



DOKUZ EYLUL UNIVERSITY
FACULTY OF BUSINESS

INTERNATIONAL WEEK
İZMİR 2018

7-11 May 2018



Opportunity for meeting different instructors
from different countries...

8 different instructors

**Registration to the courses will be online
on 20 th of March 2018
Follow Twitter and Facebook Page of Faculty!**

**CONTENT OF THE PRESENTATION
instructions, content of the courses and instructors of
International Week.**

Important Issues



- Registration
 - **20th of March 2018**
 - You can select only one course
 - Class Quotas is up to 30 students
 - **First come first served based**
- Certificates
- ECTS Credit (**1 ECTS per course**)
- Participation and attendance is obligatory to obtain 1 ECTS credit
- Since IW is a Faculty activity , you will be permitted from the courses you are taking at the Faculty.

International Week (IW) Rules

- Registration : You have to register yourself via Google Docs 20th of March 2018
- You can register yourself to only **one course**
Attendance is obligatory !
- You will collect 1 ECTS credit per course only if you attend and participate the course **3 full days.**
- IW courses will be held **8,9,10 of May 2018.**
- Since IW is a Faculty activity , you will be permitted from the courses you are taking at the Faculty.

Participation and Attendance

Students will be on the “ Black List ” for the future International Weeks, if they don not attend the course they already registered.

Being on the “Black List” means you can not obtain course from the IW.



Dr. Alexander Boldyrikhin

Voronezh State University, Russia



Business Environment in Russia: Practical Experience, Overview and Trends

Course Objective:

1. know the main practical frameworks of doing business in Russia;
2. be able to understand the processes and challenges that are going within the Russian business system in close connection with the political processes;
3. have experienced business cases from real companies working in the Russian market.

2nd, 3rd and 4th year students

Dr. Anna Kuzior

University of Economics in Katowice, Poland



How to find numbers presented in the financial statement?
A matter of valuation models (based on IFRS)

Course Objective:

1. Understand the main rules of measurement of assets and liabilities
2. Understand the idea of cost model and fair value models,
3. Be able to discuss and critically evaluate cost models and fair value models,
4. Understand the influence of valuation models on information presented in financial statement,
5. Be able to give proper examples of application of particular valuation models

2nd, 3rd and 4th year students

Dr. Eric Griette

Esdes / Université Catholique de Lyon, France



International Finance & Risk Management

Course Objective:

Being designed as a comprehensive approach of the foreign exchange market, the seminar will provide students with some relevant tools and

concepts for decision making, mainly in foreign exchange risk management.

The course will cover, Us Dollar, Euro, Turkish Lira, Brazilian Real, Chinese Yuan,

Russian Rouble

- Understand exchange rate volatility
- Understand hedging instruments so as to properly manage foreign exchange risks

3rd and 4th year students

Dr. Irina Foret

Voronezh State University, Russia

Three “W” of modern conflicts “who, with what and what for? “



Course Objective:

1. to analyze the political content of the international conflict, the real interests and goals of its participants;
2. to understand the principles of international conflict management;
3. to be able to critically interpret the experience of practical use of international conflict basic methods;
4. be able to analyze the factors that lead to the escalation of conflicts and its conversion into the armed confrontation

3rd and 4th year students

Ms. Françoise De Waele
EPHEC, Belgium

Diversity



Course Objective:

1. at personal level, be able to speak about their identity, their personality and values and to show how those can impact everyday life and collaboration.
2. at organizational level, be able to look for and reflect on diversity policies within organizations.
3. at social level, be able to discuss some issues linked with diversity in a globalized world.

3rd and 4th year students

Karel Cappelle

Artevelde University College, Belgium

Intercultural Communication Skills



Course Objective:

1. Understand how culture affects communication and how cultural values and attitudes impact behaviors and approaches to doing business.
2. Be able to explain the values and attitudes of their culture and compare them with other cultures.
3. Recognize the importance of verbal and non-verbal communication approaches.
4. The student can adapt and explain communication and interaction approaches in multicultural situations or case studies.

3rd and 4th year students

Dr. Jordan Gamble

Dublin City University, Ireland



When the consumer becomes the co-creator: Exploring how user involvement is shaping the future of business

Course Objective:

1. Have an understanding of what is co-creation and why is it important in today's society;
2. Comprehend the many ways in which the modern consumer can actively contribute to the development of a product or service;
3. Appreciate the ethical issues and challenges that companies face when they treat consumers as co-collaborators or co-creators; and
4. Understand how the changing role of the consumer is changing the dynamics of how companies will do business in the future.

3rd and 4th year students

Doç. Dr. Stephanie Gardner

Odisee College, Belgium



Legal Environment of International Business

Course Objective:

- i) a basic understanding of the general legal framework, emerging trends and contemporary legal debates related to business law, particularly in the global perspective;
- ii) increased ability to identify legal issues through enhanced interdisciplinary thinking, efficient communication and problem solving;
- iii) sensitivity to the importance of ethical considerations and social responsibility in business decision making (i.e., business decision makers need to consider not just whether a decision is “legal” but also whether it is “ethical”).

3rd and 4th year students

IW Course Hours (8,9,10 March)

- *8th of May 2018 , Tuesday*
13.00-15.35
- *9th of May 2018 , Wednesday*
9.30 -12.05
- *10th of May 2018 , Thursday*
9.30 -12.05

Classes of the IW will be announced first week of May.

Thanks for listening...
QUESTIONS???

