



DOKUZ EYLUL UNIVERSITY
FACULTY OF BUSINESS

INTERNATIONAL WEEK İZMİR 2015

4-8 May 2015



Opportunity for meeting different instructors
from different countries...

19 different instructors

**Registration to the courses will be
between 23-26 March
via INTERNET**

Follow the Web Page and Facebook Page of Faculty!

CONTENT OF THE PRESENTATION

**instructions, content of the courses and instructors of
international week .**

Important Issues



- Registration
 - **23rd to 26th of March 2015**
 - You can select only one course from either grup 1 or grup 2
 - Class Quatas is up to 30 students
 - **First come first served based**
- Certificates
- ECTS Credit (1 ECTS per course)
- Participation and attandance are obligatory
- Since IW is a Faculty activity , you will be permitted from the courses you are taking at the Faculty.

Important Issues

- **This year there will be 2 registration period:**
- **1st Registration Period for the students**
 - who didnot attend to IW before or
 - who participated previous IWs and attended the courses *regularly*
- **If there is available quota at our IW courses at the end of first registration period; 2nd Registration Period will be for students**
 - who applied to IW last year (2014) but *didnot attend the courses regularly*
 - Second registration period will be announced later!

International Week (IW) Rules

- Registration : You have to register yourself between 23rd and 26th of March 2015 via Google Docs
- You can register yourself to only **one course** from **Grup 1** and to **one course** from **Grup 2**. At most you can take 2 courses. **Attendance is obligatory !**
- You will acquire 1 ECTS credit per course only if you attend and participate the course **3 full days**.
- IW courses will be held **5, 6, 7th of May 2015**.
- Since IW is a Faculty activity , you will be permitted from the courses you are taking at the Faculty.

Grup 1 : Bart Arazola de Onate

Artevelde University of Applied Sciences, Belgium

Introduction to e-commerce and e-marketing



Course Objective:

- Understand the evolution and importance of e-commerce
- Know the basic requirements for a successful e-commerce website
- Recognize the advantages and disadvantages of e-commerce, compared to traditional commerce
- Understand how traditional communication and e-communication reinforce each other
- Know the different types of e-communication and know when to use them
- Know and be able to use key terminology in e-commerce and e-communication

2nd, 3rd and 4th year students

Grup 1: Dr. Barbara Mörec

University of Ljubljana , Slovenya

Living at the Crossroads: Doing Business in Central Europe



Course Objective:

- *To develop a basic, but comprehensive understanding for doing business in Central Europe.*
- *Objective is to introduce to students the basic characteristics of the Central European business environment, diverse culture, business and tax codes of conduct.*

For 2nd, 3rd and 4th year students

Grup 1: Robert Tatham

Savoie University, France
Airlines



Course Objective:

Discover the world of airlines and, especially, the impact of new business models.

- identify and understand the principles and complexities of air transport and associated industries (including some historic developments, the regulatory and competitive environment, the needs of travelers and staff);
- appraise different business models (low cost, full service, etc.);
- understand and assess the challenges faced by managers and executives in the airline and associated industries;
- predict, explain and critically evaluate some of the likely consequences of decisions taken with regard to airline policies and strategies.

2nd, 3rd and 4th year students

Grup 1 : Dr. Aigars Andersons

Vidzeme University of Applied Sciences, Latvia

Lessons from Economic Crisis in Europe from
Global to Local



Course Objective:

- has an understanding of key debates about crisis in Europe.
- has clarified the specific causes and effects of various crises on national political and social systems.
- has got an insight about the ways in which the international, regional and domestic implications of the crisis impact upon each other.

