik Tagung
Man kann nicht nicht wirtschaften – ein Einstieg in das wirtschaftliche Denken und Handeln

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2

12:30 – 13:15

Die Keynote beschäftigt sich mit der Frage, wie man Schülerinnen und Schüler für die wirtschaftlichen Überlegungen in ihrem Alltag sensibilisieren kann. Basierend auf konkreten Beispielen, die man im Unterricht in Interaktion mit den Schülerinnen und Schülern – selbst wenn sie noch keine betriebswirtschaftlichen Vorkenntnisse haben – bearbeiten kann, werden wesentliche ökonomische Prinzipien abgeleitet und mit Überlegungen zum nachhaltigen und ethischen Wirtschaften verknüpft.

bis 17:30

Das Detailprogramm der Wirtschaftsdidaktik Tagung folgt im September. Es werden mehrere deutschsprachige Beiträge zeitgleich angeboten.

Session 11 13:15 Uhr (2x30 Min)

Session 13 14:15 (90 Min.) Wipäd Forum

Session 15 15:45 Uhr (2x30 Min)

Ausklang 16:45 Uhr

Univ.-Prof.in Dr.in Bettina Fuhrmann
Director of the Institute for Business Education WU Wien
Vice-President SIEC-ISBE International (German-Speaking Region)
Vice-President SIEC-ISBE Austria

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Session 10: Declining enrolment of male learners in US colleges and universities – Talks & Discussions

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital

13:15-14:05 This research-based presentation looks at the decline in the number of male students in the United States over the past decade and explores the possible reasons for this through expert articles.

Moderation: Prof. Gerry Begeman

Dr. David Bath
Assistant Professor
Rogers State University

Univ.-Prof.in Dr.in Dana Moore Gray
Rogers State University (USA)

Dr.in Mary A. Millikin
Associate Vice President
for Academic Affairs
Rogers State University

Michelle Owens MLIS
Institutional Data Analyst.
Institute of Technology
Oklahoma State University

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Session 12: Everyone a Changemaker

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital

14:10 – 14:30

The engaged start-up project is about the production of plastic bricks from recycled plastic waste. The bricks are used to build sustainable garden houses. The team is part of the Changemaker programme and was awarded the Rotary Youth Award in silver.

Moderation: Dir. Evelyn Meyer

Team Futures Home
VBS Akademiestraße

Session 12: Faculty support and availability to learners – Talk & Discussion

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital

14:30– 15:15

Faculty support and availability to learners is critically important to learner success (Paul & Cochran, 2013; Clark et al, 2009). Traditionally that support and availability has been defined in policy as faculty office hours – dedicated dates and times during which faculty commit to staff their on-campus offices for learners who want to schedule in-person appointments. Due to technological advancements since the year 2000, the global pandemic, and dramatic advances in online course design, research continues to grow to support the notion that learners want and need more timely support and availability of faculty. This research addresses the historic origins of office hours, the expansion to virtual office hours, and finally the growing call for increased responsiveness with more flexibility outside of office hours. Finally, this research proposes building an organizational culture of responsiveness to support learner success.

Moderation: Prof. Gerry Begeman

Univ.-Prof.in Dr.in Dana Moore Gray
Rogers State University (USA)

Dr.in Maryann Lamer
Marketing & PR-Expert
Purdue University (USA)

Robert Lamer
Adjunct professor Purdue University Global.
Robert Lamer Real Estate
and MLR Investments

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Session 12: Sustainable Schools

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 6 digital

15:15 – 15:35

Education for Sustainable Development & Spirituality

The ecological, economic and social areas of sustainability together with spirituality - as a religious-ethical-philosophical educational dimension - can enrich and bring together the most diverse educational content. Numerous projects that apply this method are being developed at the Vienna Business School Akademiestraße, in cooperation with the International Education Network PILGRIM and the KPH Wien/Krems.

Moderation: Dir. Evelyn Meyer

Prof. Dr. Piotr Kubiak

Department Education for Sustainable Development & Spirituality at the University Teacher College Vienna/Krems