

2017 RAU International Week



Guest lecturing
Round Table
Visit to an aviation
partner
Workshops
Cultural and social
activities

20-24 March 2017

Register online
23 January - 28 February
2017

Invitation

Dear Partners,

We are very happy to invite you to the International Week which will take place on March 20 – 24, 2017 at our campus in Bucharest, Romania.

The main purpose of the event is to strengthen the international collaboration with our partner institutions, to increase staff and student mobility and to encourage academic, scientific and cultural exchanges.



Program

The **International Week** program will include:

- Guest lecturing;
- A Round Table on Internationalization of higher education;
- A visit to an aviation partner of RAU;
- Workshops - staff skills towards effective internationalization;
- Cultural and social activities - guided tour in the city of Bucharest (Bucharest on a Shoestring), trip to Sinaia, Azuga Wineries & Bran Castle, networking lunch/ dinner.

The language of the week is **English**.

The minimum required teaching plan for the visiting professors would be **eight hours**.

The social program will enable the guests to share experiences and culture, network and find opportunities for educational and research cooperation.



Costs & Registration

Participants are expected to cover their travel, accommodation and daily allowance expenses.

During the week, RAU covers the social activities costs.

To register, the online **Application Form** is open from 23 January to 28 February 2017.

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We are looking forward to welcome you at Romanian-American University in March!

International Affairs Office / RAU
Romanian-American University



Topics for teaching

The thematic list for teaching covers the following topics:

AREA	YEAR OF STUDY	TOPIC
BACHELOR LEVEL		
COMPUTER SCIENCE FOR ECONOMICS	1 st year	Macroeconomics / Algebra / Statistics
	2 nd year	Software Programming / Advanced Web Programming / Econometrics
INTERNATIONAL BUSINESS AND FINANCE	2 nd year	EU Sectoral Policies / Processes and Implications of Globalization
	3 rd year	Risk Management In International Business / International Business Management / Trade Policies / Capital Markets / Financial Auditing
MANAGEMENT & MARKETING	1 st year	Essential of Management
	2 nd year	Marketing Strategies and Policies / Services Marketing
	3 rd year	Marketing Communication / Management Communication / Integrated Marketing Communication
TOURISM	2 nd year	Tourism Economics / Recreation, Leisure and Tourism / Business Strategies in Tourism / Hotel Management
	3 rd year	Human Resources in Tourism / Sustainable Development / Catering / Global Distribution Systems
LAW	1 st year	Communication & Public Relations / Constitutional Law
	2 nd year	Psychology / Criminology
	4 th year	Intellectual Property Law / EU Law
MASTER LEVEL		
COMPUTER SCIENCE FOR BUSINESS	1 st year	Web Applications by Java Technologies / Artificial Intelligence / Mobile Devices Programming / ICT-Governance
INTERNATIONAL BUSINESS AND FINANCE	1 st year	Project Management
	2 nd year	Startup Lab / Banking and Financial Regulation
MANAGEMENT & MARKETING	1 st year	Segmentation and Positioning Strategies / Digital Marketing Management / Supply Chain Strategy / Pricing and Sales Management Strategy / Measuring Marketing Effectiveness / Global Marketing / Strategic Marketing
	2 nd year	Strategic Management / Project Management / Marketing Planning / International Sales Strategies / Global Strategic Management
TOURISM	1 st year	Tourism Infrastructure Development
	2 nd year	Event Management