







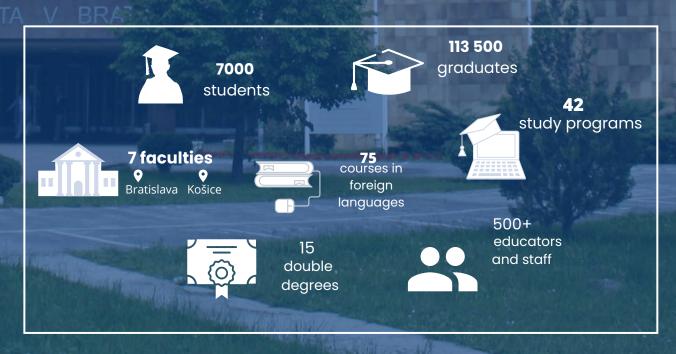
THE UNIVERSITY OF ECONOMICS IN BRATISLAVA

The University of Economics in Bratislava was established in 1940 and it is the oldest university in Slovakia focused on Economics and Business. EUBA is the leading public research university, internationally recognized in the fields of Economics, Business, and Management.

It offers a wide range of study programs on a full-time and part-time basis at Bachelor, Master, and Doctoral levels in Slovak and **English**. Quality-driven education is closely connected to businesses and highly **internationalized** through extensive partner networks.

Based on external evaluation, graduates of the EUBA belong to the most wanted job market with a nearly 100% employment rate.

EUBA has been AACSB accredited in November 2021.









17TH INTERNATIONAL TEACHING WEEK

The 2024 edition of the EUBA International Teaching Week is an opportunity to bring together professors, professionals, and experts from diverse institutions to share their knowledge with our students and exchange and network with our teaching staff.

CONTRIBUTIONS should match with STUDY PROGRAMMES of our FACULTIES and cover specific TOPIC from the list below.

17TH INTERNATIONAL TEACHING WEEK

OCTOBER 21 -25, 2024

REGISTRATION DEADLINE

JUNE 30, 2024

REGISTRATION LINK







FACULTY OF APPLIED LANGUAGES

FOREIGN LANGUAGES AND INTERCULTURAL COMMUNICATION TOPIC:

AREA STUDIES IN ENGLISH (POST-WAR BRITAIN)

FACULTY OF COMMERCE BUSINESS AND MARKETING TOPICS:

- DISTRIBUTION IN MARKETING
- MARKETING PRINCIPLES OF MARKETING

MARKETING AND TRADE MANAGEMENT TOPICS:

- BUSINESS MARKETING
- QUALITY MANAGEMENT
- BRAND MANAGEMENT
- CATEGORY MANAGEMENT
- DIGITAL MARKETING

INTERNATIONAL BUSINESS TOPICS:

- INTERNATIONAL BUSINESS
- EUROPEAN UNION







MANAGEMENT OF INTERNATIONAL BUSINESS TOPICS:

- INTERNATIONAL OPERATIONS IN TRANSPORT AND FORWARDING
- EUROPEAN UNION TRADE POLICY
- ECONOMICS AND TRADE POLICIES OF DEVELOPING COUNTRIES

BUSINESS IN TOURISM AND SERVICES TOPICS:

- TOURISM
- TECHNOLOGIES IN TOURISM SERVICES
- FAMILY BUSINESS IN TOURISM

TOURISM MANAGEMENT TOPICS:

- CLIENT IN TOURISM
- TRAVEL AND TOURISM MANAGEMENT
- SUSTAINABLE TOURISM
- HOTEL MANAGEMENT







FACULTY OF INTERNATIONAL RELATIONS INTERNATIONAL ECONOMICS RELATIONS TOPICS

- INTRODUCTION TO LAW, LEGAL SYSTEM AND LAW OF THE EU
- INTERNATIONAL PUBLIC LAW
- INTERNATIONAL ECONOMICS RELATIONS

ECONOMIC DIPLOMACY TOPICS

- AFRICA IN INTERNATIONAL RELATIONS
- ECONOMIES OF DEVELOPING COUNTRIES
- **CULTURES IN INTERNATIONAL RELATIONS**
- INTERNATIONAL POLITICAL RELATIONS

