



DOKUZ EYLUL UNIVERSITY  
FACULTY OF BUSINESS

---

**INTERNATIONAL WEEK**  
**İZMİR 2019**

**6-10 May 2019**



DOKUZ EYLUL UNIVERSITY  
FACULTY OF BUSINESS

**INTERNATIONAL WEEK**  
**İZMİR 2019**

Opportunity for meeting different instructors  
from different countries...

12 different instructors

**Registration to the courses will be online  
on 20th,21st of March 2019  
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 ,21st of March 2019**
  - You can select only one course
  - Class Quata 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 ,21st of March 2019
- 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 **7,8,9 of May 2019.**
- 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 does the cookie jar accounting work?**

**Techniques of earnings management (based on IFRS)**



## **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

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

**Dr. Eric Griette**

**Esdes / Université Catholique de Lyon, France**



## **International Finance & Risk Management**

### **Focus on emerging currencies**

#### **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**  
**Modern Conflicts and Their Resolution**



**Course Objective:**

- to analyze the political content of the international conflict, the real interests and goals of its participants;
- to understand the principles of international conflict management;
- to be able to critically interpret the experience of practical use of international conflict basic methods;
- 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**

# **Dr. Adam Szymanski**

## **Warsaw University , Poland**

### **Differentiated Integration as Global Phenomenon- European Union and Beyond**



#### **Course Objective:**

##### Knowledge:

- Have a thorough knowledge (in theoretical and empirical dimension) of the process of differentiated integration - in Europe as well as in Asia and America as well as comparative regionalism.

##### Skills:

- Be able to explain the reasons for the development of the differentiated integration and identify its role in the current global affairs.
- Be able to propose concrete models of differentiated integration for the EU external partners (basing on the case of EU-Turkey relations).
- Be able to compare the process of differentiated integration in different regions.

##### Social competences:

- Be able to work in a group and carry out the team project.

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

# **Francis Neijenhof ,MA**

## **NHTV Breda, Netherlands**

### **Shaping and Directing Experiences**



#### **Course Objective:**

**Understand what instruments /techniques can be used to shape a customer's experience.**

**This course will teach you, as a company or organization ,how you can exert influence on the personel experience of a guest or consumer. We will examine what experience means ,how you can shape the guest' s experience and how this experience can be directed.**

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



**Tomas IILMAN**

**Laurea Univ. of Applied Sciences, Finland**

**From Idea to Company/ Entrepreneurship**

**Course Objective:**

- know the essentials of working in a team
- analyze business potential in different ideas, markets or segments
- use business model canvas as a planning tool
- learning can be fun 😊

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

# Lars van Egmond

## Windesheim Univ. of Sciences, Netherlands

### Leadership in Transition



### Course Objective:

- Understand the essentials and importance of leadership, culture and change in an organizational (Western) context.
- Understand the characteristics of modern day leadership in successful organizations.
- Be able to define a variety of modern day leadership styles and their effectiveness,
- Be able to execute useful interventions leaders within organizations can use in order to obtain sustainable change.
- Be able to identify and define their own specific leadership traits and characteristics useful for organizational transition.

2nd, 3rd and 4th year students

# **Dr. Gabor Balogh**

## **University of Pecs, Hungary**

### **Human Resource Management Simulations**



### **Course Objective:**

- organize a recruitment and selection process on professional way
- manage an interview situation with a sort of aspects and questions from employer point of view
- create an assessment centre (tasks, evaluations sheet) and give feedback expertly
- prepare a complex and fair performance management and remuneration structure
- conduct a coaching session with helper attitude

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

# **Dr. Angela Pennisi di Floristella**

## **University of Malta, Malta**

### **China in World Politics**



### **Course Objective:**

- Deepen the understanding of key issues pertaining the evolution of China's foreign relations
- Deepen the understanding of China's role in global governance and the major issues and challenges regarding China's relations with major actors/regions.
- Interpret the impact of China's rise at a regional and global level

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



# **Dr. Maciej Cesarz**

## **University of Wroclaw, Poland**

### **EU Integrated Border Management**



#### **Course Objective:**

- define foundations of EU border management,
- have basic knowledge of legal and political aspects as well as decision-making processes in the framework of EU border policy,
- recognize and analyze main Union policies related to border management
- explain the practice of multi-level governance in the area of EU border control
- have ability to diagnose and predict the risks for the functioning of Schengen area
- be able to present his/her own original view on EU border policy

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



# **Dr. Istvan Rethy**

## **Eszterhazy Karoly University, Hungary**

### **Intercultural Challenges of Int'l Business**



#### **Course Objective:**

- Understand and apply assertive behavior.
- Understand and apply assertive communication skills.
- Understand and apply various management styles on a situational basis.
- Understand and apply colorful conflict resolution and negotiation techniques.

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

## IW Course Hours ( 7,8,9 May )

- *7th of May 2018 , Tuesday*  
*13.00-15.35*
- *8th of May 2018 , Wednesday*  
*9.30 -12.15*
- *9th of May 2018 , Thursday*  
*9.30 -12.15*

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

***Thanks for listening...***  
***QUESTIONS???***