2nd, 3rd and 4th year students

Grup1: Rien Brouwer

Inholland University of Applied Sciences, Holland Talent Management



Course Objective:

- Be able to perform a vision on talents ;
- Be able to perform a vision on talent management in the mindset of futural developments in our world
- Be able to understand and place aspects (youth unemployment, industrial relations, government policy etc.) in a comparatively international context;
- Have knowledge about how multinationals recruit high potentials
- Be able to point out the impact of youth unemployment for people, countries and future outlook;
- Be aware of his own talents including values
- Be able to understand Human Resource management strategic policy towards talents
- Be able to understand (in practice) ethical dilemmas concerning talents and talent management
- Be able to understand the relation between talent management and give meaning to life

2nd, 3rd and 4th year students

Grup 1: Natalia Lutovinova

NHTV Breda, Holland

Eastern- Western Supply Chain: Comparison & Contrasts



Course Objective:

- Get a general understanding of the international trade and customs affairs
- To be able to apply the understanding of the international trade and customs affairs to the business situations in different countries of the Western and eastern Europe
- To be able to get skills of identifying HS codes and calculating customs duties for different groups of goods in the countries of the principal business activity.
- To be able to compare the management of the supply chains including ethical issues

2nd, 3rd and 4th year students

Grup1: Marloes Goosen

Saxion University of Applied Sciences , Holland
Cultural Management



Course Objective :

Globalization and the increasing cultural diversity in the workplace require culturally-aware managers in both domestic and international markets. This course focuses on intercultural communication skills which may be utilized to improve business relations within an intercultural context.

For 2nd, 3rd year students only

Grup1: Dr. Sulik Gorecka Aleksandra

University of Economics in Katowice, Poland

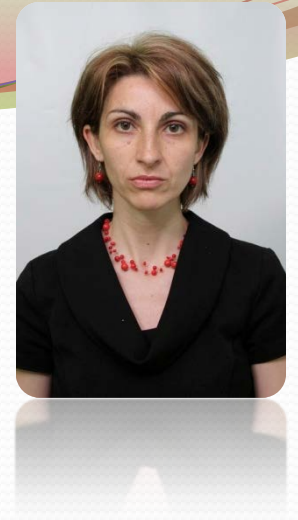
Transfer Pricing



Course Objective:

- have knowledge of key transfer pricing concepts and issues including transfer pricing methods, the arm's length principle, comparability, compliance issues, avoiding double taxation
- manage to prepare exemplary transfer pricing documentation

2nd,3rd,and 4th year students



Grup 1: Dr. Antonia Habova

University of National and World Economy, Bulgaria

EU and China

Course Objective:

- Have the **knowledge** of history, traditions, underlying values and principles, perceptions in EU – China relations;
- Have developed **skills** to analyze European and Chinese foreign policy in a broader political, economic and geopolitical context.

2nd,3rd,and 4th year students



Grup 1: Prof. Dr. Eyden Samunderu

Int' I School of Management , Germany

Strategy Implementation and Change Management

Course Description :

To equip students with the fundamental strategic tools aimed at strengthening the capacity of decision making

Understand the complexities of driving organizational transformation

Develop robust leadership skills aimed strengthening problem solving skills

Bring the synthesis of practice and theoretical streams in the areas of Strategic Management

Give students a solid understanding on the significance of strategy execution

2nd,3rd and 4th year students

Grup 2: Jeroen Hol

NHTV Breda University of Applied Sciences,
Netherlands

How to be successful future manager in the
3rd Millenium?



Course Description:

- How to be successful future manager in the third Millennium?
 - Does a manager only need Knowledge to be successful? More and more research shows that a combination between knowledge and skills is needed. Skills like observation- and listening skills, intercultural ability and empathy.
 - The approach of my course is *psychological, sociological and even cross cultural*. All these perspectives will enrich you in your development as a manager and generally as a human being.
-
- All Students



Grup 2: Dr. Hongiun Zhao

Shanghai University of Int'l Business and Economics

Chinese Economy: A Government- Business-Economics Perspective

Course objective:

- Know how Chinese Economy grew in the past 36 years
- How the government made economic growth possible
- What kind of government-business relationship is favorable in economic development
- How to do business with Chinese
- How to understand Chinese economy from economic theory

