



Bratislava University of
Economics and Business

20th
INTERNATIONAL
TEACHING WEEK



Join us to intensify international experience,
exchange ideas and deepen
academic collaboration!



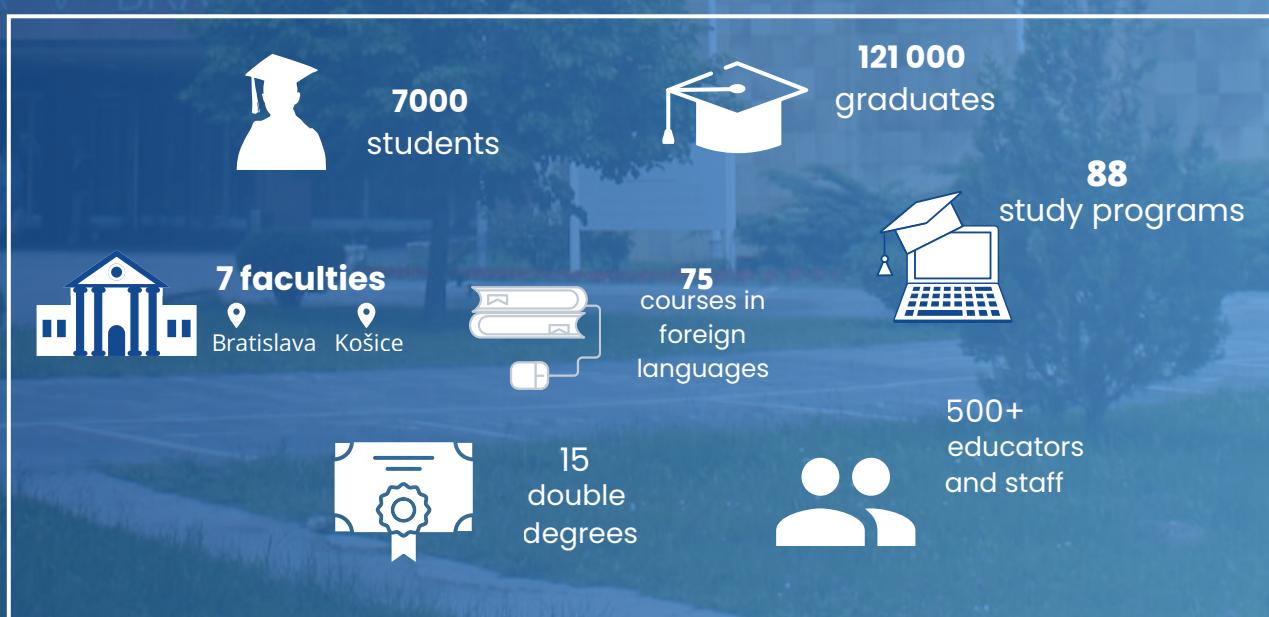
BRATISLAVA UNIVERSITY OF ECONOMICS AND BUSINESS

The Bratislava University of Economics and Business 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.



20TH INTERNATIONAL TEACHING WEEK 2025/2026

In 2025/2026, the Bratislava University of Economics and Business would like to invite teachers from partner institutions to participate and share their expertise during the 20th edition of the International Teaching Week!

Contributions should match the study programmes of our FACULTIES and cover a specific topic from the list below.

20TH INTERNATIONAL TEACHING WEEK

APRIL 20 -22, 2026

REGISTRATION DEADLINE

FEBRUARY 25, 2026

[REGISTRATION LINK](#)



AVAILABLE SUBJECTS AND TOPICS

FACULTY OF ECONOMIC INFORMATICS

KNOWLEDGE DISCOVERY IN DATA BY COMPUTATIONAL INTELLIGENCE

- LINGUISTIC SUMMARIES AND THEIR BENEFITS AGAINST AI CONCEPTS IN MINING KNOWLEDGE FROM DATA
- BUSINESS INTELLIGENCE AND COMPUTATIONAL INTELLIGENCE IN MANAGEMENT
- SYNERGY OF COMPUTATIONAL INTELLIGENCE AND STATISTICS

INTRODUCTION TO ACTUARIAL SCIENCE

- ACTUAL TRENDS IN INSURANCE RISK MANAGEMENT

NON-LIFE INSURANCE

- ACTUAL TRENDS IN NON-LIFE INSURANCE (FOR ACTUARIES)

