

# VIRTUAL VISITING PROFESSORS

**Strategic Partnerships in Higher Education**

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# Motive, Objectives, Means

- **Motivated** by the constraints of multinational cooperation during the Covid-19 pandemic
- **Idea:** Let teachers follow students and students follow teachers wherever they may be at the moment
- **Objectives:**
  - Develop and test innovative means of delivering university courses
  - Motivate teachers and students to become more international (make mobility more inclusive)
- **Means:**
  - Identify and eliminate obstacles to teaching joint classes of students transnationally
  - Develop and test a set of courses including teaching materials to enable validation of the concept and initiate such a program

# Project Partners

- University of Chemistry and Technology Prague, School of Business
- Sveučilište Josipa Jurja Strossmayera u Osijeku, Faculty of Economics in Osijek
- Kauno Technologijos Universitetas, School of Economics and Business
- Directly involved **26 staff** (managers, teachers, administrators, technicians, trainers), **88 students**

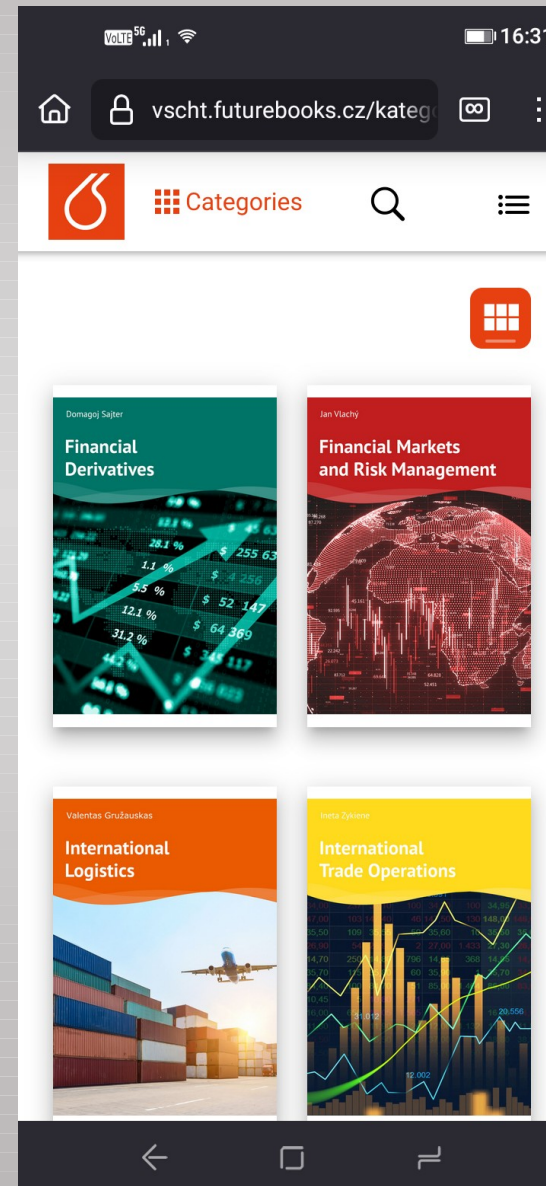


# Project Outputs

- **Course Implementation Methodology** (IO 1): Blended teaching standards, term organization, administration, program mapping, credit recognition, Agreement on the Status of Guest Students
- **Course Syllabi** (IO 2-4): For nine courses, mutually reviewed
- **OER Implementation Methodology** (IO 5): Platform to develop the e-books, including manual, training, authors' feedback
- **Open Electronic Resources** (IO 6-14): 9 interactive e-books, reviewed, published, used for teaching and as professional books
- **E-learning Modules** (IO 15-17): Successfully tested enrolments, administration, teaching, assignments, using different systems
- **Pilot Courses** (IO 18-20): Principles of Marketing (UCT, 34 students = 14+12+8, 7 Erasmus), Regional Economics (KTU, 26 = 16+5+5, 7), Financial Derivatives (28 = 15+4+9, 3)

# Technology

- Project involved in the **development** of the Futurebooks OER platform (library and editing system for interactive e-books)
- Based on project needs, its capabilities were substantially **enhanced**, feedback improved reliability and users' (authors', as well as readers') utility
- Diverse **e-learning** applications of the 3 universities were applied and tested in the pilots



The criteria "to be competitive by building a sufficient number of branches and ATMs" and "not to increase the price of services and the financial demands of the bank" are:

- Conflicting
- Complementary
- Decreasing

What criteria would you choose to select a suitable location for branches and ATMs?

- population in localities
- demographic and income structure of the population
- number of theaters in the locality
- number and size of business entities
- income structure of business entities
- investment requirements for the establishment of branches
- distance to the nearest hospital
- number of schools per 1000 inhabitants

At what stages of the decision-making process are banks certainly **not** now? (Nemůžu tu psát do červeného rámečku: o jaké banky jde? some phases O jakékoli nebo o ty pobočky? V druhém případě je potřeba použít "the banks"). Please note that may overlap partially.

- Identification of a decision-making problem
- Analysis and formulation of a decision-making problem
- Establishing evaluating criteria
- Creation of alternatives
- Assessing the impacts of the alternatives
- Evaluation and selection of an alternative
- Implementation of the given alternative
- Checking the results and monitoring the conditions

SUBMIT



Task overview



Next task

# Heritage at UCT

- The library originating in Virtuals (<https://vscht.futurebooks.cz/>) now includes **27 e-books**, 12 more being drafted at the present
- Facilitated **subsequent projects**, e.g., financial literacy for secondary schools (7 interactive e-books)
- Presently, **17 authors** have been trained as e-book editors (trained by Virtuals trainers, the project itself trained 5 at UCT)
- OER **system development and testing continues** (in cooperation with a SW developer spinoff), facilitating its use in various disciplines (e.g., textbooks for mathematics, languages)
- Promoted **OER acceptance** at the whole university (UCT is rolling out a version for chemical / technical / natural sciences books)
- The two most **impactful** Virtuals e-books had 17,400 and 15,200 unique accesses as of October 2024; all 9 are **still used** in taught courses at the 3 universities

# Success Factors

- Small number of partners who **knew & trusted** each other
- Tasks & objectives closely **related & sequential**
- **Clearly defined** outputs & responsibilities, continuous **review**
- **Tight coordination**, individual **responsibility**
- Satisfied perceived needs, **tangible outcomes**
- Involved management & **motivated** personnel

