

Innovation of the education process towards implementing AI tools



Google Meet: meet.google.com/zmw-fbbn-iri

2.

Online meeting

23/09/2024 2PM

Google Meet

All project
teams

Detailed information about conference in Pilsen

Accommodation... information about administration issues...

Teaching and learning activities – an example

Research topics - discussion

Promotion of the project

3.

Conference Business Trends in Pilsen: <https://tvp.fek.zcu.cz/indexen.php>

Key activity

Arrival in Pilsen: 20/11/20224, evening meeting at the hotel, dinner near the hotel (7 PM)

Your hotel: Hotel Trend <https://trend-hotel.cz/cs/>

Please, give us information about your transport (car – train)?

3.

Conference Business Trends in Pilsen: <https://tvp.fek.zcu.cz/indexen.php>



Pilsen: 20/11/2024, informal team evening meeting, dinner near the hotel

21/11/2024 meeting in hotel at 8:45, tram to university

➔ **21/11/2024 team workshop at the university** (9:30 – 12:00)

Short information about activity of each national team

Research topics – groups work

Focus Groups

Eger + ?

Questionnaire survey

Tomczyk + ?

Research focused on teachers

Coffee break

Experience: short presentation of examples from teaching and learning process (please prepare 1-2 short case study)

Discussion

➔ Tram to center of the city

12:30 lunch – conference in Pilsen,

13:30 conference section focused on AI

Presentations of team members and other experts

Discussion

Evening discussion, application of AI, research teams, study materials etc.

Coordinator is responsible, all teams participate

3.

Conference Business Trends in Pilsen: <https://tvp.fek.zcu.cz/indexen.php>



22/11/2024 morning team meeting at the hotel

Planned activities

Project promotion, etc.

Coordinator is
responsible, all teams
participate

Information about administrative matters (accommodation, travel cost)

Jarmila Ircingová



Each partner – 2 persons

The conference will be attended by other experts from universities in the Czech Republic as well as from the corporate sector.

Outputs: Conference and project www pages, social media of WBU and Faculty of Economics. National project www pages. The contributions from the section will be published as papers in journal Business Trends (open access). Press release.

4.

 **Online conference New Media Pedagogy, <https://sites.google.com/view/nmp-2024-conference/home-page>**

28–29/11/2024

PL = organiser,
+ all participate

Organiser: Jagiellonian University, Poland

6. Artificial intelligence in education

- Constructive use of AI in the teaching and learning process
- AI and risks

It is expected that some of us will actively participate in this conference.

Partner from Poland is head and will be responsible for the conference. The Hungarian partner will work closely with the leadership of the section. Other experts from Czechia and Slovakia are invited as experts with contributions.

Actual information: Lukasz Tomczyk



A reminder of the other tasks:

5.

Training for university teachers (Product)

01/10 – 15/12/2024

Presentation of possible use of AI applications in education (including relevant examples). This is the first version of the training material based on the systematic literature review and the team's discussion (online meeting), which will be presented at **the national level** in the national language. Workshop for teachers from institutions participating in the project. The aim is to innovate and change the teaching process using AI tools.

6.

Training for university students (Product)

01/10 – 15/12/2024

This training will not be in the form of a workshop, but instead will be about specific applications of AI in the educational process in individual subjects, implemented by team members. The output will be in the form of descriptions of examples of AI application in education, including commentary - feedback. Outputs are on **national level in a national language**. This is part of a pilot phase, the application of relevant examples.

Applicant and each partner are responsible for project www page.

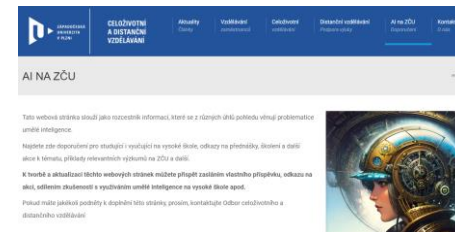


5.

Training for university teachers (Product)

- Department meeting, Faculty of Economics, Department of Marketing, Trade and Services (04092024), information about conference and section focused on AI, discussion about implementation of AI tools in practice and teaching and learning process.
- + all academics received actual presentation about AI (L.Eger)
- **Summer School for university teachers** (one day focused on AI) – 18082024 – 21082024 (for university teachers of UWB and few other Czech higher education institutions)
- AI net (community for university teachers) – workshops and discussions, head M. Pustějovský, organized by Division for Lifelong and Distance Education (discussions about AI implementation at university)

Coordinator: L. Rohlíková



- Updated web information for university teachers (aiweb.zcu.cz)
- Workshops, lectures and seminars on AI for university teachers (min. 1 event. per month)



