



18TH INTERNATIONAL TEACHING WEEK 2025

...AN OPPORTUNITY TO
INTERNATIONALISE YOUR TEACHERS

VERZITA V BRATISLAVI

EKONOMICKÁ UNIVERZITA V BRATISLAVI



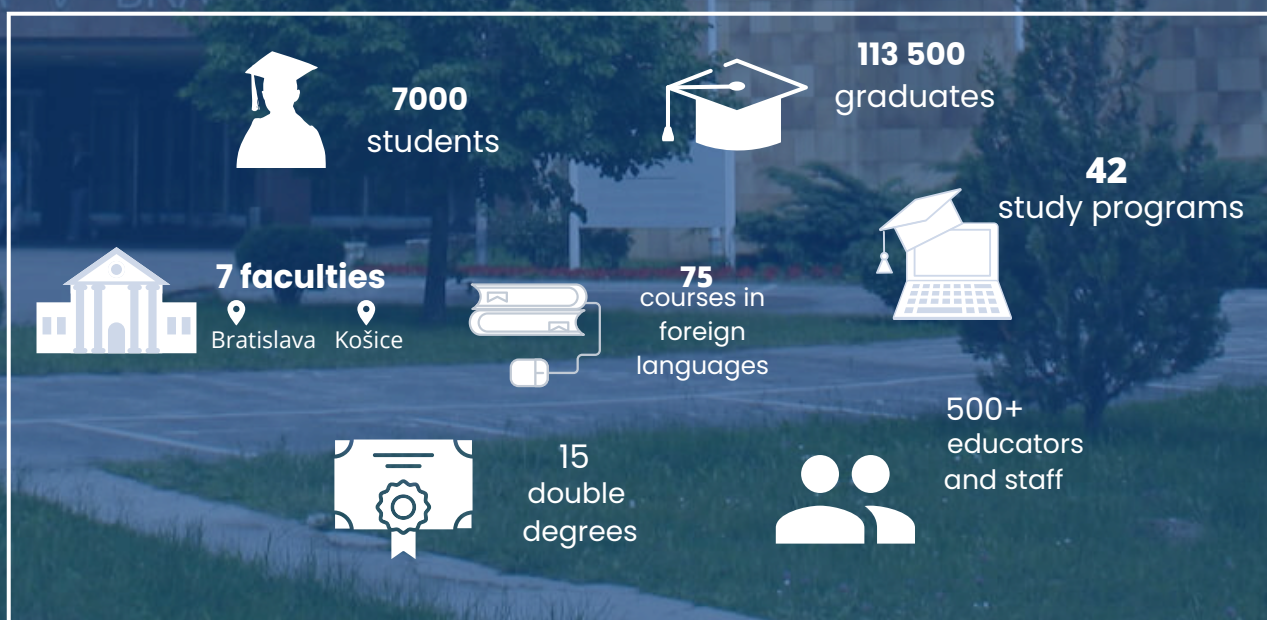
THE UNIVERSITY OF ECONOMICS IN BRATISLAVA

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.





18TH INTERNATIONAL TEACHING WEEK

The 2025 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.

18TH INTERNATIONAL TEACHING WEEK

APRIL 14 -16, 2025

REGISTRATION DEADLINE

FEBRUARY 25, 2025

[REGISTRATION LINK](#)

FACULTY OF APPLIED LANGUAGES

FOREIGN LANGUAGES AND INTERCULTURAL COMMUNICATION TOPICS:

- **INTERCULTURAL COMMUNICATION**
 - CULTURAL INTELLIGENCE IN GLOBAL BUSINESS;
 - LEADERSHIP ACROSS CULTURES;
 - MANAGING MISUNDERSTANDINGS AND CONFLICT IN MULTICULTURAL TEAMS
- **BUSINESS NEGOTIATIONS**
 - NEGOTIATION STYLES ACROSS CULTURES;
 - THE ROLE OF CULTURE IN BUSINESS NEGOTIATIONS;
 - NEGOTIATION ETHICS IN A GLOBALISED WORLD

