

## **Teaching with Brain in Mind – Why Flipboard Matters?**

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*Abstract.* The topic of my poster presentation is the use of Flipboard software in teaching business English to students of management in a post-secondary education institution.

Flipboard is a social-network aggregation application, which enables collecting content from websites and presenting them in a magazine format. It can be used for keeping students up on the current events, for creating a resource guide on a single topic, for creating a class project magazine, for curating relevant reading materials or, to name but a few possible uses, for collaboration with other educators who can flip content into a magazine.

As a teacher of business English I use it also to increase students' language awareness (i.e. their knowledge about language and language learning), to increase their brain awareness (i.e. the awareness of the progress and benefits of brain research) and in order to debunk learning myths (misconceptions about learning styles, left/right brain hypothesis, male/female brain, 10 % brain usage, etc.).

The poster includes all pieces of information a teacher needs in order to start using the application in their teaching (of languages or any other subject connected with management education). It relates to the conference theme, because it emphasizes the importance of computer-assisted language learning in management education of the 21st century.