



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



7 faculties
Bratislava Košice



75
courses in
foreign
languages



42
study programs



15
double
degrees



500+
educators
and staff



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 ECONOMIC RELATIONS TOPICS

• INTRODUCTION TO LAW, LEGAL SYSTEM AND LAW OF THE EU

- European Union Law
- Current European Union Issues

• INTERNATIONAL PUBLIC LAW

- Current Trends and Challenges in the Law of the Sea UNCLOS Dispute Settlement Bodies. The Common heritage of Mankind
- Climate Change Law
- Current Trends and Challenges in International Space Law

• INTERNATIONAL ECONOMIC RELATIONS

- Protectionism in the World Economy
- Theory of Protectionist Trade Policy
- Multilateral Trading System: GATT and WTO Economic Aspects of International Migration

ECONOMIC DIPLOMACY TOPICS

• AFRICA IN INTERNATIONAL RELATIONS

- Demography and Social Situation in Africa
- Other topics concerning Africa

• ECONOMIES OF DEVELOPING COUNTRIES

- Poverty and Inequality
- Financing Development
- Position of Developing Countries in International Trade



- **CULTURES IN INTERNATIONAL RELATIONS**

- Cultures in Latin America

- **INTERNATIONAL POLITICAL RELATIONS**

- Middle-East. Israeli-Palestinian conflict. Yemen. Syria
- Political development of Latin America
- Political development of Africa. African Union

FACULTY OF BUSINESS AND ADMINISTRATION

ENTERPRISE AND ENTREPRENEURSHIP TOPICS

- **TYOLOGY 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

- **CONSUMER THEORY, PRODUCTION THEORY, COST
FUNCTIONS, IMPERFECT COMPETITION**



PRODUCTION MANAGEMENT TOPIC

- **MODERN METHODS IN PROCESS MANAGEMENT, CONTEMPORARY TRENDS IN PRODUCTION MANAGEMENT**

BUSINESS PLANNING TOPIC

- **B.PLANNING FOR THE EFFECTIVENESS OF PROCESSES, 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 VALUES, 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

The University of Economics in Bratislava will provide participants grants in compliance with Erasmus+ 171 programme grant scheme for individual financial support and contribution for travel. 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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