

4th INTERNATIONAL WORKSHOP ON HIGHER EDUCATION

University of Vic - Central University of Catalonia

The internationalisation process in which universities, including the University of Vic - Central University of Catalonia (UVic-UCC), are immersed is a response to the increasingly globalised socio-economic, cultural and academic context. New technologies have compressed time and space and knowledge in all fields now rapidly crosses borders to become available worldwide. It is in this context that UVic-UCC is creating the conditions to realise its full potential.

The promotion of mobility is a key factor for students to gain intercultural and foreign language competencies and facilitate personal development. The internationalisation of student curriculums and the academic, cultural and scientific cooperation between universities, businesses and educational institutions are vital to the mission of higher education institutions. The UVic-UCC internationalisation effort is a shared project that cuts across all departments and centres. That is why we invite international experts in many disciplines to give plenary lectures and take part in our panels on internationalisation, in support of this drive, which runs parallel to projects currently under way in leading universities around the world.

The first three International Workshops, held in December 2011, November 2012 and December 2013, converted UVic-UCC into an arena for discussion of international opportunities and challenges for UVic-UCC itself and for other business, education and health organisations.

The fourth International Workshop, which will be held 1-10 December 2014, will focus on the challenges of Horizon 2020 and the opportunities afforded by the new Erasmus programme. Furthermore, the International Workshop will be a meeting point where UVic-UCC researchers, PhD students and external institutions take part in discussions in various fields, together with specialists from all over the world.

The UVic-UCC International Workshop on Higher Education is sponsored by "La Caixa" Foundation Welfare Projects.

4th INTERNATIONAL WORKSHOP ON HIGHER EDUCATION

University of Vic -
Central University of Catalonia
Carrer de la Sagrada Família, 7
08500 Vic
Tel. 938 861 222
Fax 938 891 063
www.uvic.cat



UVIC
ESCOLA DE DOCTORAT

1 - 10 December 2014

Sponsored by:



Design: Eumo_dc

UVIC

Monday 1 December

12:00-13:30

Opening lecture

SEGIMON SERRALLONGA HALL

European higher education, the contribution of Erasmus+ and Marie Skłodowska-Curie

Dr Jordi Curell. Director of Lifelong Learning. Higher education and international affairs; Erasmus+ (European Commission).

Tuesday 2 December

10:00-12:00

Workshop - Room F101

The keys to a successful strategic partnership

Dr Annemie Van Den Dries. Coaching and Expertise Work in EU Programmes (Belgium).

Wednesday 3 December

09:30-14:00

Research workshops
Doctoral Programme in Interactive Digital Communication

Room B010

Using digital storytelling in apps: marketing and creativity

Armando Liussi. Academic director of postgraduate studies in Digital Marketing. INESDI Digital Business School (Spain).

Co-creating a serious game with primary school teachers: a case study

UVic-UCC researcher: Dr Ruth Contreras. Konekto research group.

When open data becomes social

Javier Jiménez. Marketing and Art Director, 6TIC S.L.

Online knowledge management: strategies and knowledge platforms

PhD student: Diego Linares (UVic-UCC).

10:00-12:00

Workshop - Room F101

Problem Based, Project Organised Learning: Experiences from Aalborg University

Dr Aida Guerra. Research assistant, Aalborg Centre for Problem Based Learning in Engineering Science and Sustainability (Denmark).

16:00-20:00

Research workshops
Doctoral Programme in Health, Welfare and Quality of Life
Room B103

Mediterranean diet of family members of Alzheimer disease patients

Dr Ronit Endevelt. Head of the Department of Health Promotion, School of Public Health, Faculty of Welfare and Health Sciences, University of Haifa (Israel).

Research in nutrition and dietetics: approaches of the Food, Health and Wellbeing research group

UVic-UCC researcher: Dr Cristina Vaqué Food, Health and Wellbeing research group

Translating molecular knowledge into clinical practice

Dr Joan Salgado. Gendiag.exe, S.L

Educação Física Mais: a training period on an intervention project abroad

PhD student: Ignasi Arumí. Sport and and Physical Activity research group (UVic-UCC).