AVAILABLE SUBJECTS AND TOPICS

FACULTY OF ECONOMICS AND FINANCE

RISK MANAGEMENT AND INSURANCE

- RISKS IN LIFE AND NON-LIFE INSURANCE, INSURANCE CONTRACTS, OPERATIONS IN INSURANCE COMPANIES

ECONOMICS AND LABOUR MARKET POLICY

- THE FUTURE OF WORK: CHALLENGES AND OPPORTUNITIES

CORPORATE FINANCE

- CAPITAL STRUCTURE OPTIMIZATION – CASE STUDY OF A SELECTED COUNTRY, PRACTICAL ASPECTS OF DIVIDEND POLICY

PUBLIC FINANCIAL MANAGEMENT

- SPECIFICS AND GOOD PRACTICES OF PUBLIC FINANCIAL MANAGEMENT IN SELECTED COUNTRY

DIGITALIZATION IN FINANCE

- SPECIFICS AND GOOD PRACTICES OF DIGITALIZATION AND FINANCIAL INNOVATIONS IN SELECTED COUNTRY

AVAILABLE SUBJECTS AND TOPICS

FACULTY OF ECONOMICS AND FINANCE

INTRODUCTION TO CORPORATE FINANCE

- BUSINESS FINANCIAL PLANNING

ECONOMIC DEVELOPMENT

- ECONOMIC DEVELOPMENT, INEQUALITIES, ECONOMIC GROWTH

LABOR MARKET ECONOMICS

- LABOUR SUPPLY, LABOUR DEMAND AND TECHNOLOGICAL CHANGE

CASE STUDIES FROM ECONOMIC POLICY 1, 2

- ECONOMIC CYCLE, FISCAL POLICY, MONETARY POLICY, ECONOMIC GROWTH

DATA ANALYSIS IN ECONOMICS

- EXPLORATORY DATA ANALYSIS, LINEAR REGRESSION, CLASSIFICATION

AVAILABLE SUBJECTS AND TOPICS

FACULTY OF ECONOMICS AND FINANCE

MARKET STRUCTURE ANALYSIS

- COMPETITION, INDUSTRIAL ECONOMICS, MICROECONOMIC REGULATION

ECONOMIC POLICY

- ECONOMIC CYCLE, FISCAL POLICY, MONETARY POLICY, ECONOMIC GROWTH

PRINCIPLES OF ECONOMICS 2

- INTERNATIONAL TRADE. THEORY OF INTERNATIONAL TRADE AND CAPITAL MOVEMENTS.

MACROECONOMICS

- AGGREGATE SUPPLY AND THE SHORT RUN TRADEOFF BETWEEN INFLATION AND UNEMPLOYMENT.

PUBLIC CHOICE THEORY

- RENT SEEKING

AVAILABLE SUBJECTS AND TOPICS

FACULTY OF ECONOMICS AND FINANCE

REGIONAL ECONOMICS AND POLITICS

- EU COHESION POLICY

GREEN ECONOMY

- CHALLENGES FOR THE FUTURE

FACULTY OF COMMERCE

INTERNATIONAL MARKETING

- INTERNATIONAL MARKETING – PRESSING STRATEGIC ISSUES AND CHALLENGES

RETAIL DEVELOPMENT TRENDS

- RETAIL SALES - CURRENT STATUS, NEW FORMS
- RETAIL SALES WITHOUT SALES PREMISES
- TECHNIQUE, TECHNOLOGY, ICT AND ITS IMPACT ON THE DEVELOPMENT OF RETAIL
- THE VISION AND REALITY OF RETAIL IN THE 21ST CENTURY

AVAILABLE SUBJECTS AND TOPICS

FACULTY OF COMMERCE

FRANCHISING

- FRANCHISING - A BUSINESS CONCEPT FOR THE 21ST CENTURY
- FRANCHISING - ADVANTAGES AND DISADVANTAGES FOR THE PROVIDER AND RECIPIENT
- MACRO - AND MICROECONOMIC ASPECTS OF FRANCHISING AS A SPECIFIC FORM OF BUSINESS

SUSTAINABLE MARKETING

- GREEN MARKETING
- SOCIAL MARKETING
- RESPONSIBLE BRANDING
- ETHICS IN MARKETING
- SUSTAINABLE INNOVATION
- ESG
- CSR
- CIRCULAR ECONOMY

