



17TH INTERNATIONAL TEACHING WEEK 2024

...AN OPPORTUNITY TO
INTERNATIONALISE YOUR TEACHERS

ERZITA V BRAT

EKONOMICKÁ UNIVERZITA V BRATISLAVI



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.



7000
students



113 500
graduates

42

study programs



7 faculties

Bratislava Košice



75
courses in
foreign
languages



500+
educators
and staff



15
double
degrees





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**



ACTUARIAL SCIENCE TOPIC

- **LIFE INSURANCE**

DATA SCIENCE IN ECONOMY TOPICS

- **SIMULATION MODELLING**

- **OPERATIONS RESEARCH**



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

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