FACULTY OF COMMERCE

BUSINESS AND MARKETING TOPICS:

- **PRINCIPLES OF MARKETING**
- **DISTRIBUTION IN MARKETING**

MARKETING AND TRADE MANAGEMENT TOPICS:

- **FINANCIAL AND PRICE DECISION-MAKING IN TRADE**
- **MANAGERIAL DECISIONS-MAKING IN MARKETING**
- **SUSTAINABLE MARKETING**
- **E-COMMERCE**
- **CASE STUDIES IN MARKETING**

BUSINESS MANAGEMENT TOPIC

- **EUROPEAN UNION ENLARGEMENT AND EXTERNAL RELATIONS**
 - ALTERNATIVES TO EC / EU ENLARGEMENT IN THE EUROPEAN AND EURASIAN CONTEXT

INTERNATIONAL BUSINESS TOPICS

- **EUROPEAN AND INTERNATIONAL BUSINESS LAW**
 - EU COMPETITION LAW
- **MARKETING IN INTERNATIONAL ENVIRONMENT**
 - INTERNATIONAL MARKETING STRATEGY: SELECTED ISSUES
- **EUROPEAN UNION ENLARGEMENT AND EXTERNAL RELATIONS**
 - ALTERNATIVES TO EC/EU ENLARGEMENT IN THE EUROPEAN AND EURASIAN CONTEXT
- **INTERCULTURAL COMMUNICATION**
 - MEDIA IN BUSINESS ACROSS CULTURES, IT IN BUSINESS ACROSS CULTURES

FACULTY OF INTERNATIONAL RELATIONS

INTERNATIONAL ECONOMIC RELATIONS TOPICS

- **WORLD ECONOMY**
 - GLOBALIZATION OF THE WORLD ECONOMY
- **INTERNATIONAL COMMERCIAL LAW**
 - INTELLECTUAL PROPERTY RIGHTS IN INTERNATIONAL TRADE

ECONOMIC DIPLOMACY TOPICS

- **INTERNATIONAL POLITICAL RELATIONS**
 - INTERNATIONAL ORGANIZATIONS: ORGANIZATION FOR SECURITY AND CO-OPERATION IN EUROPE AND ITS CURRENT CHALLENGES
 - POLITICAL AND ECONOMIC INTEGRATION PROCESSES OF AFRICA. THE AFRICAN UNION AND ITS CURRENT CHALLENGES
- **CULTURES IN INTERNATIONAL RELATIONS**
 - CULTURES IN AFRICA
 - CULTURES IN MIDDLE EAST
- **INTERNATIONAL PUBLIC LAW**
 - LAW OF ARMED CONFLICT AND INTERNATIONAL HUMANITARIAN LAW/ NEGATIVE ASPECTS OF ARMED CONFLICTS AND PROTECTION OF HUMAN RIGHTS IN ARMED CONFLICTS
- **ECONOMY OF EU STATES**
 - BALTIC STATES' ECONOMIES
- **INTERNATIONAL ECONOMIC LAW**
 - GEOPOLITICS AND INTERNATIONAL TRADE & INVESTMENT/ GEOPOLITICAL IMPLICATIONS OF THE REDEFINED LEGAL FRAMEWORK FOR INTERNATIONAL TRADE AND INVESTMENT