FACULTY OF BUSINESS AND ADMINISTRATION

ENTERPRISE AND ENTREPRENEURSHIP TOPICS

 TYPOLOGY OF ENTERPRISES AND FORMS OF ENTREPRENEURSHIP

MANAGEMENT TOPIC

 ORGANIZING AND NEW TRENDS IN ORGANIZING IN MANAGEMENT







HUMAN RESOURCES MANAGEMENT TOPIC

WORKPLACE DESIGN, TRENDS IN REWARDS SYSTEMS,
 CORPORATE CULTURE

MICROECONOMICS TOPIC

• WORKPLACE DESIGN, TRENDS IN REWARDS SYSTEMS, CORPORATE CULTURE

PRODUCTION MANAGEMENT TOPIC

MODERN METHODS IN PROCESS MANAGEMENT,
 CONTEMPORARY TRENDS IN PRODUCTION MANAGEMENT

BUSINESS PLANNING TOPIC

B.PLANNING FOR THE EFFECTIVENESS OF PREOCESSES,
 COST ASPECT, B.PLAN AND B.MODEL, CURRENT TRENDS IN
 PLANNING

MANAGEMENT DECISION MAKING TOPIC

 METHODS AND TECHNIQUES OF DECISIONS IN MANAGERIAL PRACTICE

ORGANISATIONAL BEHAVIOUR TOPIC

 CAREER DEVELOPMENT, EMPLOYEE VALUS, CORPORATE CULTURE AND ETHICS

PERSONNEL MANAGEMENT TOPIC

 ATTRACTIVE EMPLOYER, STRATEGIC HRM, MEASURING HRM IMPACT







FINANCIAL MANAGEMENT TOPIC

 EVALUATION OF INVESTMENT PROJECTS, INTERNATIONAL FINANCIAL RELATIONSHIPS, POLITICS OF PROFITS DISTRIBUTION

INFORMATION TECHNOLOGY MANAGEMENT TOPIC

• IT GOVERNANCE, IT MANAGEMENT, OUTSOURCING IS, AUDIT IS, EFFECTIVENESS OF IS/IT

LEADERSHIP TOPIC

TEAM LEADERSHIP

FACULTY OF ECONOMICS AND FINANCE FINANCE, BANKING AND INSURANCE TOPICS

- HUMAN RESOURCE DEVELOPMENT AND PERSONNEL MANAGEMENT
- SOCIAL POLICY
- MONETARY THEORY AND POLICY
- RISK MANAGEMENT AND INSURANCE
- INTRODUCTION TO CORPORATE FINANCE
- TAXATION
- LOCAL FINANCE
- ECONOMIC POLICY







APPLIED ECONOMY TOPICS

- BEHAVIORAL ECONOMICS
- PUBLIC POLICY 2

FINANCE AND TAXES TOPICS

- INTERNATIONAL FINANCE
- TAX THEORY AND POLICY
- PUBLIC FINANCE MANAGEMENT
- EXPERIMENTAL ECONOMICS
- PUBLIC BUDGETING SYSTEMS

FACULTY OF ECONOMICS INFORMATICS ACCOUNTING TOPIC

GENERAL REQUIREMENTS FOR ACCOUNTING INFORMATION

ACCOUNTING AND AUDITING TOPIC

INDIVIDUAL FINANCIAL REPORTING STANDARDS









FINANCIAL SUPPORT

Participants are expected to cover their travel, accommodation, and daily allowance expenses. Guest lecturers from EU institutions may apply for an Erasmus+ grant through their home institution's International Office.

Registration fees are not applied.

ACCOMMODATION

We invite participants to make their own accommodation arrangements, while the information on hotels will be provided in the Practical Guide - which you will receive once your application is approved

FOOD/CATERING

Lunch and refreshments will be provided in the University Cantine during the entire event.

UNIVERSITY FACILITIES, MATERIALS

Please be advised that classrooms at EUBA are equipped with Wi-Fi and video projectors. At your request, the following supports can be arranged: laptop, adaptor, paperboard, or speaker.

We try to reduce the printing of documents as much as possible. If it is necessary to print class materials, please send your requirements and documents in advance.







CONTACT PERSON

Ing. Petra Kadnárová

Erasmus+ coordinator for internships and teacher and employee mobility

International Office

Office: A3.14

petra.kadnarova@euba.sk

+421 2 6729 5194