18:00-21:00

Research workshops
Doctoral Programme in Educational Innovation and Intervention
Room B010

From communicative competence to multimodal competence: A personal/academic journey

Dr David Block. ICREA Research Professor, University of Lleida (Spain).

The development of young learners' competence in English as a Foreign Language (EFL) and Content and Language Integrated Learning (CLIL) contexts

UVic-UCC researcher: Dr Anna Vallbona. Education, Language and Literature research group.

Television and online video viewing, interaction and sharing among youth

PhD student: Idoia Astigarraga, Mondragon Unibertsitatea, and Dr Amaia Pavon, HEZIKOM research group, Mondragon Unibertsitatea (Spain).

Research on the aesthetic dimension of the New School

PhD student: Rosa Sambola. Educational Research research group (UVic-UCC).

Thursday 4 December

09:30-14:00

Research workshops
Doctoral Programme in Experimental Sciences and Technology (Biosciences)

Room B010

Waste prevention: principles, practice and lessons learnt from the WASP-tool project

Dr Katia Lasaridi. Department of Geography, Harokopio University, Athens (Greece).

Rivers of salt: assessing the effect of salinisation on rivers

UVic-UCC researcher: Dr Miguel Cañedo. Biodiversity, Ecology, Technology and Environmental Management research group.

Efficient transfer and application of environmental technologies from university to industry

Dr Oscar Prado. Manager, AERIS Tecnologías ambientales, S.L.

Evolution of agricultural mosaics and their effect on flora. The Vic plain

PhD student: Albert Palou. Biodiversity, Ecology, Technology and Environmental Management research group (UVic-UCC).

9:00-14:00

Research workshops
Doctoral Programme in Law, Economics and Business
Room F102

Innovation, business education and serious games: trends and challenges

Dr Soledad Moya. Researcher, EADA Business School (Spain).

Innovation ecosystems

UVic-UCC researcher: Dr Petra Nylund, Emprèn research group.

Responsible innovation in aqualogy

Carlos Hurtado. Technician. Aqualogy, S.A.

Effects of cognitive disinhibition in high-performance innovation teams

PhD student: Franc Ponti (UVic-UCC).

16:00-19:00

Research workshops
Doctoral Programme in Experimental Sciences and Technology (Technology)
Room TS116

Big Data Visualization in Research and Development- from Galaxies to Visual Effects on Desktop PCs

Dr Rüdiger Westermann. Technische Universität München, Garching (Germany).

Augmented reality techniques

UVic-UCC researcher: Dr Sergi Grau. Department of Information and Digital Technologies.

Augmented reality: an opportunity for industry

David Reifs. Mobility Product Manager. Seidor.

Comparing filters for denoising of fMRI signals

PhD student: Manel Bartés. Data Processing and Signal research group (UVic-UCC).

Doctoral Programme in Translation, Gender and Cultural Studies

SEGIMON SERRALLONGA HALL

Accessible film-making: a bridge between film-making and audiovisual translation

Dr Pablo Romero Fresco. Reader in translation and film-making, University of Roehampton (United Kingdom).

Theoretical perspectives on women's cinema images: a historical approach

UVic-UCC researcher: Dr Mar Binimelis. Audiovisual Translation, Communication and Place research group

Audiovisual advertising of beer in Catalonia: Translation, language and place branding

PhD student: Albert Alvarez. Audiovisual Translation, Communication and Place research group (UVic-UCC).

Tuesday 9 December

9:30-11:30

Research technique workshop

MECENES HALL
(CASA DE CONVALESCÈNCIA)

How to write a successful proposal under the new Horizon 2020 research and innovation programme. Scoring on scientific excellence and management

Cristina Barragan. European funding expert, co-founder of Kneia, S.L.

12:00-13:00

Gender equality in Horizon 2020

Dr Capitolina Díaz. President of the Association of Women Researchers and Technologists (AMIT). University of Valencia (Spain).

Wednesday 10 December

9:30-13:00

Research technique workshop

MECENES HALL
(CASA DE CONVALESCÈNCIA)

How to write a successful proposal under the new Horizon 2020 research and innovation programme. Describing impact and exploitation routes. Practical exercises.

Cristina Barragan. European funding expert, co-founder of Kneia, S.L.