FACULTY OF ECONOMIC INFORMATICS

ACTUARIAL SCIENCE TOPICS

- **ENTERPRISE RISK MANAGEMENT**
 - ACTUAL TRENDS IN INSURANCE RISK MANAGEMENT

INFORMATION MANAGEMENT TOPICS

- **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

ECONOMIC INFORMATICS TOPICS

- **INTRODUCTION TO CYBERSECURITY**
 - MANAGEMENT OF DATA SECURITY

FACULTY OF FINANCE AND ECONOMICS

FINANCE AND TAXES TOPIC

- **GREEN ECONOMY**

FINANCE, BANKING AND INSURANCE TOPICS

- **INTRODUCTION TO EXPERIMENTAL METHODS IN ECONOMICS**
- **NATIONAL ACCOUNTS**
- **FINANCE**
- **BANKING**

FACULTY OF BUSINESS MANAGEMENT

BUSINESS ECONOMICS AND MANAGEMENT TOPICS

- **MANAGEMENT**
 - COMMUNICATION, LEADERSHIP
- **CORPORATE FINANCE**
 - THE FINANCIAL RELATIONS OF THE ENTERPRISE WITH FOREIGN COUNTRIES AND THE FACTORS INFLUENCING THEM
- **BUSINESS ECONOMY**
 - PRODUCTION ACTIVITY OF THE ENTERPRISE
- **BUSINESS INFORMATION SYSTEM**
 - KNOWLEDGE AND INFORMATION MANAGEMENT, BUSINESS INTELLIGENCE, SUPPLY CHAIN MANAGEMENT
- **COST CONTROLLING**
 - COSTS AND TIME FLOW. TARGET COSTING. PRODUCT-LIFE-CYCLE COSTING. STRUCTURING COSTS IN DIFFERENT STAGES OF LIFE-CYCLE

- **CORPORATE SOCIAL RESPONSIBILITY**
 - RESPONSIBLE BUSINESS AND INTERNATIONAL RELATIONS
- **ENTREPRENEURSHIP IN THE CREATIVE INDUSTRIES**
 - SPECIFICS OF MARKETING IN A CULTURAL INSTITUTION, FESTIVAL OR CULTURAL EVENT

FINANCE, BANKING AND INSURANCE TOPIC

- **ECONOMIC APPLICATIONS IN MS OFFICE**
 - STATISTICAL FUNCTIONS THEIR APPLICATION, AND INTERPRETATION IN ACADEMIC RESEARCH

CORPORATE ECONOMICS TOPICS

- **LOGISTICS**
 - ORGANISATIONAL ASPECT OF LOGISTIC SYSTEM IN COMPANY
- **ASSET VALUE MANAGEMENT**
 - TRANSFER PRICING, RULES AND PRINCIPLES, TRANSFER DOCUMENTATION, MARKET ANALYZES, TAX ASPECTS, RISK AND PROBLEM MANAGEMENT

GENERAL MANAGEMENT / CORPORATE ECONOMICS TOPICS

- **CORPORATE CONTROLLING**
 - HUMAN CAPITAL CONTROLLING;
- **CONTROL**
 - INTERNAL AND EXTERNAL AUDIT;
- **ORGANIZATIONAL DESIGN OF AN ENTERPRISE**
 - NEW PARADIGMS OF ORGANIZATIONAL STRUCTURES: FROM HIERARCHY TO AGILITY;
 - DEHIERARCHIZATION AND NETWORK ORGANIZATIONS: HOW TO MANAGE WITHOUT RIGID RULES;
 - FROM BUREAUCRACY TO CREATIVITY: STRUCTURES THAT FOSTER INNOVATION;
- **DEVELOPING MANAGEMENT SKILLS**
 - EFFECTIVE CONFLICT MANAGEMENT, MANAGEMENT OF MULTICULTURAL TEAMS
- **FINANCIAL INVESTMENTS**
 - APPROACHES TO PORTFOLIO PERFORMANCE EVALUATION
- **FINANCIAL MANAGEMENT OF THE HOLDING**
 - FINANCIAL PLANNING IN THE HOLDING

GENERAL MANAGEMENT TOPICS

- **FINANCIAL ANALYSIS AND FINANCIAL PLANNING**
 - PROCEDURE FOR CREATING AN ANNUAL FINANCIAL BALANCE PLAN
- **PROJECT MANAGEMENT**
 - PROJECT MANAGEMENT IN SPECIFIC CONDITIONS

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.



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