







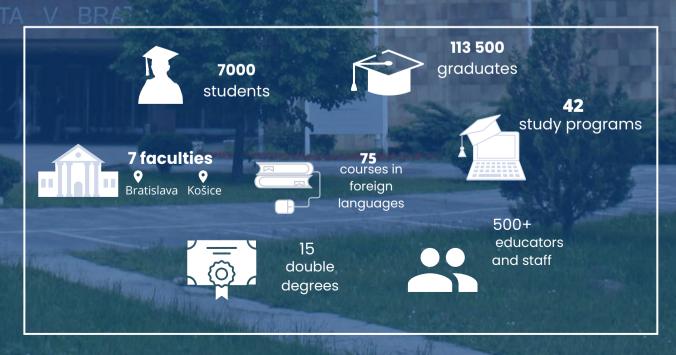
THE UNIVERSITY OF ECONOMICS IN BRATISLAVA

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
- OUALITY 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
- 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

• 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

 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

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