5. Information: L. Rohlíková

Training for university teachers (Product)

- System of motivation for small educational projects – max. 60000 CZK (with the aim to experiment and increase the smart use of AI in teaching and learning at UWB)

Current projects at WBU:

FEL (Kropík): AI for MS HoloLens2

FF (Špiclová): Use of AI tools for semantic analysis of early Christian texts

FF (Rosůlek): Implementation of AI in teaching focused on politics, media and political marketing

FST (Fink) Use of reinforcement learning for autonomous navigation (application in mobile robotics)

FST, FPE (Hořejší) Integrating an AI-driven avatar into a virtual classroom

FPE (Duffek) Term paper evaluation and editing using AI

FPE (Ulrych) Innovative AI teaching with Fischertechnik

FAV (Mouček) Automatic creation of online learning resources from live lectures

UK (Katolická) Development of AI in the work of the University Library

6.

Training for university students (Product)

Faculty of Economics

- Subject: Marketing on the Internet (bachelor level., 181 students). Lecture: Current state of AI development and examples, all students received actual presentation about AI (L.Eger). Exercise no. 2: „basics of creating web pages“, newly also with Gamma and ChatGPT.
- Subject: Commercial Communication (master level., 27 students). Lecture: Current state of AI development and examples. All students received actual presentation about AI (L.Eger)
- Subject: Management (bachelor level+, 443 students). Introduction lecture, basic information about useful AI tools with examples (ChatGPT, Perplexity, Gemini), D. Egerova

Faculty of Education

- Subject: Modern technologies in education (bachelor level., 90 students). Lecture: Students attend a workshop by an AI expert (Martin Richter) focused on various types of applications that can be used in education. Follow students' educational projects using AI (L.Rohlíková).
- Subject: E-learning in education (bachelor level, 38 students). Lecture: The students will attend a workshop by an AI expert (Martin Richter) on the use of AI. Follow creation of course focused on AI application. (L. Rohlíková)
- Subject: Trends and Theories in Modern Linguistics (master level, 10 students). In the learning process student use AI tools. (M. Voltrová)

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Faculty of Economics, University of West Bohemia, organizes under the auspices of doc. Ing. Michaela Krechovská, Ph.D., Dean of the Faculty of Economics
on 21st – 22nd November 2024
International Scientific Conference on
BUSINESS TRENDS 2024.

REGISTRATION

ABSTRACT/PAPER SUBMISSION

The conference will be held in the following sections

1. Trends in marketing, business and tourism
2. Innovative and sustainable approaches in business and management
3. Financial management, accounting and using of quantitative methods in business environment
4. Sustainability in the public sector
5. Entrepreneurship and cooperation with the private sector as part of the life of municipalities
6. Applications of AI in organizational settings and in higher education
7. Digitization in project management

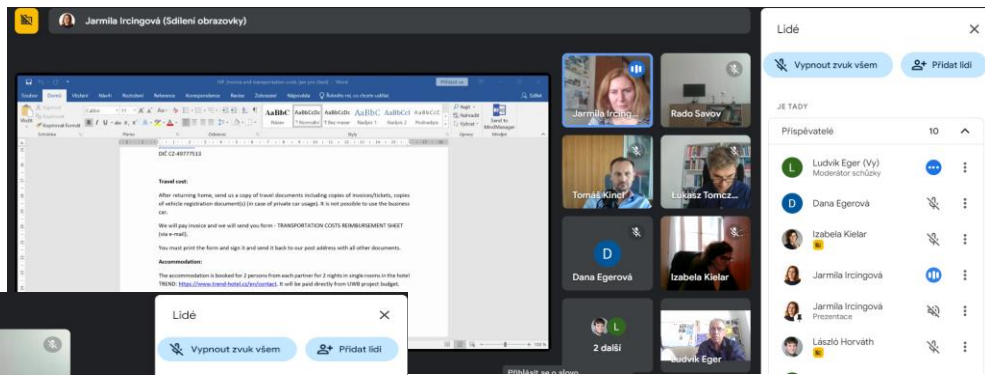
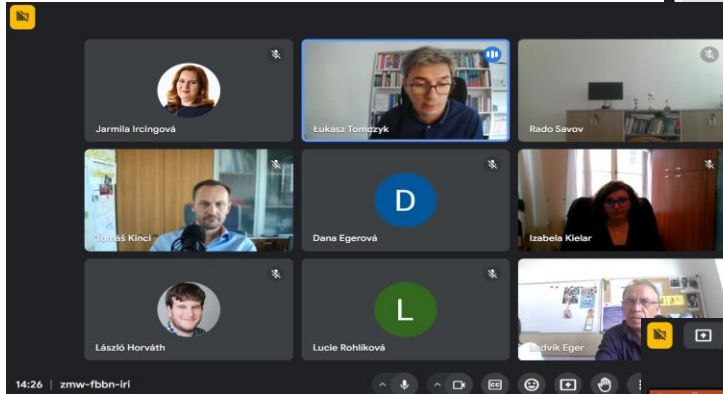
Please register for the conference (Experts from the V4 project do not pay a fee)

