



# EUROPEAN WEEK

13 - 17 APRIL 2015  
LYON - BORDEAUX



## SELECTION OF TOPICS FOR GUEST LECTURERS

| STUDY LEVEL   | AREA                               | TOPIC   |
|---|------------------------------------|---|
| International Business Administration (BA),<br>1st year                             | Business Law                       | European Institutions                                   |
|   |                                    | European Corporate Governance                           |
|   | Management                         | Cross Cultural Management                               |
|   |                                    | Intercultural Leadership                                |
|   | Business English                   | Public Speaking   |
|   |                                    | Negotiations in English                                 |
|   |                                    | Argumentation   |
|   | Marketing                          | Marketing / International Marketing                     |
|   | International Relations            | Any other topics welcome                                |
|   | Economics                          | Macroeconomics / International Economics                |
| Geo-economics   |                                    |   |
| Digital   | E-reputation                       |   |
|   | How to create a web page, website? |   |
| International Business Administration (BA),<br>2nd year                             | Management                         | Brand Management  |
|   |                                    | Cross Cultural Management                               |
|   |                                    | International Business                                  |
|   |                                    | Innovation Management                                   |
|   | Logistics                          | Distribution  |
|   |                                    | Any other topics welcome                                |
|   | Finance                            | Corporate Finance / Financing Mechanisms                |
|   |                                    | Any other topics welcome                                |
|   | Digital                            | Any other topics welcome                                |
|   | Marketing                          | Marketing / International Marketing / Digital Marketing |
|   |                                    | Consumer Behavior                                       |
|   | HRM                                | Working in a multinational environment                  |
|   |                                    | Leadership  |
| Accounting  | Management control                 |   |
| Entrepreneurship  | Any other topics welcome           |   |
| International Business Administration (BA),<br>3rd year<br>& International Students | Management                         | Innovation Management / Change Management               |
|   | Marketing                          | E-Commerce / Any other topics welcome                   |
|   | Finance                            | Any other topics welcome                                |
|   | HRM                                | Personal Development / Any other topics welcome         |

The present topic list is done for information purposes. Guest Lecturers are also invited to submit topics within the area of their expertise and according to students' study level.