EUROPEAN AND INTERNATIONAL BUSINESS LAW

- EU COMPETITION LAW

AVAILABLE SUBJECTS AND TOPICS

FACULTY OF COMMERCE

MANAGEMENT OF TALENTS IN HOSPITALITY AND GASTRONOMY

- HR IN HOSPITALITY OR/AND GASTRONOMY

ECOMMERCE

- DISTRIBUTION MODELS IN E-COMMERCE
- PAYMENT OPTIONS IN E-COMMERCE
- EMAIL MARKETING
- UX & UI DESIGN

MARKETING COMMUNICATION AND DIGITAL MEDIA

- CORPORATE IDENTITY
- CONTENT MARKETING

MANAGEMENT IN GASTRONOMY

- MODERN TRENDS IN FOOD QUALITY
- QUALITY MANAGEMENT IN CATERING FACILITIES
- SMART TECHNOLOGIES IN FOOD QUALITY EVALUATION

AVAILABLE SUBJECTS AND TOPICS

FACULTY OF BUSINESS MANAGEMENT

COST CONTROLLING

- MASTER BUDGETING

PROJECT MANAGEMENT

- METHODS AND TECHNIQUES IN PROJECT MANAGEMENT

ORGANISATION DESIGN

- ORGANISATIONAL STRUCTURES FOR AGILE ORGANISATIONS

FINANCIAL ANALYSIS AND FINANCIAL PLANNING

- DEVELOPMENT OF FINANCIAL PLAN

PSYCHOLOGY

- PSYCHOLOGY OF WORK - LATEST ADVANCEMENTS

AVAILABLE SUBJECTS AND TOPICS

FACULTY OF BUSINESS MANAGEMENT

FINANCIAL INVESTMENTS

- FINANCIAL INVESTMENTS - CURRENT GLOBAL OPPORTUNITIES (STOCK EXCHANGE, COMMODITIES AND FOREX MARKETS)

HR CONTROLLING

- HR DATA ANALYTICS

FACULTY OF INTERNATIONAL RELATIONS

INTERNATIONAL PUBLIC LAW II.

- LAW OF ARMED CONFLICT AND INTERNATIONAL HUMANITARIAN LAW
- NEGATIVE ASPECTS OF ARMED CONFLICTS AND PROTECTION OF HUMAN RIGHTS IN ARMED CONFLICTS

AVAILABLE SUBJECTS AND TOPICS

FACULTY OF INTERNATIONAL RELATIONS

MIDDLE EAST STUDIES - ECONOMIC AND POLITICAL ISSUES

- MIDDLE EAST STUDIES - ECONOMIC AND POLITICAL ISSUES

WORLD ECONOMY

- CURRENT ISSUES OF THE WORLD ECONOMY

ECONOMY OF THE EU STATES

- ECONOMIES OF SCANDINAVIAN COUNTRIES, ECONOMIES OF BALTIC STATES, (ECONOMIES OF OTHER EU MEMBER STATES)

INTERNATIONAL ECONOMIC RELATIONS

- ACADEMIC MIGRATIONS AND ITS ECONOMIC CONTEXT

AVAILABLE SUBJECTS AND TOPICS

FACULTY OF APPLIED LANGUAGES

BUSINESS NEGOTIATIONS

- NEGOTIATION STYLES ACROSS CULTURES
- THE ROLE OF CULTURE IN BUSINESS NEGOTIATIONS
- NEGOTIATION ETHICS IN A GLOBALISED WORLD

INTERCULTURAL COMMUNICATION

- LEADERSHIP ACROSS CULTURES
- CULTURAL INTELLIGENCE IN GLOBAL BUSINESS
- MANAGING MISUNDERSTANDINGS AND CONFLICT IN MULTICULTURAL TEAMS

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

University buffet restaurants and cantines are available to purchase meals and refreshments during the whole week.

UNIVERSITY FACILITIES, MATERIALS

Please be advised that classrooms at EUBA are equipped with Wi-Fi and video projectors. At your request, technical supports can be arranged upon discussion with gestor.

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 PERSONS

Mgr. Miroslava Darnadiová

Head of International Office

International Office

miroslava.darnadiova@euba.sk

+421 2 6729 5359

Ing. Petra Kadnárová

Erasmus+ Coordinator for staff mobilities

International Office

petra.kadnarova@euba.sk

+421 2 6729 5194