Insert abstract of your contribution

Once it is approved, you will receive the instructions - mail (you have the example I have sent you before)

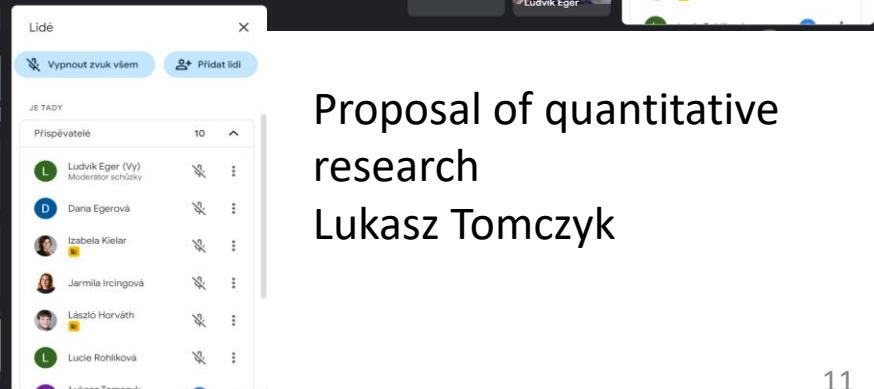
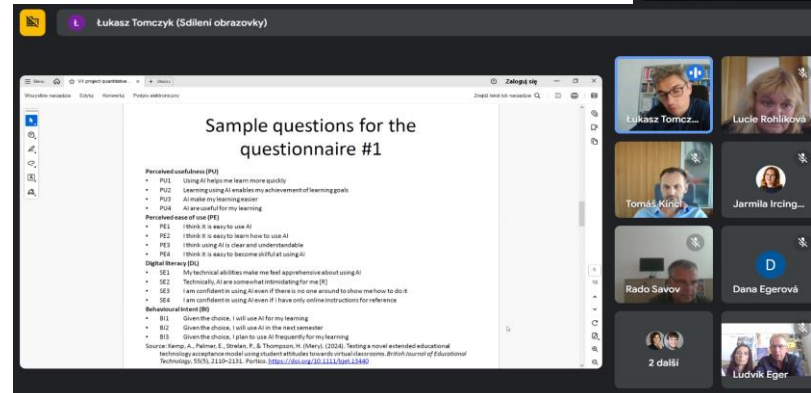
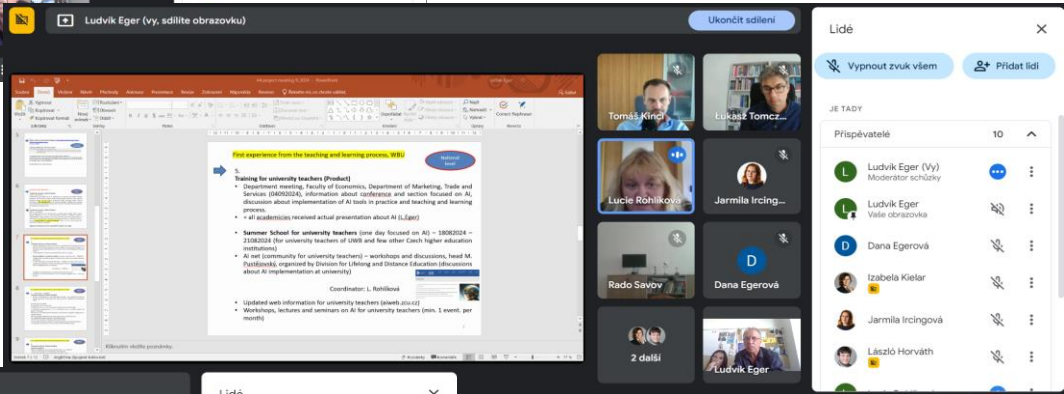
Minutes, 23/09/2024

Administrative matters Jarmila Ircingová



Lukasz Tomczyk Conference New Media Pedagogy

Teaching and learning process Lucie Rohlíková



Proposal of quantitative research Lukasz Tomczyk