All Students



Grup 2: Dr. Bedrich Zimola & Dr.Zuzanna Dohnalova

Tomas Bata University in Zlin, Czech Republic

Selective Quantitive Methods for Managerial Decision-Making Support

Course Objective:

- Linear Programming
- Network Analysis
- Queuing Theory/Waiting Lines

- 2nd,3rd,and 4th year students

Grup 2: Prof.Dr.Klaus Blettner

Ludwigshafen University of Applied Sciences, Germany

Word of Mouth: Success factors for viral marketing



Course Objective:

- Word of mouth marketing, spread and forwarded from consumer to consumer is extremely important in today's marketing strategies. Viral videos shared e.g on Youtube and Facebook are prominent examples.
- Understand the importance of word of mouth in today's (digital) marketing
- Know about main success factors of viral marketing campaigns
- Have basic knowledge about the psychological motives why people share virals

2nd, 3rd and 4th year students

Grup 2: Julia Bilich

Nordhausen University of Applied Sciences,
Germany

New Math of Multicultural Workgroups



Course Objective:

- raise his/her awareness regarding culture's influence on teaching and learning, and how traditional ideas about leadership can affect a multicultural group.
- Watching the video "The New Math of Multicultural Workgroups"
- Group discussions
- Role plays
- Reflections

2nd ,3rd ,4th year students

Grup 2: Ivar Hageman

Saxion University of Applied Sciences, Holland
International and European Law



Course Objective:

- To have knowledge about international conventions like the CISG, the EEX and the ECO-convention.
- To have an insight in the current legal problems of the European Union
- These problems are based on the so called four freedoms:
Free movement of goods, persons, services and capital
- We will discuss the relation of Turkey with the European Union in the above mentioned topics

2nd and 3rd year students

Grup 2: Dr. Anna Kuzior

University of Economics in Katowice, Poland

Big bath and other techniques of earnings management



Course Objective:

- Understand the purpose of financial statements,
- Be able to discuss and critically assess methods of measurement of main assets and liabilities,
- Understand the idea and need of earnings management,
- Understand the influence of assets and liabilities valuations rules on companies profit and loss,
- Be able to take decision concerning a choice of accounting policy tools and techniques in particular situations

3rd and 4th year students only

Grup 2: Dr. Breda O' Dwyer

Institute of Technology Tralee , Ireland

The 48 Hour Innovation Challenge



Course Objective:

- Analyse the nature and importance of innovation to enterprise and demonstrate critical appreciation of the relationship between creativity, invention and innovation in business venturing.
- Appraise and Evaluate key commercialisation tools and techniques.
- Plan, undertake, and sustain an Action Enquiry Plan for Personal Professional Development.
- Students will take an innovative idea, explore it, develop it, and pitch it in 48 hours. Following this they will reflect on the experience and develop their own personal professional development plan allowing them to reflect and ignite their innovative mindset for their future careers.

3rd and 4th year students only

Grup 2: Bianca Haanschoten

Rotterdam University of Applied Sciences , Holland
Supermotor and Enthusiasm Revolution



Course Objective:

- Learn to co-operate with your most satisfied customers, fans instead of focusing on those complaining.
- Understand the revenues of using the power of enthusiasm in a business environment

2nd ,3rd & 4th year students

IW Kick off meeting and Course Hours

- *5th of May IW kick off meeting will take place where you have chance to meet with your instructor ,so we kindly ask all IW students to be present at the kick –off meeting.*

- ***Course Hours - Grup 1***

Tuesday 12.45-15.00

Wednesday 13.00-16.15

Thursday 09.00 -12.15

- ***Course Hours - Grup2***

Tuesday 15.15-17.30

Wednesday 09.00-12.15

Thursday 13.30 -16.15

Thanks for listening...
QUESTIONS???

